



COURSE CARD: E3S - SP - UNIBASCO - 4

University: University of Basque Country (EHU), Spain
Course: Strategic management, wine marketing and analysis of consumers' preferences
Course code: 3573
Credits: 3
Language: Spanish
Instructors: Azucena Vicente, Idoia Idigoras and Jone Mitxeo, professors of EHU
Erminio Monteleone, professor of Florence University
Thomas Perry, professional consultant in strategic and operative marketing
When: From 24 April to 4 May 2012
Content: Intensive course with lectures (22h) and lab exercises (8h)
Textbook: Teachers' materials
Requirements: Basis on sensory analysis, marketing and statistical techniques
For whom: Post-degree level ([Master in Innovative Oenology](#)).
Students (n): 20 - 30
Source of info: Francisco José Perez Elortondo, franciscojose.perez@ehu.es
Date: October 11, 2011