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contact@dare2succeed.eu

Timisoara, Romania

www.dare2succeed.eu

Academic Marketing

Timisoara, 14-18 January 2019

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, both teaching and administrative staff, 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
- training materials.

How do I register?

By filling in the application form and submitting it to 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.



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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
10:45-12:15	<ul style="list-style-type: none">- Presentation of the universities of the participants
12:15-13:00	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



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Day 2 – 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
10:45-12:15	<ul style="list-style-type: none"> - Identifying and defining the products and services provided by the university - Who are the customers and how do we get to them? - Who is the competition?
12:15-13:00	International Lunch
13:00-15:00	- Individual activity: Defining the university's position within the market

* Evening recommendation: Traditional Romanian music from Banat region at Berăria 700

Day 3 – Planning marketing: Gantt Chart

09:00 – 10:30	<ul style="list-style-type: none"> - Gantt Chart presentation - Examples of Gantt charts - Exercise: drafting the Gantt chart based on the presented campaign
10:30-10:45	Break
10:45-12:15	- From goal to result: The Logical Framework Matrix
12:15-13:00	Lunch Break
13:00-15:00	- Individual activity: Drafting the Gantt chart of the campaign chosen in the first day

* Evening recommendation: Concert for Europe's Day in Liberty Square



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Day 4 – Budgeting marketing

09:00 – 10:30	<ul style="list-style-type: none"> - Cost elements - Things to consider when budgeting - Return on investment - Cashflow
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"> - Budget draft - Preparing the budget of a given campaign - Drafting the marketing budget for the campaign chosen in the first day
12:15-13:00	Lunch Break
13:00-15:00	- Individual activity: Drafting the marketing budget for your university

* Traditional Romanian Dinner at Miorița Restaurant

Day 5 – Online marketing, PR & Media

09:00 – 10:30	<ul style="list-style-type: none"> - What is different online? - How do we adapt the message for the online communication? - Social networks. Why did they become so big? - Facebook, Twitter, Google ads, Instagram
10:30-10:45	Break
10:45-12:15	<ul style="list-style-type: none"> - Using social networks for enforcing the brand and engage the customers. - Media communication, Press releases, PR - Organizing events as part of the PR strategy
12:15-13:00	Lunch Break
13:00-15:00	<ul style="list-style-type: none"> - Presenting the marketing portfolio prepared during the course - Feedback session - Graduation

* Street Food Festival – Park of Roses



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Additional activities:

- Opera night
- Visiting Timișoreana Brewery
- Visiting the village museum
- Visiting Politehnica's Library
- Visiting the Art Museum
- Visiting the Museum of the Comunist Consumer
- Karaoke night
- Spa day
- Kayaking on Bega river
- Visiting Recas Winery



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REGISTRATION FORM

Training program:	Period:
Full Name:	
Email:	
Phone number (including contry code):	
Date of birth:	
Gender:	
City and country of residence:	
Sending institution:	
Position at sending institution:	
Additional comments:	