

# Phonak Marketing Academy

## Certificate of Attendance

Mr. René Bürgin

participated in the "Phonak Marketing Academy".

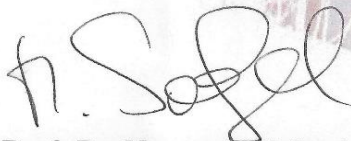
The course program was taught by lecturers and academic staff from the University of St.Gallen, Graduate School of Business, Economics, Law and Social Sciences and was organised by Marketing Auditorium St.Gallen AG.

The "Phonak Marketing Academy" consisted of 8 modules in which marketing topics were introduced. Workshops and transfer exercises were utilised to apply marketing concepts in practice.

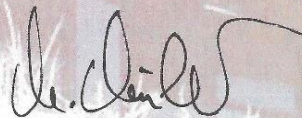
The participant gained insights and increased expertise in following marketing topics:

- ❖ Market Orientation – Six Aspects of Marketing
- ❖ Value Generation – Task Oriented Approach
- ❖ Communication & Brand Management
- ❖ Product Innovation & Bundling
- ❖ Channel Management
- ❖ Trade Marketing & Vertical Marketing
- ❖ Marketing Controlling
- ❖ Leadership for Marketeers

St.Gallen, February, 2009



**Prof. Dr. Marcus Schögel**  
Director  
Institute of Marketing  
University of St.Gallen



**Dr. Markus Müllner**  
Managing Director and Trainer  
Marketing Auditorium St.Gallen AG

Institute of Marketing



University of St.Gallen

Marketing Auditorium **St.Gallen**