

International Marketing Week

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Ve más allá



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Valencia and surroundings

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22_23

27th Febraury
3rd March



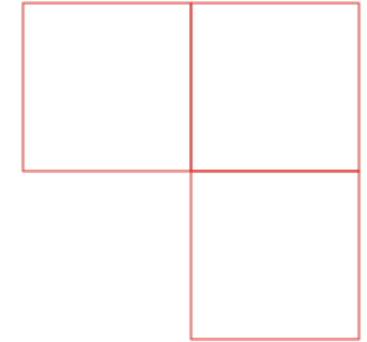
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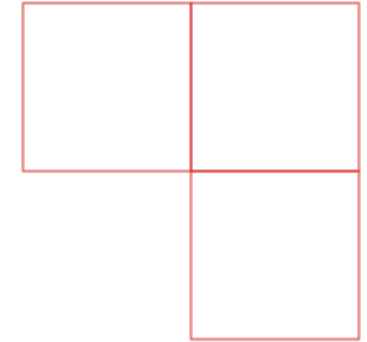
Wellcome to Valencia

Back to normality: In site





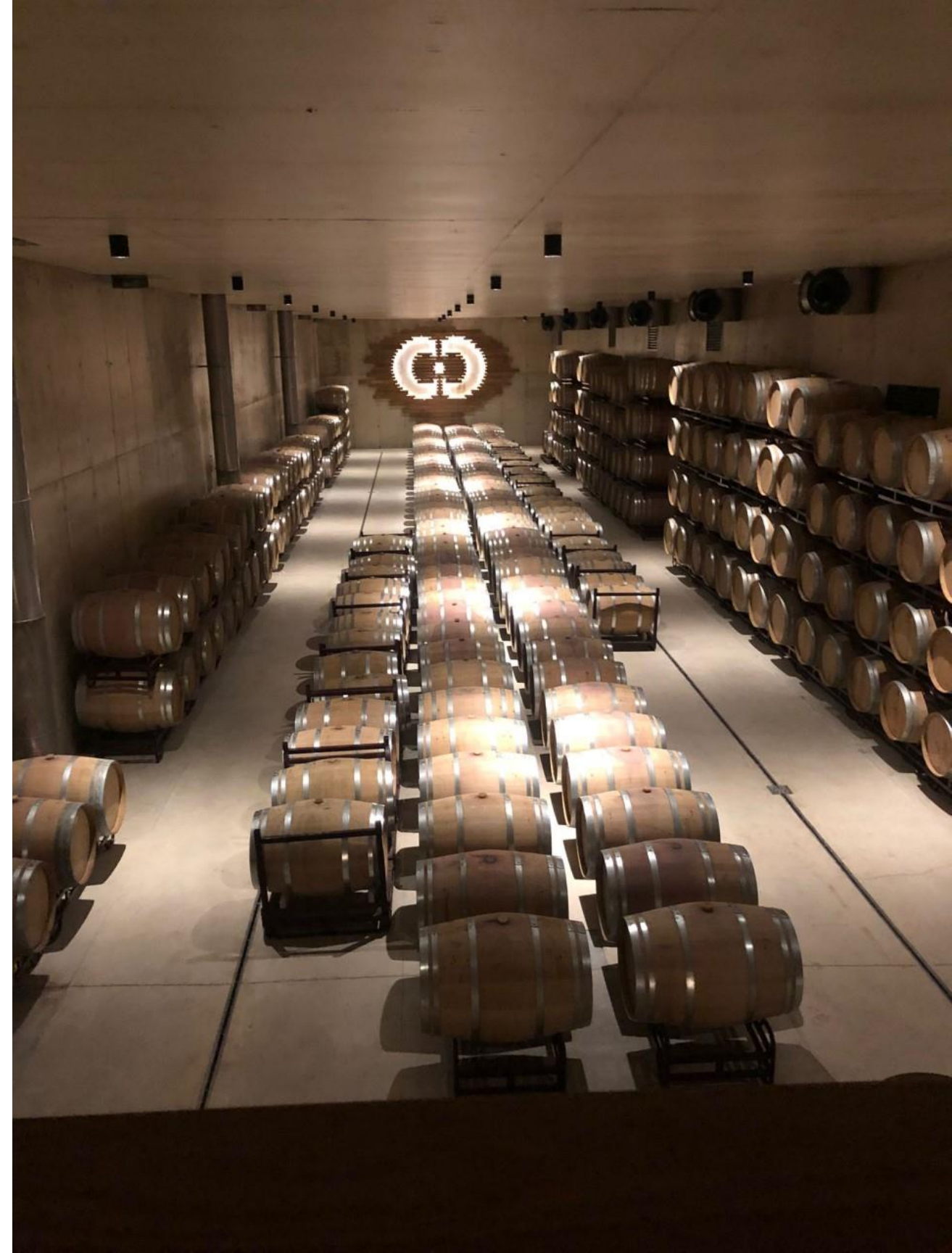
IMW: Guess... which is the topic?



