



European Academy
of Innovation

+40 721 305 948

hello@erasmus-training.eu

www.erasmus-training.eu

Academic Marketing

The preliminary training plan

Day 1 – Marketing basics

09:00 – 10:30	<ul style="list-style-type: none"> - Presentation of the trainer - Presentation of the participants - Expectations - Presentation of the training program - Administrative aspects - Examining the listening capacity
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> - Presentation of the universities of the participants
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> - What is marketing and how do we use it? - Visual identity - Building a brand - Enforcing the brand - Designing a campaign

* Afternoon Walking City Tour

* Art exhibition „Rebels With A Cause” in Liberty Square, 3 PM – 7 PM, free entry.

Day 2 – Everything you wanted to know about online marketing but didn't have whom to ask

09:00 – 10:30	<ul style="list-style-type: none"> - Marketing Challenges - Who is the competition? - Who are the customers and how do we get to them?
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none"> - Sharing best practices: Identifying and defining the products and services provided by the university - What works and what doesn't? When? Why? How? Who?
12:00-13:00	International Buffet
13:00-15:00	<ul style="list-style-type: none"> - Answering the 3 most important questions in marketing - Features vs Benefits

* Jazz night with Ingrid at Berăria 700, 8 PM – 11 PM, artist donation 5 lei/person .



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Day 3 – University as business

09:00 – 10:30	<ul style="list-style-type: none">- SWOT analysis presentation- Example of SWOT analysis- SWOT analysis of the participants' institutions
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Who needs Market Research and why?- The market research brief and the return of brief (RoB)- Qualitative vs. quantitative market research
12:00-13:00	Lunch
13:00-15:00	<ul style="list-style-type: none">- Defining the university's position within the market- Focused interviews and focus groups. Sample surveys- Results of market research. Segmentation

* Traditional Romanian Dinner @ Miorița Restaurant (Union Square), 7 pm.

Day 4 – Creative Thinking

09:00 – 10:30	<ul style="list-style-type: none">- Creativity & Flow- Barriers to Creativity
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- 5 ingredients of creativity- Group Ideation tools- Individual Ideation tools
12:00-13:00	International Lunch
13:00-15:00	<ul style="list-style-type: none">- Prototyping creativity

* Party with JBRK pres. ROIA B-Day Bash at D'arc Timisoara (Union Square), starts at 10 PM, free entry.

Day 5 – Planning marketing

09:00 – 10:30	<ul style="list-style-type: none">- Gantt Chart- Budgeting marketing
10:30-10:45	Break
10:45-12:00	<ul style="list-style-type: none">- Logical Framework Matrix- Market-driven versus Market-driving universities
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none">- Key concepts in marketing and the difference between them- Feedback session and graduation

* Performance Art „Dancing Queen” at The Romanian National Opera of Timisoara (Victory Square), 7 PM – 9 PM, tickets available at The National Opera House.



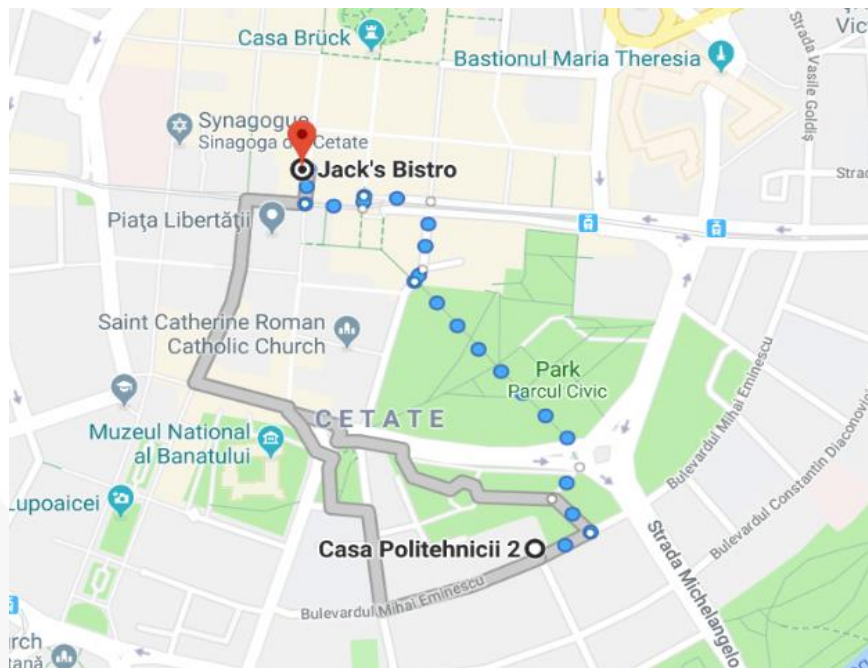
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Dinners except from the one on **Wednesday** night will be @ **Jack's Bistro** at 7 p.m.



Don't miss:

- the Museum of the Communist Consumer
- the Art Museum
- the Village Museum
- a Spa day
- Kayaking on Bega river
- Visiting Recas Winery
- Gelato di Bruno ice cream
- Iulius Town

- The training plan is subject to change based on the needs and expectations of the participants.
- The social activities recommended for each day are optional and will be updated one week before the start of the training.