



**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/ English  
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 21 to 29 January 2013  
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: [franciscojose.perez@ehu.es](mailto:franciscojose.perez@ehu.es)  
Date: December 4, 2012