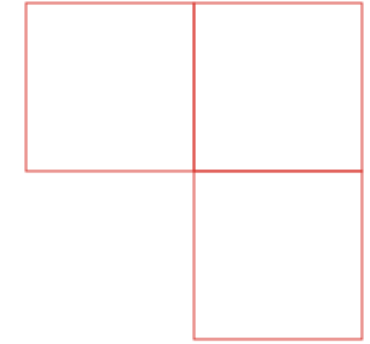
■ Welcome to Chozas Carrascal & Domaine de Montahuc

- Family owned winery
- Based in Utiel-Requena –Spain- & Saint-Jean-de-Minervois –France-
- Domain: At Chozas Carrascal we have fourteen different plots of wines. Each of them enjoys a unique personality, a singularity and style.

<https://chozascarrascal.com/>



■ The Challenge



- ❑ *DEVELOP A STRATEGIC MARKETING PLAN FOR A WINERY*
- ❑ *HOW TO GET GLOBAL!!!!!!*
- ❑ *INTERNATIONALIZATION IN A VUCA/BANI WORLD*

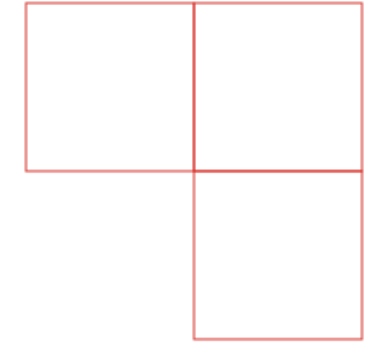


Wellcome Agriculture Club





Key Program Activity



Objective: students will learn how wine and cava are produced, how it is packaged and marketed.

Students will take tour of one of the most famous wineries in the Valencia area, **Chozas Carrascal (Requena)** where they will take a tour on the wine cellars, packaging and distribution area of the winery and they will have the opportunity to taste their best wines and cavas.

Goal: Launching a new wine internationally



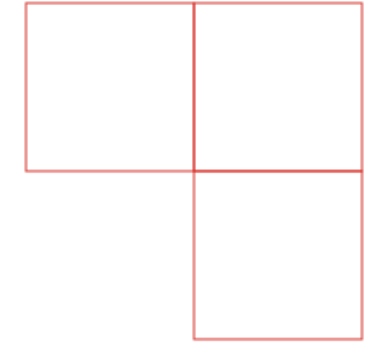
IMW: Itinerary

- ❑ Pre-arrival material will be sent in advance (**Platform**)
- ❑ General assembly on the first day – students present their Universities
- ❑ Day trip to wine country
- ❑ Master-Chef: *Paella* How to cook a typical dish
- ❑ “*Mascletá*” Morning Fireworks –check in google...😊-
- ❑ Daily project work in teams
- ❑ Tapas dinner in the old quarter
- ❑ Walking tour of old Valencia
- ❑ Party night with Spanish students
- ❑ Final presentations on Friday morning
- ❑ Awards

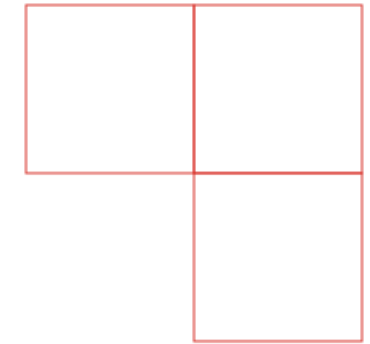


■ IMW: Price and program particulars: 260€

- ❑ Double or triple room in a Hostel River just 10 minutes on foot from the University
<https://www.riverhostelvalencia.com/>
- ❑ Continental breakfast from Sunday to Friday
 - ❑ 4 lunches (“bocadillo” + soft drink)
 - ❑ Field trip to wine country
 - ❑ Tapas Dinner
 - ❑ Valencia’s Night Live
 - ❑ Walking Tour around the Old Valencia
 - ❑ Master Chef for a night: Paella...
 - ❑ Mascletà



Applications: Due Date

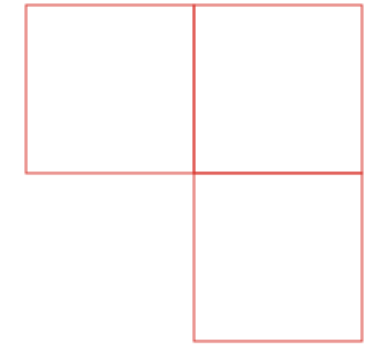


**All Applications are to be sent
before the 5th January, 2023
(aprox).**

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IMW: Participants



We are terribly sorry, but we have space problems.

We can only accept 5/6 students per University (bla, bla bla...).

If you have a dire emergency and need to send more, just ask me.

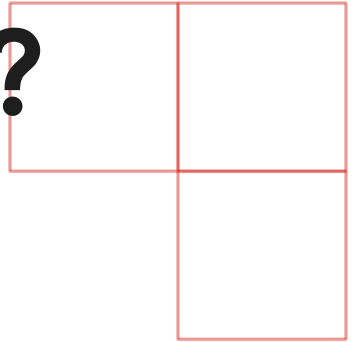


With in a year: New Old Campus





UEV: Social Science & Steam September 23??



+ Entrepreneurship





**Universidad
Europea**

Thanks

**International Marketing
Week**

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