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INCULTUM presented at Master of Intercultural Market Studies



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INCULTUM was presented by prof. Carsten Humlebæk at the new Master students of **Intercultural Market Studies** at Copenhagen University, in the introduction meeting held in late August 2022.

At the informative meeting, ca. 35 students learned about INCULTUM research and activity, with the scope of getting them interested in the possibility of writing their thesis in collaboration with INCULTUM. The Master on Intercultural Market Studies is focused on strategic planning of marketing processes in companies and institutions, and how such processes relate to the resources, environment surroundings and the current market situation the organization is immersed in.