STRATEGY & MARKETING FOR EMERGING COUNTRIES

UNIP-Universidade Paulista in partnership with IBS-SP - The International Business School of Sao Paulo offers international exchange programs under the coordination of Prof. Ricardo Britto, PhD. These programs are taught in English and students from more than 25 countries have already attended them.

- **Term:** 2 or 3 weeks
- **Period:** January, July or August (2014 or 2015)
- **Total hours:** 62h
- **Faculty:** PhD professors from the university
- **Students’ profile:** young professionals, investors and foreign students from all over the world

- **Course Content:**
  - Strategy & Competitiveness: basic concepts and BRICS countries context
  - Strategic and marketing aspects of conquering markets in low incoming countries
  - Current Economic Scenario of Brazil and other emerging countries
  - Industrial and Consumer Markets: key elements for understanding emerging countries
  - Foreign Trade and Direct Investment
  - Legal aspects: investing and working
  - Logistics and structure
  - Sustainable Development in emerging countries
  - Brazilian Portuguese and Brazilian Business (optional)
  - Guided visits to enterprises and organizations
  - Guided visit to the Port of Santos (optional)

- **Location:** situated in the heart of São Paulo one of the 2014 FIFA World Cup host cities.

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**1st STEP**

- Request the Brochure and Application Form by contacting Prof. Britto: welcome.pos@unip.br

**2nd STEP**

- Fill and submit the application form no later than May, 18th of 2014

**UNIVERSIDADE PAULISTA - UNIP**
Telephone: +55.11.3262.2782
Skype: adrian.monfort.ibs
www.ibs-sp.com.br/unip_us.html
Sao Paulo – BRAZIL – ZIPCODE: 01401-000