

# Marketing in the EU introduction

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# Course objective



- To be able to do market/and or marketing analyses of any of the EU country/countries  
and
- to give answers to the stated managerial marketing problem



# How to reach the objective?

- To work out team seminar work, present it and answer the questions of teacher and colleagues





# How, when...???



- Team: 3-5 people
- „working weeks“: 20th October – 17th November  
– working at school, dormitory, at home, canteen.....
- Presentation (PPT): 24th November, 1st December, 8th December, 15th December
- Presentation – cca 40 – 50 minutes

# Content of the seminar work

- Introduction – what happens, what and why will be solved (cca 1-3 pages)
- Theoretical background (cca 3 – 6 pages) **not compulsory**
- Methodology (cca 1-3 pages) **not compulsory**
- Analyses (cca 10 -20 pages)
- Recommendations (cca 2-6 pages)

**Seminar work in WORD/or PPT full of information and data must be put into IS 4 days before the presentation!**

# What?

- Company description
  - Including product/service
- Market and industry analysis & trends
- Target market/s (characteristics + culture)
- Competition analysis
- Marketing plan /not necessary



# EU

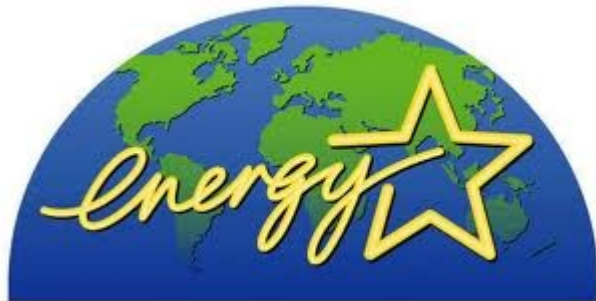


- [http://europa.eu/index\\_en.htm](http://europa.eu/index_en.htm)
- [http://europa.eu/abc/keyfigures/sizeandpopulation/index\\_en.htm](http://europa.eu/abc/keyfigures/sizeandpopulation/index_en.htm)
- [http://europa.eu/abc/keyfigures/qualityoflife/wealthy/index\\_en.htm](http://europa.eu/abc/keyfigures/qualityoflife/wealthy/index_en.htm)
- [http://europa.eu/abc/keyfigures/education/index\\_en.htm](http://europa.eu/abc/keyfigures/education/index_en.htm)
- [http://europa.eu/abc/keyfigures/work/index\\_en.htm](http://europa.eu/abc/keyfigures/work/index_en.htm)
- [http://europa.eu/abc/keyfigures/tradeandeconomy/index\\_en.htm](http://europa.eu/abc/keyfigures/tradeandeconomy/index_en.htm)

# Policy areas of the EU



- [http://europa.eu/pol/index\\_en.htm](http://europa.eu/pol/index_en.htm)
- [http://ec.europa.eu/index\\_en.htm](http://ec.europa.eu/index_en.htm)





# Example: Consumer

- INFORMATION NETWORKS
- Classifying consumer complaints and enquiries
- Monitoring consumer outcomes in the single market
- European Consumer Centres Network: "ECC-Net"
- General rules: product safety
- General principles of food law - European Food Safety Authority - Procedures for food safety
- Internal Market Problem Solving System (SOLVIT network)
- European Judicial Network in civil and commercial matters
- Language use in consumer information
- MISLEADING ADVERTISING AND PRACTICES
- Unfair Commercial Practices
- Misleading and comparative advertising
- [http://europa.eu/pol/cons/index\\_en.htm](http://europa.eu/pol/cons/index_en.htm)



# Example: health

- **Health determinants: lifestyle**
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- Tobacco
  - [Exposure to environmental tobacco smoke \(Proposal\)](#)
  - [Green Paper on promoting smoke-free areas in the European Union](#)**Archives**
  - [Advertising and sponsorship of tobacco products \(print media, radio, information society\)](#)
  - [Manufacture, presentation and sale of tobacco products](#)
  - [Prevention of smoking](#)
  - [Ban on smoking in public places](#)
  - [Community Tobacco Fund: information programmes](#)
- Alcohol
  - [European strategy to reduce alcohol-related harm](#)
  - [Community strategy to reduce alcohol-related harm \(Council conclusions - 2001\)](#)
  - [Drinking of alcohol by young people](#)
  - [Drinking and driving: Maximum authorised level of alcohol in the blood](#)
- Nutrition and physical activity
  - [Healthy diet for a healthy life](#)
  - [Green Paper on promoting healthy diets and physical activity](#)**Archives**
  - [A Strategy for Europe on nutrition, overweight and obesity related health issues](#)
  - [Obesity, nutrition and physical activity](#)
  - [Nutrition and health](#)
- Mental health
  - [Alzheimer's and other dementias: European initiative](#)
  - [Green Paper on Mental Health](#)
  - [Community action in the field of mental health](#)
  - [Combating stigma and discrimination in relation to mental health](#)**Archives**
  - [Combating stress and depression-related problems](#)
- [http://europa.eu/pol/health/index\\_en.htm](http://europa.eu/pol/health/index_en.htm)

