

 EPHEC
Presents

INTERNATIONAL MARKETING WEEK

TINTIN E-SHOP

A virtual week, but not
as you know it.

Develop your digital skills, visual thinking and e-business knowledge through an out-of-the-box, interactive and international week about cartoon hero Tintin.

FROM MARCH 15th TO 18th, 2021



M O U L I N A R T

HAUTE ÉCOLE
EPHEC
UNIVERSITY COLLEGE



INTERNATIONAL MARKETING WEEK

TINTIN E-SHOP

- Soft and hard skills development
- Use of new technologies for enhanced interactivity
- Digital & e-business competences
- Social activities & international meetings
- Out of the box & visual thinking
- A new kind of virtual projects

Make a significant digital communication plan for the Tintin E-shop

After the briefing by a Moulinsart head officer, students will have to develop a marketing and communication **strategy** for the Tintin e-shop. Students working in **international teams** will make up and develop a **drive-to-store strategy** by generating traffic, lead and visibility. The students' marketing skills, cooperation and creativity will be challenged to define the appropriate digital communication plan to propose.

For more information and the registration link, please visit:

<https://www.ephec.be/make-significant-digital-communication-plan-tintin-e-shop>



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REGISTRATIONS ARE OPEN UNTIL FEBRUARY 1ST, 2021