



Summer School  
"Science and Art of Communication"

**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**

09.00 - 09.30 Opening, greeting words

09.30 - 13:00 Lecture „Partisan marketing. How to make commercial without budget?“ By Miglė Černikovitė (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 Onsite 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 “Presentation as your own brand creation” by Gintarė Žemaitaitienė (with coffee break)

12.00—13.00 Lunch

13:00 – 15.00 Workshop „Pecha-Kucha presentation about Summer School Experience” by Gintarė Žemaitaitienė

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:**