# Doing business in Serbia

- <http://www.serbia-business.com/>
- [www.siepa.gov.rs/attach/Doing\\_Business\\_in\\_Serbia\\_06.pdf](http://www.siepa.gov.rs/attach/Doing_Business_in_Serbia_06.pdf)
- [www.siepa.gov.rs](http://www.siepa.gov.rs)
- <http://www.doingbusiness.org/Documents/CountryProfiles/SRB.pdf>
- <http://www.buyusa.gov/serbia/en/66.html>
- <http://www.pwc.com/rs/en/publications/doing-business-guide.jhtml>
  
- [http://books.google.cz/books?id=dduTMrBQxBsC&printsec=frontcover&dq=business+in+Serbia&source=bl&ots=ROhsp-oyEA&sig=qz7BofNpYm01\\_sZ9SGit3fkPNR4&hl=cs&ei=vKmYTN6JPIfAswacgaWxDA&sa=X&oi=book\\_result&ct=result&resnum=9&ved=0CEsQ6AEwCA#v=onepage&q&f=false](http://books.google.cz/books?id=dduTMrBQxBsC&printsec=frontcover&dq=business+in+Serbia&source=bl&ots=ROhsp-oyEA&sig=qz7BofNpYm01_sZ9SGit3fkPNR4&hl=cs&ei=vKmYTN6JPIfAswacgaWxDA&sa=X&oi=book_result&ct=result&resnum=9&ved=0CEsQ6AEwCA#v=onepage&q&f=false)
- [http://en.wikipedia.org/wiki/Beer\\_in\\_Serbia](http://en.wikipedia.org/wiki/Beer_in_Serbia)
- [http://en.wikipedia.org/wiki/Carlsberg\\_Srbija](http://en.wikipedia.org/wiki/Carlsberg_Srbija)
- <http://www.travelserbia.info/beer.php>
- [http://www.worldlingo.com/ma/enwiki/en/Beer\\_in\\_Serbia](http://www.worldlingo.com/ma/enwiki/en/Beer_in_Serbia)
  
- <http://www.youtube.com/watch?v=WZHI4aAhcqc>
- <http://www.youtube.com/watch?v=3hBzx-VciTg&feature=related>

# Doing business in Poland

- <http://www.youtube.com/watch?v=eTr-MA4t9Nc&feature=related>
- <http://www.doingbusiness.org/Documents/CountryProfiles/POL.pdf>
- [http://www.paiz.gov.pl/files/?id\\_plik=9003](http://www.paiz.gov.pl/files/?id_plik=9003)
- <http://www.communicaid.com/%5Ccross-cultural-training%5Cculture-for-business-and-management%5Cdoing-business-in%5CPolish-business-and-social-culture.php>
- [http://books.google.cz/books?id=Dk2vIUQESaIC&printsec=frontcover&dq=doing+business+in+poland&source=bl&ots=TV4pQgZ9Jm&sig=BlNXatoFwB67DcPWUVFedjxfRo0&hl=cs&ei=y7SYTOqIDsHHswa62tyRDA&sa=X&oi=book\\_result&ct=result&resnum=4&ved=0CDMQ6AEwAzgK#v=onepage&q&f=false](http://books.google.cz/books?id=Dk2vIUQESaIC&printsec=frontcover&dq=doing+business+in+poland&source=bl&ots=TV4pQgZ9Jm&sig=BlNXatoFwB67DcPWUVFedjxfRo0&hl=cs&ei=y7SYTOqIDsHHswa62tyRDA&sa=X&oi=book_result&ct=result&resnum=4&ved=0CDMQ6AEwAzgK#v=onepage&q&f=false)
- [http://en.wikipedia.org/wiki/Beer\\_in\\_Poland](http://en.wikipedia.org/wiki/Beer_in_Poland)
- [http://cms.browary-polskie.pl/zppp/pliki\\_publiczne/Prezentacja\\_na\\_konferencje\\_11\\_02\\_09.pdf](http://cms.browary-polskie.pl/zppp/pliki_publiczne/Prezentacja_na_konferencje_11_02_09.pdf)
- [http://www.polishmarket.com/82721/Grupa\\_Zywiec\\_results\\_reflect\\_condition\\_of\\_Polish\\_beer\\_market.shtml](http://www.polishmarket.com/82721/Grupa_Zywiec_results_reflect_condition_of_Polish_beer_market.shtml)

# Beer and Europe

- <http://www.sirc.org/publik/drinking5.html>
- <http://www.brewersofeurope.org/docs/publications/Contribution%20made%20by%20Beer%20to%20the%20European%20economy%20FULL%20REPORT%2010-8-2009.pdf>
- <http://estore.bized.co.uk/freecontent/30005AAB.pdf>



