

MARKETING INSPIRATION SUMMER SCHOOL 2019

MAKE THE
MOST OF YOUR
SUMMERTIME

VŠE FACULTY
OF MANAGEMENT
JINDŘICHUV HRADEC



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MARKETING INSPIRATION SUMMER SCHOOL 2019



Would you like to update your knowledge and acquire new skills in economics? Would you enjoy being a valuable member of an international programme with students from all over the world? Would you like to earn ECT credits? Would you like to broaden your travel experience?

If you answered YES to at least two of these questions then the summer school at the Faculty of Management is the best choice you can make!

Studying at the Faculty of Management means you will acquire the most up-to-date and valuable knowledge in the subject of management. The faculty forms part of the University of Economics, Prague – one of the top universities in the Czech Republic.

The faculty campus is located in Jindrichuv Hradec, a charming historic town surrounded by beautiful countryside. The faculty has a truly friendly atmosphere and will make you feel welcome from the moment you arrive.

We will be delighted to welcome you to our Summer School in Jindrichuv Hradec. You can choose two attractive marketing-oriented courses and earn six ECTS in two weeks. We also have a programme packed with extracurricular activities. Get to know Czech culture, meet new friends and have fun!



IT IS OUT OF MY EXPECTATION
I ENJOYED IT VERY MUCH,
I WILL RECOMMEND EVERY
ONE TO HAVE A TRY.

GU, CHINA

WHAT DO WE OFFER?

Courses: any two – your choice

Language: English

Duration: 2 weeks

Price:

- 100 €* Early Bird registration until May 5
- 150 €* Regular registration on May 6 and later
- 200 €* registration for non-students (details at exchange@fm.vse.cz)

Attractive Discount for partner Universities of the Faculty of Management

Deadline for registration: June 5

* The organisers reserve the right to adjust the price according to unforeseen economic circumstances and suppliers' changes. Prices cannot be changed after signing the contract.

Week 1	August 12 - August 18	Marketing Strategy	Bc./Ms.	3 ECTS
		Marketing in Healthcare	Bc./Ms.	3 ECTS
Week 2	August 19 – August 23	Branding	Bc./Ms.	3 ECTS
		Strategic Tourism Marketing	Bc./Ms.	3 ECTS



Any questions?

Our Summer School Manager can help you.
Contact Daria Gunina at exchange@fm.vse.cz



I WOULD DEFINITELY RECOMMEND IT!
THE BUDDIES
AND THE TEACHERS WERE REALLY RELAXED
AND FRIENDLY AND WE HAD A GREAT
PROGRAMME, MANY FREE TIME AND
THE COURSE WAS INTERESTING AS WELL.
IT WAS A GOOD EXPERIENCE AND TOTALLY
DIFFERENT COMPARED TO THE STUDY
LIFE IN PRAGUE

ANNA, GERMANY

JOIN OUR SUMMER SCHOOL AND DISCOVER THE CZECH CANADA NATURAL PARK LOCATED BETWEEN PRAGUE AND VIENNA



Our Summer School combines travelling with learning. International students have a unique opportunity to study two one-week long intensive courses focused on their own choice of marketing while discovering the beautiful town of Jindrichuv Hradec and its stunning surroundings.

EXPLORE JINDRICHUV HRADEC AND ITS BEAUTIFUL SURROUNDINGS

Jindrichuv Hradec is a peaceful South Bohemian town of 22,000 inhabitants, which is located near the Austrian border and is 137 km from Prague.

The town and the surroundings are a popular tourist destination for those seeking out the beautiful sites of South Bohemia. The town has the third largest castle and chateau complex in the Czech Republic. Take a walk through the town centre, check out the numerous historical monuments then stroll around the traditional merchants' houses with their unique facades.

The town is a gateway to the Czech Canada Natural Park. This protected natural area takes its name from the character of the local landscape, which abounds with lush deep forests and numerous lakes and brooks.

Participants will have the opportunity to explore the top tourist spots in Jindrichuv Hradec during a half-day guided city tour. There is also a full-day trip to the Czech Canada Natural Park, which boasts some of the region's top attractions, such as Landstejn Castle, the Church of the Holy Trinity, Osika Lake and the Bison Ranch in the Roznov settlement.

