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Timisoara, Romania

[www.dare2succeed.eu](http://www.dare2succeed.eu)

## Academic Marketing

**Timisoara, 7-11 May 2018**

### **What is the goal of the training program?**

The main purpose of the Erasmus+ STT week on Academic Marketing is to provide participants with skills related to developing oriented services, developing a suitable marketing mix, designing promotional materials, organizing public events, online marketing, using social media as a vehicle for message delivery. Participants will interact in a dynamic scenery, designed to foster dialogue and debate, being constantly challenged through tasks and case studies consisting of successful campaigns or hypothetical scenarios.

### **Whom does it address?**

Participants to the training should be members of the academic community with an English level of B1 or above, looking to develop and/or improve their knowledge and skills of marketing applied to the academic field. PhD candidates and researchers are more than welcome to join.

### **How is the program structured?**

The training program will take place in the lovely city of Timisoara, Romania. Timisoara is also known like *little Vienna* because of its habsburgic look and traces of the Austrian Empire. Timisoara was elected European Capital of Culture for 2021 because of its beauty, rich cultural life and peaceful blend of ethnic minorities. The training program will be divided into presentations and workshops combined with one-to-one coaching sessions. With a total duration of 25 hours, the classes will take place from Monday to Friday, from 9 am to 3 pm. After completion, all participants will be awarded Erasmus+ Staff Mobility (STT) certificates. The training includes also a cultural component with the possibility to visit the Romanian village museum and a traditional Romanian dinner.



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### **Can the training be funded through Erasmus+ STT grants?**

Yes, each participant can apply for a mobility grant within his/her institution. We will provide all the required documentation for the Erasmus+ STT grant applicants: invitation, training curricula and certificate of participation.

### **What is the cost of the program?**

The program package costs 600 euros and it includes:

- the training program;
- accommodation for 6 nights in a 3 star hotel;
- meals: breakfast, lunch and dinner.

### **How do I register?**

By filling in the application form and submitting it to [contact@dare2succeed.eu](mailto:contact@dare2succeed.eu).

Should you require any additional information, do not hesitate to contact us either by e-mail or by phone: +40 721 305 948.