



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 6 May to 14 May 2013

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: franciscojose.perez@ehu.es

Date: December 4, 2012