

MR &

A UNIQUE OPPORTUNITY

**Inside
Ferrari
Museums**

**SPORTS
MARKETING &
COMMUNICATION**

MARANELLO/MODENA, 10-14 JULY, 2017

MARKETING &



The Program

Immerse yourself in the Ferrari story past and present, and top off the experience with a bit of time travel to the future too.

This course offers you the possibility to learn the strategies of the world's most popular sportive brand inside the facilities of Ferrari Museums in Modena, Zamalek allows you to learn Ferrari Marketing and Communication strategies.

The participants will also enjoy exclusive tours of Ferrari Museums, Circuit and F1 Pit Stop experiences with a real F1 car.

Last but not last, you will work as team in elaborating your own marketing and communication strategies. Are you ready to join a team of winners?

FAQ's

CAN I DRIVE A FERRARI?

Yes, there is an optional test drive with sportive car. This service is provided by an independent company. Please, don't forget that everybody will have the opportunity to do a Formula 1 Pit Stop!

CAN I COME WITH THE FAMILY?

Yes, we have special conditions for families, small groups and parents with children.

WHAT ARE THE PREREQUISITES?

At least basic (undergraduate) knowledge of Marketing and/or Communication.
At least intermediate proficiency of English is mandatory.

COMMUNICATION



The Schedule

10t July

Tour of Ferrari Museum, F1 pit stop experience, optional test drive and simulators

11-13 July

Morning lectures on Ferrari Marketing, Licensing and Digital Communication, followed by afternoon project works, their presentation and their evaluation

14 July

Morning lecture on Marketing & Design

15 July

Morning lecture on Marketing & Dynamics

What does it include?

B&B ACCOMMODATION

Different solutions are available.

TRANSFER FROM/TO AIRPORTS

Transfers to/from the hotel on arrival and departure days are available on demand

VISA INVITATION

Letter of visa invitation is provided to all students.

Egyptian residents have customized service.

TRANSPORTATION AND TICKETS

Yes. Tickets of Ferrari Museums are included.

Join us now!

Contact us:

info@train2tomorrow.net



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TUITION FEE: € 400

QUOTATIONS OF ACCOMMODATION, TRANSFERS AND
OPTIONAL TEST DRIVES ARE AVAILABLE ON DEMAND.
