


Opresnik Hollensen Group
 presents
Charity Certificate Webinar
in Support of UN's World Food Program

Marketing in 100 Minutes x 2
Tuesday, 29th June 9:00 – 12:10 CET (200 Minutes)

“All you need to know about Marketing”

CET Time	Topic	Contributor	
9:00 – 9:05	Welcome	 	Prof. Dr. Marc Oliver Opresnik & Prof. Dr. Svend Hollensen
9:05 – 9:30	The main stages in a marketing plan		Prof. Dr. Svend Hollensen
9:30 – 10:00	Product and Branding		Prof. Dr. Marc Oliver Opresnik
10:00 – 10:30	Distribution		Prof. Dr. Svend Hollensen
10:30 – 11:30	Promotion and Social Media		Prof. Dr. Marc Oliver Opresnik
11:30 – 12:05	Pricing		Prof. Dr. Svend Hollensen
12:05 – 12:10	Closing	 	Prof. Dr. Marc Oliver Opresnik & Prof. Dr. Svend Hollensen

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CV Abstracts

1. Prof. Dr. Marc Oliver Opresnik

CV Abstract



Marc Opresnik (https://en.wikipedia.org/wiki/Marc_Oliver_Opresnik) is a Distinguished Professor of Marketing at the Technical University of Luebeck and a Member of the Board of Directors at SGMI Management Institut St. Gallen. In addition, he is Chief Research Officer at Kotler Impact Inc. and global co-author of marketing legend Philip Kotler. With his many years of international experience, he is one of the world's most renowned experts in marketing and negotiation management. Learn more at www.opresnik-management-consulting.com.

2. Prof. Dr. Svend Hollensen

CV Abstract



Svend Hollensen is an Associate Professor of International Marketing at the University of Southern Denmark. He is the author of globally published textbooks and several articles in well-recognised journals. Svend Hollensen has also worked as a consultant for several multinational companies, as well as global organizations like the World Bank.

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Accompanying Literature: “Marketing in 100 Minutes” (5 EUR discount included in seminar fee)

To claim the discount coupon please proceed as follows:

1. Visit an amazon shop of your choice e.g. amazon.de
2. Look for the book “Marketing in 100 Minutes” or simply access it via one of the below mentioned direct links e.g. <https://amzn.to/3tl9U0S>
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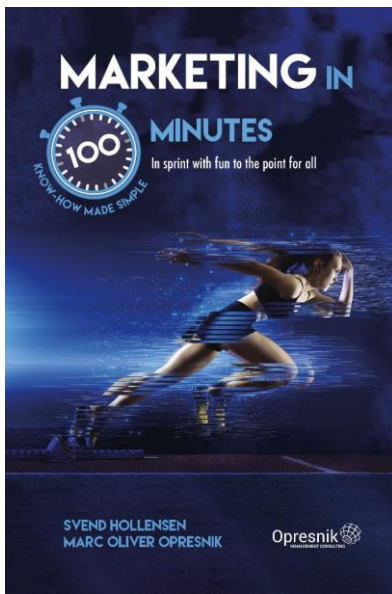
Marketing in 100 Minutes

In sprint with fun to the point for all

by Prof. Dr. Svend Hollensen and Prof. Dr. Marc Oliver Opresnik

Publisher: Opresnik Management Consulting; 1st edition, 2021

ISBN-13: 979-8732011357



About the book:

Long distance for all is out!

Our time is characterised by speed, speediness and breathtaking progress.

In-depth knowledge is increasingly reserved for specialists.

The number of complex texts on the subject of marketing is overwhelming.

This book is different: with 100 pages, it is condensed to the point and written in an extremely accessible way.

It is aimed at interested young people, students of all fields of study, people in practice, entrepreneurs and anyone who wants to keep an eye on the big points.

Written by authors who can also go the long haul and therefore know what the "big points" are!

In this spirit: On your mark, get set, go!

Endorsements

"This book is truly innovative and unique: on exactly 100 pages it gives an excellent overview of the basics of marketing. It is also written in a lively and clear style. The best book for anyone who wants to acquire the essentials on the subject."

Prof. Dr. Christian Scheiner, Director of the Institute for Entrepreneurship & Business Development, University of Lübeck

"In one word: Unique. In two words: Great class. In one sentence: This easy-to-read book sets a new standard when it comes to presenting a complex topic for everyone in such a catchy way that one really enjoys acquiring knowledge. Victory and mission accomplished!"

Christoph Schweizer, Managing Director, TraveKom GmbH

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