

**PROGRAM**  
**International Summer School**  
**“Science and Art of Communication”**  
**Vilnius, June 26th-July 3rd, 2016**

**Sunday, June 26**

Arrival to Vilnius, registration. Accommodation at Student Hostel, Didlaukio 57, Vilnius.

**Monday, June 27**

**Place: MRU LAB building Didlaukio 55, room 101**

09.00 - 09.30 Registration of the participants

09.30 – 10.00 Opening, greeting words by Prof. Gintaras Aleknonis (Director of Business and Media School) and Dr. Gintarė Žemaitaitienė

10.00 - 13:00 Lecture „Guerrilla Marketing. How to make commercial without budget?“ By Dr. Miglė Černikovaitė (with coffee break)

**13.00 – 14:00 Lunch break Ateities str. 20, room II-211**

14.00 - 17.00 Guided tour in Old Town. Purpose of tour: find examples of guerrilla marketing in the city. All invited to take part. Travel to city center by public transport. Guide – Dr. Miglė Černikovaitė.

Free time

**Tuesday, June 28**

**Place: MRU main building, Library, Ateities str. 20, room I-210 (entrance via Library)**

9.00 - 11.00 Lecture „Online media - bigger abilities for business communication. Effectiveness of content marketing“ by Aistė Žilinskienė (with coffee break)

11.00 – 13.00 Excursion to a food business company

13.00 – 15.00 Workshop on business idea promotion online plan making by Aistė Žilinskienė

Free time

**Wednesday, June 29**

**Place: MRU main building, Library, Ateities str. 20, room I-210 (entrance via Library)**

9.00-9.30 Excursion around MRU Library. Why library is a face of University? With subject librarian Albertas Olechnovičius (meeting at the main entrance of the library)

9.30-10.00 Reflection on two first days of summer school. With Dr. Gintarė Žemaitaitienė

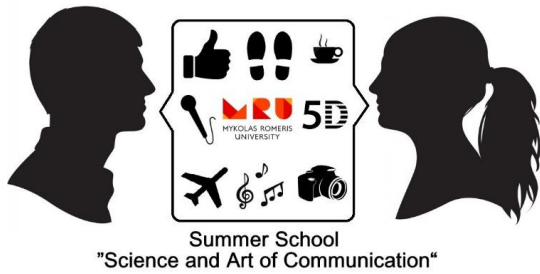
10.00 - 12.00 Lecture & workshop „From communication to marketing: using Google tools for effective e-marketing campaign” by Gintarė Gulevičiūtė (with coffee break)

**12.00 – 13:00 Lunch break Ateities str. 20, room II-211**

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



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### International Summer School “Science and Art of Communication”

Vilnius, June 26th-July 3rd, 2016

#### Thursday, June 30

**Place: MRU main building, Library, Ateities str. 20, room I-210 (entrance via Library)**

9.00 -12.00 Lecture “Presentation as your own brand creation” by Gintarė Žemaitaitienė (with coffee break)

**12.00-13.00 Lunch break Ateities str. 20, room II-211**

13:00 – 15.00 Workshop “Group project on summer school experiences” by Gintarė Žemaitaitienė

15.00-17.00 Visit to “OKTA - studio“

Free time

#### Friday, July 1

**Place: MRU LAB building Didlaukio 55, room 101**

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

**12.00—13.00 Lunch break Ateities str. 20, room II-211**

13.00—14.30 Summer school participants’ presentations

14.30—15.00 Feedback session, closing ceremony & certification awards

Free time

#### Saturday, July 2

**For ALL INCLUDED package applicants.**

**Leaving from MRU inner yard.**

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

Departure from Vilnius

**In cooperation with:**

