**Preliminary Programme**

**MRU Summer School**

**“Science and Art of Communication”**

**Vilnius, June 26th-July 3rd, 2016**

**Sunday, June 26**

Arriving to Vilnius, registration. Accommodation at Students House.

**Monday, June 27**

09.30 - 10.30 Opening, greeting words

10.30 - 13:00 Introductory lecture (with coffee break)

13.00 – 14:00 Lunch break

14.00 - 17.00 Guided tour in Old Town (visiting Gediminas Castle, The Royal Palace, Catacombs of Vilnius)

Free time

**Tuesday, June 28**

09.30 - 12.00 Lecture „Online media - bigger abilities for business communication. Effectiveness of content marketing“ by Aistė Žilinskienė (with coffee break)

12.00 – 13.00 Lunch

13.00 – 14.00 Onsight visit to „Pergalė“ factory

15.00—17.00 Workshop on content marketing by Aistė Žilinskienė

Free time

**Wednesday, June 29**

09.30 - 12.00 Lecture & workshop „From communication to marketing: using Google tools for effective e-marketing campaign” by Gintarė Gulevičiūtė (with coffee break)

12.00 – 13:00 Lunch

13:00 – 15.00 Lecture & workshop „From communication to marketing: using Google tools for effective e-marketing campaign” by Gintarė Gulevičiūtė

15.00—17.00 Visit to Lithuanian Railway 5D classroom

Free time

**Thursday, June 30**

09.30 -12.00 Lecture „Partisan marketing. How to make commercial without budget?“ By Miglė Černikovaitė (with coffee break)

12.00—13.00 Lunch

13:00 – 15.00 Lecture „Partisan marketing. How to make commercial without budget” by Miglė Černikovaitė

15.00—17.00 Visit to “OKTA - studio“

Free time

**Friday, July 1**

09.30 - 12.00 Lecture "Discriminatory advertising: examples, regulation, trends" by Valdas Dambrava

12.00—13.00 Lunch

13.00—14.30 Summer school participants’ presentations & reflection on their experience

14.30—15.00 Closing Ceremony

Free time

**Saturday, July 2**

10.00 – 13.00 Trip and excursion to Trakai

13.00 – 14.30 Lunch at Trakai and back to Vilnius

Free time

**Sunday, July 3**

Depart from Vilnius

**In cooperation with:**

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**International Summer School**

**“Science and Art of Communication”**

**Focus on Business Communication**

June 26— July 3, 2016

June 26th - July 3th, 2016 the third International Summer School “*Science and Art of Communication”* with special focus on Business Communication will be held at Mykolas Romeris University, Vilnius, Lithuania.

The International Summer School organizing committee has prepared a special programme for better understanding of the Business Communication.

During the programme students will be familiarized with:

* Effectiveness of content marketing
* Discriminatory advertising regulation and trends
* Learn to use Google tools for effective e-marketing campaign
* Try partisan marketing without budget

An interactive work format is combined with on-sight visits to the organizations.

Students can choose among “Basic study package”, “Study & living package” or “All included package”.

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| **“Basic study package” 55 EUR** | **“Study & living package” 100 EUR** | **“All included package” 155 EUR** |
| Educational program (lectures and excursions)Coffee breaks (five days) | Educational program (lectures and excursions)Coffee breaks (five days)Living place in student hostel (a place in double room) | Educational program (lectures and excursions)Coffee breaks (five days)Living place in student hostel (a place in double room)City tour & guided tour to Trakai (with lunch) |

(Please note that payment do not cover your insurance, visa and travel costs to/from/in Vilnius and your meals during the stay).

**Deadline for registration and payment:** June 15, 2016. (But Early birds always win!)

**Registration will be done by filling the application form at:** http://goo.gl/forms/C99p841P3R

**Bank account details:**

Account holder: Mykolas Romeris University Address: Ateities str. 20, 08303 Vilnius

Lithuania Bank: "Swedbank" AB

Address: Konstitucijos ave. 20A, 03502 Vilnius, Lithuania

Bank account: LT857300010002492590

Bank Code: 73000 SWIFT/BIC: HABALT22

Purpose of payment: for MRU SAC Summer School

**Contact person:** Gintarė Žemaitaitienė giparaz@mruni.eu

**Summer school webpage:** <http://sac2016.mruni.eu/>

**Follow us on Facebook at** [www.facebook.com/summerschoolSAC/](http://www.facebook.com/summerschoolSAC/)

**In cooperation with:**