OBJECTIVES

• To examine the latest topics and challenges in the discipline of marketing, which is undergoing extensive changes with the widespread adoption of new technologies.
• To provide participants with the tools and guidelines to build solutions that are compatible with the current technology scenario.
• To provide aspiring marketing executives with a general understanding of the transformational trends and experiences that are shaping current business structures.
• To analyse the emergence of new business models, taking advantage of the various resources available in Barcelona, a city renowned for its creativity and ability to attract talent.
• To experience a networking week with highly motivated participants at University of Barcelona, one of the top leading European universities.

WHO SHOULD ATTEND?

Professionals, managers, professors, researchers, students.

MONDAY, 18 JULY, 2016

EXPLORING NEW MARKETING APPROACHES AND STRATEGIES
SALA DE JUNTES 696, FACULTAT D’ECONOMIA I EMPRESA-UB
(Av. Diagonal, 696, Barcelona)

15.00 h Reception of participants
15.30 h Welcome speech
16.00 h “Building brands”  
Josep M. Piera (SCPF)
17.30 h Coffee
18.00 h “Connections Planning”  
Josep Hernández (Mondelez)
19.30 h Guided tour of Barcelona
21.30 h Welcome dinner

TUESDAY, 19 JULY

RETHINKING BUSINESS MODELS
SALA DE JUNTES 696, FACULTAT D’ECONOMIA I EMPRESA-UB
(Av. Diagonal, 696, Barcelona)

9.30 h “How to innovate your business models”  
Joan-Albert García Maya (Ignite Technologies)
11.00 h Coffee
11.30 h “Blue Ocean Strategy”  
Jose Carlos Ramos (Avanzalis)
12.30 h “Business Models and entrepreneurial cooperation”  
Menno Veekind (IDOM)
14.00 h Lunch
15.30 h “Waiting for the “carestomer””  
Javier Tenor (University of Barcelona)
16.30 h “Internet of things”  
Ignasi Vilajosana (Worldsensing)
17.30 h End of the day
WEDNESDAY, 20 JULY

OBJECTIVES

• To examine the latest topics and challenges in the discipline of marketing, which is undergoing extensive changes with the widespread adoption of new technologies.

• To provide participants with the tools and guidelines to build solutions that are compatible with the current technology scenario.

• To provide aspiring marketing executives with a general understanding of the transformational trends and experiences that are shaping current business structures.

• To analyse the emergence of new business models, taking advantage of the various resources available in Barcelona, a city renowned for its creativity and ability to attract talent.

• To experience a networking week with highly motivated participants at University of Barcelona, one of the top leading European universities.

WHO SHOULD ATTEND?

Professionals, managers, professors, researchers, students.

WEDNESDAY, 15 July, 2015

EXPLORING NEW MARKETING APPROACHES AND STRATEGIES

FACULTY OF ECONOMICS AND BUSINESS-UB – SALA DE JUNTES 696 (Av. Diagonal, 696, Barcelona)

14.00 h Reception of participants

15.00 h Welcome speech

Elisenda Paluzie (University of Barcelona)
Jaume Valls (University of Barcelona)

15.30 h “Connections Planning; a new approach to IMC design and marketing”

Josep Hernández (Mondelez)

17.00 h “Customer Centricity, are we ready?”

Pere Rosales (INUSUAL)

18.00 h “Managing International Brands”

Santiago Mier (Danone) (to be confirmed)

19.00 h Coffee

19.30 h Guided tour of Barcelona

21.30 h Welcome dinner

THURSDAY, 16 July, 2015

RETHINKING BUSINESS MODELS

FACULTY OF ECONOMICS AND BUSINESS-UB – SALA DE JUNTES 696 (Av. Diagonal, 696, Barcelona)

9.00 h “Business models and entrepreneurial cooperation”

Menno Veefkind (IDOM) (to be confirmed)

10.30 h Coffee

11.00 h “Blue Ocean Strategy”

Jose Carlos Ramos (Avanzalis)

12.00 h “How to innovate your business model”

Joan-Albert Garcia Moga (INIDEM Business School)

13.00 h Lunch

14.30 h “Ten types of innovation”

16.00 h “Innovative strategies and business models”

Enric Barba (CIRSA)

17.30 h End of the day

FRIDAY, 22 JULY

INTERDISCIPLINARITIES AND OTHER CREATIVE CONNECTIONS

AULA RAMÓN Y CAJAL, EDIFICI HISTÒRIC-UB (Gran Via de les Corts Catalanes, 585, Barcelona)

9.30 h “Compeixalaigua”

Xavier Flores (compeixalaigua)

10.30 h “Guzmán Gastronomía”

Jordi Franch (Guzmán Gastronomía)

11.30 h Coffee

12.00 h “The audiences”

Pepe Zapata (Tecknecultura)

13.00 h “Social Media Marketing, the Smart way”

Dot Lung (Carrots)

14.00 h Closing ceremony

14.30 h Farewell cocktail

(*) This program is subject to changes

BARCELONA MARKETING & BUSINESS MODELS International Summer School

Organized by:

Departament d’Economia i Organització d’Empreses

With the collaboration of:

Departament d’Economia i Organització d’Empreses

In the framework of:

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