DESPRENC BIBLIOGRAFICA DEL TFE
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Abstract (laburpena 100-250 hitzetan)

This project consists in the elaboration of a marketing plan about Gayarre Theater. First of all involves the internal and external analysis of the company to be able to detect the strength and weakness of the Gayarre Theater as well as the opportunities and threats that shows the market. After analyzing this information, some improvement objectives have been arises which could be fulfilled by commercial and strategy actions. Gayarre Theater offers culture to the public, culture is defined as “a set of ways of life and customs, knowledge and degree of development, scientific and industrial in a time, in a social group. It is also defined as the knowledge that allows somebody to develop their critical judgement” (RAE,2017).Therefore culture means for anyone both learning and a method to form a proper judgement.

In order to be able to attract audience, you need to know the profile of each one. It is important to find out which type of performances are more in demand or what group of public would be more interesting to be attracted. It is necessary to have precise, useful and clear information. So we can give a better Service by knowing the usual clients and having information about the potential ones in order to be able to attract them. Identify customer segment according to their preferences, ages, geographical areas, etc. Generating enough information to be able to take decisions about marketing and establish the future objectives and proper plans of action.

Ingles

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Marketing plan, theater, culture, Teatro Gayarre

Gaia edo hitz gakoak (gehienetz S)

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