



## International Summer School

### "Science and Art of Communication"

#### Focus on Business Communication

June 26— July 3, 2016

June 26<sup>th</sup> - July 3<sup>th</sup>, 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".

"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](mailto:giparaz@mruni.eu)

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

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