ACCOMMODATION

The Faculty of Management can arrange three types of accommodation for you:

- €159* (dormitory room: three students per room)
- €289* (dormitory room: one or two students per room)
- €349* (dormitory room: guaranteed one student per room)
- €400* (hostel residence)
- €800* (luxury residence)

All prices are for 14 night's accommodation (15 days from Sunday noon to Sunday morning).

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The Faculty of Management provides help with booking accommodation up to 1st July. To book your accommodation, please make your payment in accordance with the invoice sent to you after completion of the form:

<https://summerschool.fm.vse.cz>

After 1st July, participants are expected to arrange their own hotel or dormitory arrangements. We strongly recommend that you arrange your accommodation a good time in advance.



I LOVED THE CLASS AND THE
EXPERIENCE OVERALL.
I HAD A GREAT TIME HERE AND
AM SO GLAD I SIGNED
UP FOR THE CLASS!

MCKINSEY, USA



FACULTY OF MANAGEMENT



- The newest faculty of the University of Economics, Prague (VSE)
- The only VSE faculty located outside of Prague
- Provides education in Economics and Management to 1,000 students
- Highly-skilled professionals from the innovative world of management
- Flexible modular study programme

The Faculty of Management collaborates with a constantly expanding number of partner companies. Company representatives attend lectures and introduce students to authentic company environments by way of company tours.



It is very important to us that our students enjoy a friendly and family atmosphere during their studies at the faculty. We don't treat our students like a number – our lecturers get to know each and every one of their students. This is because we keep the number of students who study at the faculty deliberately low. Therefore, it is no surprise that our students all get to know each other well. So if you need any help with study materials or anything else, there is always someone happy and willing to help you. Our students really appreciate the atmosphere in the faculty, and many say that this is an extra benefit not usually found at other universities.



THE STUDENTS' POINT OF VIEW

The first time that you step into the Faculty of Management, you are immediately impressed by the contemporary design and the equipment in the faculty. This tends to be the reaction of many new students because the faculty has been reconstructed several times, the most recent being in 2015.

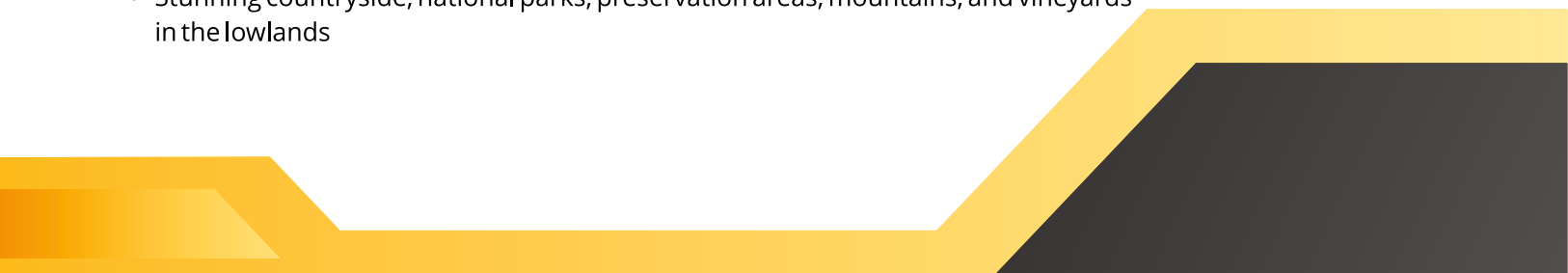
JINDRICHUV HRADEC

- A charming, peaceful town in South Bohemia
- A popular tourist destination
- Home to one of the largest castle and chateau complexes in the Czech Republic and a vast array of cultural and historic monuments
- Soak up the 'royal atmosphere' of the town centre
- Stroll along the narrow romantic cobbled streets while admiring the colourful facades and richly decorated merchants' houses
- Jindrichuv Hradec Museum hosts the largest mechanical nativity scene in the world
- A culture rich town with many local events, regional and national music festivals, traditional festivities and is well-known for its excellent student culture



CZECH REPUBLIC

- **The heart of Europe**
- **Language:** Czech
- **Currency:** Czech Crown (CZK)
- **Time zone:** GMT+1
- **Capital:** Prague
- **Famous for:** glass industry, breweries and spas
- 12 UNESCO World Heritage Sites
- Historic castles and chateaus dot the entire country
- Stunning countryside, national parks, preservation areas, mountains, and vineyards in the lowlands





WE LOOK
FORWARD
TO MEETING
YOU SOON!

CONTACT

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