



**COURSE CARD: E3S - SP - UNIBASCO - 5**

University: University of Basque Country (EHU), Spain  
Course: Commercial management, advanced marketing and their integration with consumers' preferences  
Course code: 3577  
Credits: 3  
Language: Spanish  
Instructors: Azucena Vicente, professor of EHU  
Kepa Bárcenas, Wm. Wrigley Jr. Company (US)  
When: From 19 January to 27 January 2012  
Content: Intensive course with lectures (20h, some of them by videoconference) and works in groups (10h)  
Textbook: Teachers' materials  
Requirements: Basis on sensory analysis and marketing  
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