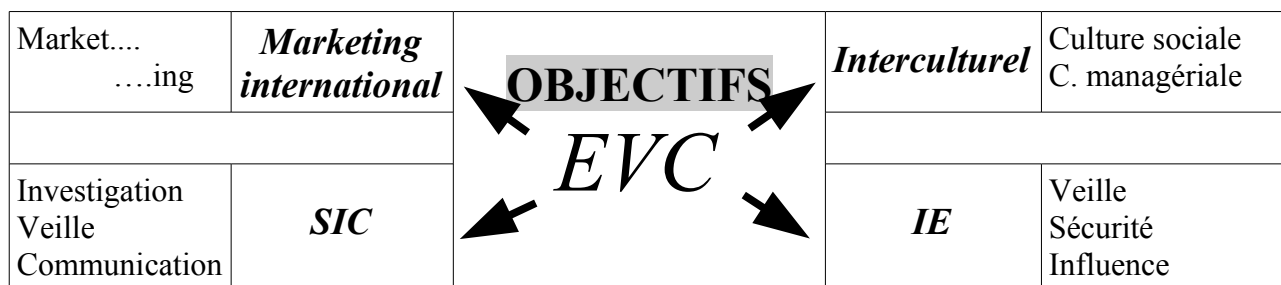


Transversalités Thèmes / Trames EVC



ACTIONS hebdomadaires à entreprendre dans un contexte d'IE :

IE0.n **IE1.n** **IE2.n** **IE3.n** **IE4.n**

| SUPPORTS : N° Trames & N° pages => | 0 | CCF1 : | | | | CCF2 : | |
|--|----|-----------------|-----|-------------|--------------|------------------|-------|
| | | 1.1 | 1.2 | 2 | 3 | 4 | 5 |
| • SIC & IE | | | | | | | |
| Sémantique > Investigation | | 6; 8; 10; 18 | 5 | 17 | 23; 27 31 | 12 | |
| Veille | | 16 | | | | | |
| Communication > Sécurité | 11 | | 13 | 13 | | 9; 17; 19; 23 | |
| • Marketing international & IE | | | | | | | |
| Démarche marketing : notions ; aides & experts ; du CdesCh -> au Diagnostic ; | 6 | 1 | 12 | 1; 9; 13 | | 15 | |
| Desk Research > Etude quantitative | | | 1 | | 33 | | |
| Desk Research > Etude qualitative : | | | | | | | |
| Demande | | | 8 | 2 | | 10 | |
| Offre (notre Entreprise + Concurrence) | | | 8 | 4 | | 6 | |
| Contraintes environnementales | | | | 4; 15 | 26 | 24 | |
| Produit / Services | 3 | | | 6 | 17 | | |
| Prix | | | | 7 | | 1; 20 | |
| Distribution | | | 9 | 7 | 7 | 2; 14 | |
| Communication | | | | 8 | | 4 | |
| Field Research > Prospection > Offre commerciale | 4 | 5 | 11 | | | 17; 21 | 1; 3 |
| • Interculturel | | | | | | | |
| Culture Sociale et Interpersonnelle | | | | 6; 18 | | | 1; 10 |
| Culture Managériale d'entreprise | 1 | | | | | | 11 |
| • IE | | | | | | | |
| Influence > Notoriétés | | 9 | | | | | |