

Young European Entrepreneurs
Malta Norway Sweden



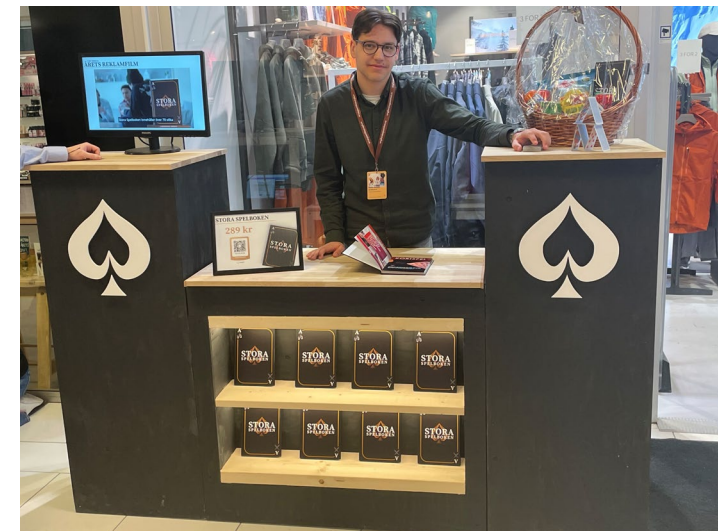
Global Marketing Challenge

Unlocking Entrepreneurial Potential

WHY?

- In today's dynamic business landscape, effective marketing is the cornerstone of success. This challenge invites you to delve into the world of marketing, exploring key concepts and applying them to real-world scenarios. Through collaboration and ingenuity, you'll develop innovative marketing strategies tailored to the needs of Youth Entrepreneurship ventures.

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How?

- To develop a comprehensive marketing strategy for a Youth Entrepreneurship venture, considering the diverse market landscapes of Sweden, Norway, and Malta. Through strategic analysis, creative ideation, and collaborative teamwork, participants will craft compelling marketing solutions that drive growth and capture market share.

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When?

- **Day 1: Global Marketing Immersion**

- *Morning Session:*
- Welcome & Introductions
- Overview of Global Marketing Landscape
- Presentation of Challenge Objectives and Deliverables
- *Mid-Morning Session:*
- Introduction to Marketing Theory: The Marketing Mix and PESTLE Analysis
- Case Study Analysis: Examining Successful Marketing Campaigns
- *Lunch Break:*
- Networking Opportunity: Engage with Peers from Different Cultural Backgrounds
- *Afternoon Session:*
- Team Formation: Multinational Teams Assigned
- Brainstorming Session: Ideation and Concept Development

- **Day 2: Strategy Development & Pitch Presentation**

- Morning Session:
- Strategy Development Workshop: Crafting Marketing Solutions
- Guidance and Mentorship from Industry Experts
- Mid-Morning Session:
- Refinement and Finalization of Marketing Strategies
- Preparation for Pitch Presentation
- Lunch Break:
- Final Team Discussions and Rehearsals
- Afternoon Session:
- Pitch Presentation to Judging Panel
- Evaluation Criteria: Creativity, Market Potential, Feasibility, Presentation Quality
- Announcement of Winning Teams and Awards Ceremony

What?

- **Outcome:** Participants will deliver a comprehensive marketing strategy tailored to the unique challenges and opportunities of Youth Entrepreneurship ventures. The final deliverable will consist of a written marketing plan, accompanied by a dynamic pitch presentation. Teams will showcase their creativity, strategic thinking, and cross-cultural collaboration in developing innovative marketing solutions.

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- Teams will be evaluated based on the following criteria:
 - Creativity: Uniqueness and originality of marketing ideas.
 - Market Potential: Viability and scalability of the proposed marketing strategy.
 - Feasibility: Practicality and implementation readiness of the plan.
 - Presentation Quality: Clarity, persuasiveness, and professionalism of the pitch.





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