

Llicències C. Turisme

Educació Secundària

- [Next Destination: Glasgow](#) (2006-2007)

[M. del Mar Tort Pérez](#). Cicle Formatiu Grau superior. IES Meridiana de Barcelona



Lesson 1 - Marketing Concepts

Lesson 2 - Service Characteristics

Lesson 3 - The Role of marketing in strategic Planning

Lesson 4 - The Market Environment

Lesson 5 - Marketing Information Systems and Marketing Research

Lesson 6 - Market segmentation, Targeting and Positioning

Lesson 7 - Marketing Plan