

დანართი:

Professor Philip Kotler in Yerevan

15.11.2011

New Marketing Era in Region

Marketing 3.0

Session 4: Students Forum

Date: 15.11.2011

Duration: 1,5 hours

Certificate: Kellogg Graduate School of Management

Content: How could marketing do for the students growth and career building

1. The major of Marketing 3.0
2. The basic concept of marketing development in the future
3. The differences between Marketing 1.0, 2.0, and 3.0
4. Understand the next level of marketing
5. Why students need marketing
6. The role of marketing in economic development
7. Value-driven marketing
8. CSR marketing

Costs of participation: 75 USD

Registration deadline: 15 October

NIMA Programs in Georgia - OFFICIAL EDUCATIONAL PARTNER of PHILIP KOTLER's VISIT

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