

13th SUMMER SCHOOL TEC MONTERREY 2017

DOING BUSINESS / MARKETING

IN CENTRAL AND EASTERN EUROPE (CEE)

3rd – 28th July 2017

The summer school schedule is set for the timeframe of 4 consecutive weeks at the campus of the University of Economics in Bratislava, involving altogether 80 hours of face-to-face learning (80 x 45 min). This includes 60 hours of the academic program (core seminars, lectures, soft skills workshops, etc.) and 20 hours of extracurricular activities that allow exploring better local businesses, culture and natural beauties of Slovakia. Summer school schedule will be divided into **2 separate programs (Doing Business or Marketing)** with selected lectures and soft skills workshops shared by all summer school participants. This year we will host 60 Mexican students.

Section A: Doing Business in Central and Eastern Europe

- Competitiveness and Business Opportunities in CEE
- Foreign Direct Investment in the Region with the Focus on Slovak Economy
- Governmental Relations, Lobbying and Communication with Stakeholders
- Business Ethics in CEE
- Corporate Social Responsibility in CEE

Section B: Marketing in Central and Eastern Europe

- Marketing - qualitative and quantitative methods in marketing research
- Segmenting, Targeting and Positioning on the Market
- Pricing methods and their anomalies
- Products & Distribution
- Branding - why is the brand so important?

Topics of joint lectures and workshops for both programs

- Culture: Introduction to history and contemporary culture
- Economy: Slovakia in the context of economic transformation of the CEE
- European Union: Introduction to the EU, Economic & Monetary Integration
- Culture: Folk traditions, typical local food and beverages
- Culture and politics: Slovakia before and after 1989
- Economic Diplomacy: Slovakia and Latin America/the Caribbean
- International trade: Mexico and CEE countries
- Presentation Skills
- Managing Teams and Effective Communication, Time Management
- Problem Solving and Decision Making

Extracurricular activities and field trips for both programs

- Volkswagen Slovakia car plant excursion
- National Bank of Slovakia: experience the institution
- Carpathian Wine route in Western Slovakia
- Boat trip from Bratislava to the Devin Castle
- High Tatras Mountains field trip, Pieniny national park, Castle of Spiš

