



European Academy  
of Innovation

+40 721 305 948

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[www.erasmus-training.eu](http://www.erasmus-training.eu)

## Academic Marketing

### Preliminary Training Plan

#### Day 1 - Marketing basics

09:00 – 10:30	<ul style="list-style-type: none"><li>- Presentation of the trainer and participants</li><li>- Expectations</li><li>- Presentation of the training program</li><li>- Administrative aspects</li></ul>
10:30-10:45	Coffee Break
10:45-12:00	<ul style="list-style-type: none"><li>- Presentation of the universities of the participants</li></ul>
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"><li>- What is marketing and how do we use it?</li><li>- Visual identity, building and enforcing the brand</li><li>- Market-driven versus Market driving universities</li></ul>

\* Evening recommendation: Tango Class for beginners @ Tango Timisoara starting at 6 pm / Tasting the local artisanal beers @ Bereta Taproom

#### Day 2 – Design Thinking

09:00 – 10:30	<ul style="list-style-type: none"><li>- Empathy</li><li>- Understand</li><li>- Definition</li></ul>
10:30-10:45	International Coffee Break
10:45-12:00	<ul style="list-style-type: none"><li>- Ideation</li></ul>
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"><li>- Prototype</li><li>- Test</li></ul>

\* Evening recommendation: Visiting the Village Museum before 6 pm / Movie night @ Iulius Town



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*First 7.000 steps*

- 10.00 – Meet & Greet your guide
- 10.00 – 12.00 Walking City Tour #1 (700 Market, Liberty Square, St. George Square, Union Square, Theresia Bastion)
- 12.00 – 13.45 Museum of The Revolution
- 14.00 – 15.30 Traditional Romanian Lunch

*Next 8.000 steps*

- 15.30 – 16.30 Walking City Tour #2 (Victory square, Elisabetin district)
- 16.30 – 17.40 Debriefing drink at Scârț (visiting the Communist Consumer Museum)
- 17.40 – Tram ride to City Center & Return to hotel
- 19.00 – Diner

\* Evening recommendation: La Bayadere Ballet by Ludwig Minkus @ The Romanian National Opera starting at 7 pm

**Day 4 – Online marketing**

09:00 – 10:30	<ul style="list-style-type: none"> <li>- What is different online?</li> <li>- How do we adapt the message for the online communication?</li> </ul>
10:30-10:45	Coffee Break
10:45-12:00	<ul style="list-style-type: none"> <li>- Social media</li> <li>- Influencers and their power</li> <li>- The future trends in professional communication</li> </ul>
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> <li>- User persona analysis</li> <li>- Social media campaign steps</li> </ul>

\* Evening recommendation: Kira Frolu Piano Recital @ The Filarmonica starting at 7 pm / College Party Traffic Lights @ Like Pub Timisoara starting at 10 pm

**Day 5 – 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"> <li>- What are the biggest marketing challenges?</li> <li>- Who is the competition?</li> <li>- Who are the customers and how do we get to them?</li> </ul>
10:30-10:45	Coffee Break
10:45-12:00	- What works and what doesn't? When? Why? How? Who?
12:00-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> <li>- What's your target?</li> <li>- What's your channel?</li> <li>- What's your story?</li> </ul>

\* Evening recommendation: Symphonic Concert @ The Filarmonica starting at 7 pm / Tango Marathon @ Tango Malena starting at 8:30 pm / Damian & Brothers Concert @ Casa del Retro, starting at 10 pm / Bass Request x JBRK @ D'Arc starting at 10 pm



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**Dinners will be @ Stradivarius Restaurant at 7 p.m.**

### Meet the Trainers



**PhD Lecturer Adela-Oana Barbu-Băneș-Kleitsch** is a practitioner as well as an academical researcher specialized in brand Communication, sport branding and online PR since 2005. Her post doctoral research titled: „Between Identity and Image: The Production of Meaning in the Relationship between a Sport Brand and Members of Specific Communities” was the first Romanian research on rugby sports branding. Her main research field and published papers encompass symbolic communication, Advertising communications and Social Media. Currently she is a lecturer at West University of Timișoara, Philosophy and Communication Sciences Department, being responsible/head of the Advertising Specialization and teaching courses on Introduction to Advertising, Advertising discourse analysis, Advertising strategies, Online PR, Social Media, Online Storytelling and Transmedia Storytelling Branding.



**Alina Feher-Gavra** is a licensed psychologist with a master's degree in Clinical Psychology and Psychotherapy. She is also in the early stages of her clinical and psychotherapy practice, having been trained in the Family and Systemic Psychotherapy paradigm. Alina taught English to refugees and immigrants in the US and to different student groups in Ecuador and Romania. She acted as a quality assurance expert in the European Higher Education Area and from that position she was a part of evaluation panels for multiple universities in Portugal, Spain, Turkey, Austria and Romania. Throughout the time, she has been a part of several NGOs, especially in the youth sector and the alternative education domain. Alina is currently dedicating her energy to pursuing her MA in Clinical Psychology and Psychotherapy and to spending time with her toddlers.



**Andreea Dobre** is a licensed coach and trainer, currently working in the Human Resources field and developing coaching and training programs for different organizations. With more than a decade of experience in training, Andreea focused her early years on developing soft skills for students, then gradually transitioning to the organizational, where she continues to build learning experiences for employees. Recently, Andreea enriched her skills in the field of personal and professional growth by becoming a certified coach, specialized in Cognitive Behavioral Coaching with applications in both life and business coaching. With this new completion of skills Andreea is currently creating and improving learning programs in organizations as well as supporting employees to achieve their professional objectives.