



DEUTSCHE  
MANAGEMENT AKADEMIE  
NIEDERSACHSEN

## **Strategic management and marketing for global markets**

International Summer Academy  
August 20 – 26, 2017 in Celle/Germany



*DMAN head office in Celle castle – your seminar location in Germany*



## Management Summary

### Course objectives

The program will give you opportunities to set the strategic course for a successful future of your company. Apart from an overview of the principles of international competition, strategies and instruments of strategic marketing, you will learn about German business culture and discuss the key factors of efficient marketing & sales management. The company visits will give you direct impressions and the opportunity to exchange information and experience with your hosts. On site, you will see new technologies, organisational solutions and the application of managerial instruments. Interactive trainings will improve your intercultural competence and management skills. You will get the chance to exchange experience with German managers and to initiate business contacts.

### Target audience

The program is designed for young entrepreneurs & middle manager from different economic sectors. DMAN will invite managers from all over the world. As the program will be run in English, very good language skills are essential. If you want to establish cooperation with German partners, decision power is of advantage.

### Schedule

The one-week programme consists of 3 training days and 2 days of company visits.

### Location & Date

Trainings in Celle Castle and visits of regional companies.  
20 – 26 August, 2017



## Programme

<b>Sunday, 20.08.17</b>	<b>Arrival</b> Individual journey to Celle and check in
	<b>Welcome dinner / informal get-together with DMAN staff</b> <ul style="list-style-type: none"> <li>▪ Becoming acquainted with group colleagues and tutors</li> </ul>
<b>Monday, 21.08.17</b>	<b>Seminar at DMAN</b>
08:30	<b>Program introduction</b>
09:30 – 13:00	<b>Overview on Germany`s economic structure</b> <ul style="list-style-type: none"> <li>▪ Current economic situation and trends</li> <li>▪ Germany: business location and economic clusters</li> <li>▪ Germany and its foreign trade <b>e.g. Volkswagen &amp; Jägermeister</b></li> <li>▪ International marketing and sales of German companies e.g. <b>Volkswagen – case study</b></li> </ul>
13:00 – 14:00	Lunch at DMAN cafeteria
14:00 – 17:00	<b>Success factors of Volkswagen; case study VW</b> <ul style="list-style-type: none"> <li>▪ e.g. Marketing &amp; Branding of Volkswagen</li> </ul>
17:00	<b>Guided city tour of Celle</b>
<b>Tuesday, 22.08.17</b>	<b>Company visits</b> Accompanied by DMAN tutor
10:15 – 12:00	<b>Volkswagen AG, Wolfsburg</b> <b>Global leading producer of cars like, golf, polo etc..</b> <ul style="list-style-type: none"> <li>▪ Visit of the production site</li> <li>▪ Questions and answers</li> </ul>
Lunch	Lunch in a restaurant on the way
15:30 – 17:00	<b>Jägermeister SE, Wolfenbüttel</b> <b>Leading producer of liquor and drinks</b> <ul style="list-style-type: none"> <li>▪ Visit of the production site</li> <li>▪ Questions and answers</li> </ul>



	<ul style="list-style-type: none"> <li>▪ Discussion of the topic e.g. marketing &amp; innovation</li> </ul>
Afterwards	Transfer back to Celle
<b>Wednesday, 23.08.17</b>	<b>Seminar at DMAN</b>
08:30 - 13:00	<b>International marketing &amp; sales</b> <ul style="list-style-type: none"> <li>▪ Strategic considerations and planning</li> <li>▪ Market and competitive analysis: SWOT analysis / Portfolio analysis</li> <li>▪ Example of a marketing concept</li> <li>▪ Sales as a special function of marketing: domestic / global markets</li> </ul>
13:00 - 14:00	Lunch at DMAN cafeteria
14:00 – 17:00	<b>Case study international marketing &amp; sales</b>
	<b>Free time in Celle</b>
<b>Thursday, 24.08.17</b>	<b>Company visits</b> Accompanied by DMAN tutor
a.m.	<b>Pelikan Group Germany, Peine</b> <i>Global manufacturer of pens, pencils &amp; school equipment</i> <ul style="list-style-type: none"> <li>▪ Presentation of the company &amp; products</li> <li>▪ Visit of the production site</li> </ul>
Lunch	Lunch in a restaurant on the way
p.m.	<b>e. g. Still GmbH, Hamburg</b> <i>Global provider of intralogistics: intelligent management of material handling equipment, software and services.</i> <ul style="list-style-type: none"> <li>▪ Visit of the production site</li> <li>▪ Discussion of the topic of sales &amp; customer services management</li> </ul>
	Transfer back to Celle
<b>Friday, 25.08.17</b>	<b>Seminar at DMAN</b>



08:30 – 13:00	<b>Customer orientation of international marketing</b> <ul style="list-style-type: none"><li>▪ Key account management</li><li>▪ Customer relationship management</li><li>▪ Total quality management</li></ul> <b>Case study: Introducing a new product to international markets</b>
13:00 - 14:00	Lunch at DMAN cafeteria
14:00 – 15:30	Group work, presentation and discussion of results
	<b>Awarding of DMAN certificates</b>
16:00	<b>Departure from Hotel in Celle to Hannover</b> <b>Check in Hotel Hannover</b> <b>Departure on Saturday, 26.08.17 individually</b>

**\*Note: all lectures will be held by business experts and university professors.**

**This schedule reflects the current planning. Days may vary upon availability of companies.**

**The companies listed are reflecting the current planning. DMAN cannot assure that the mentioned companies will finally agree or follow DMAN schedule. In case a company cannot host the group, DMAN will organize an alternative equivalent in quality with this proposal.**



## Deutsche Management Akademie Niedersachsen

Deutsche Management Akademie Niedersachsen (DMAN) qualifies specialists and managers for the success on international markets. The academy offers practice-oriented knowledge transfer and exchange of experiences and helps companies tap new business potentials at home and abroad. Founded in 1989 by the Federal State of Niedersachsen and shareholders from the industry as a non-profit limited liability company, DMAN has its headquarters in Celle castle and representative offices in Moscow and Shanghai.

Deutsche Management Akademie  
Niedersachsen gGmbH  
Schloss Celle, Schlossplatz 1  
29221 Celle, Germany  
Phone: +49.5141.973-0  
Website: [www.dman.de](http://www.dman.de)



*New Town Hall of Hanover*



*Timber-framed houses in Celle*



*Elbphilharmonie in Hamburg*



*Modern art in Hanover: Nanas*



*In August, the Lüneburger Heide is in purple flowers.*



*"Marienburg Castle" near Hanover*



*Hamburg port*



*Herrenhausen Gardens in Hanover*



*"The Four Musicians of Bremen"*