



Universidad  
Europea Valencia

LAUREATE INTERNATIONAL UNIVERSITIES

# International Marketing Week in Valencia

## February 24 – March 1, 2019





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# First of all.....

## The beautiful city of Valencia





**Guess what the topic is for our  
International Marketing Week?**





## ***DEVELOP A STRATEGIC MARKETING PLAN FOR A WINERY***





# Key program activity

Travel by bus to the wine village of Requena (1 hour distance), in the heart of Valencia's wine region.

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

Students may also purchase wine if they wish.

Students will take a tour of one of the most famous wineries in the Valencia area, TORRE ORIA, where they will go down into the wine cellars and see the art of wine-making, visit the packaging and distribution area of the winery and have the opportunity to taste the best wines and cavas.



# Student Accommodation: HOSTAL PENALTY





## Teacher Accommodation: 2 options



### **HOTEL OLYMPIA UNIVERSIDADES**

10 MINUTES TO THE UNIVERSITY ON FOOT  
PRICES WILL BE PROVIDED AT A LATER DATE.





# Teacher Accommodation



## HOTEL RENASA

A 15 MINUTE WALK TO THE  
UNIVERSITY

PRICES WILL BE GIVEN LATER ON







## Previous International Marketing Weeks in Valencia





# Itinerary

Pre-arrival material will be sent in advance

General assembly on the first day – students present their universities

Day trip to wine country

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



# Price and program particulars

**230€**

Includes:

Double or triple room in a Hostal Penalty just 10 minutes on foot from the university

Continental breakfast from Sunday to Friday

4 lunches (bocadillo, soft drink)

Field trip to wine country

Tapas dinner

Walking tour of old Valencia



# VEGANS AND VEGETARIANS MORE THAN WELCOME!!





# Applications

All applications are to be sent before January 15, 2019 to:

[Stan.mcdaniel@universidadeuropea.es](mailto:Stan.mcdaniel@universidadeuropea.es)



**We are terribly sorry, but we have space problems. We can only accept 3 students per university. If you have a dire emergency and need to send more, just ask me 😊.**

