

Creative Marketing

COURSE PROGRAMME

A deep and immersive journey throughout this fascinating discipline





Key Points

WHEN

From June 20th to 23th

WHERE

SMK, Vilnius, Lithuania

WHO

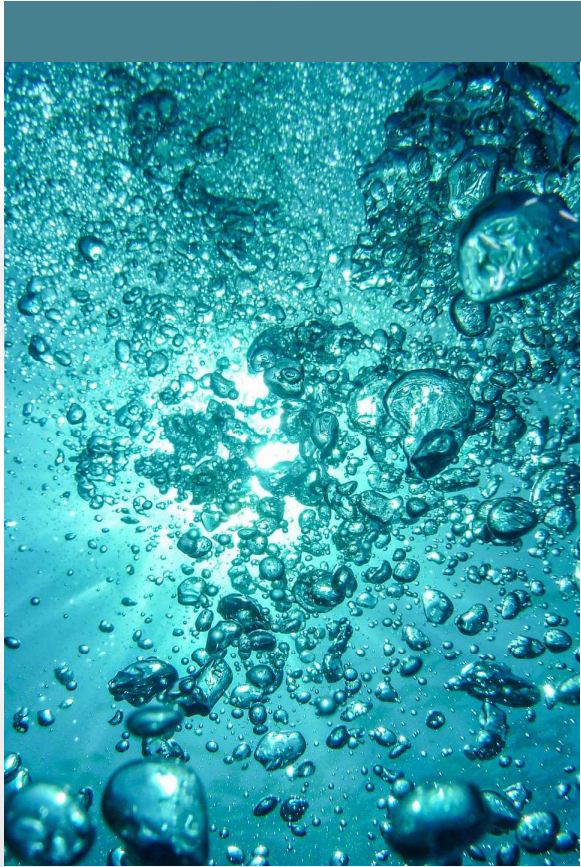
You + Dr Isabel Palomo

HOW

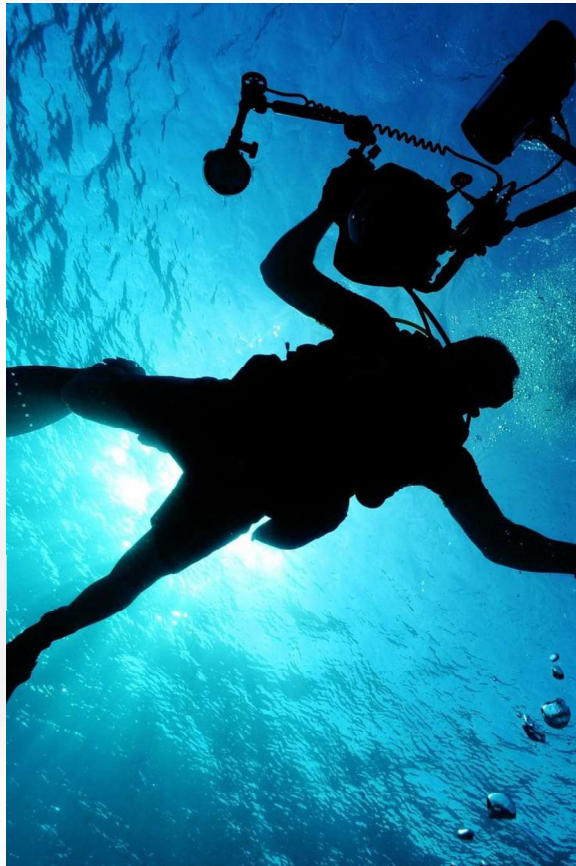
Lectures and Study Cases

Participative Seminars

Inspiring Visits



General Approach



THEORETICAL CONTEXT

Fundamentals of Marketing presented from an innovative perspective.

REAL MARKETING EXPERIENCES

Case studies illustrating current trends in the market.

COLLABORATIVE & PARTICIPATIVE DIDACTICAL TECHNIQUES

Design Thinking, De Bono Technique, Appreciative Inquiry...

REMARKABLE OUTCOMES

Learning results that are valuable not only in the marketing field but also in other disciplines and for daily life.

Academic Programme

TUESDAY

4Ps MODEL

Cases studies in which failure was the basis for success
Appreciative Inquiry Platform

WEDNESDAY

7 Ps MODEL

Today's challenges: digitalization, new consumers and sustainability
De Bono Technique

THURSDAY

Branding

Fundamentals and last trends
Branding Lab (workshop)

FRIDAY

Insights

Social listening and consumer behaviour
SMKxTalks

Visits Agenda Suggestions



MODERN ART MUSEUM

From tradition to innovation



VINTED HEADQUARTERS

Sharing economy hallmark



TRAKAI

City branding