

**Third International Week
Marketing Department
University Institute of Technology
Angers 17th-20th May**



IUT Angers

It is our pleasure to invite you to the third edition of International Week, organized by the department of Marketing of the University Institute of Technology of Angers from the 17th to the 20th of May 2016.

The event is designed to raise an intercultural awareness among students through the creation of an international learning environment. It also aims to strengthen our international networks by exchanging with the representatives of our partner universities in an extra-curricular context. This week will also be open to non-partner universities willing to contribute to our activities.

International Week will take the form of a series of lectures, seminars and workshops, and events organized by our guests. As regards to the content, intercultural topics as well as topics related to the fields of marketing and management will be welcome. Participants can cover topics related to their field of expertise or to a particular aspect of the social, economic and cultural life of their country. Topics in previous editions included tourism in Ireland, the Scottish referendum, e-marketing in Portugal, traditional German food festivals, e-activism, adapting multinational's advertising campaigns, American cultural icons, communication in the digital age, Spanish olive oil markets, marketing yoga and the economic crisis in Spain.

International week is targeted at first-year tertiary students. Our main goal is to familiarize students with the teaching methods of our partner universities and to encourage them to study abroad within their degree program. Therefore, we do not expect the material covered to be highly technical or in-depth. Interactive activities and workshops are most welcome.

Participants will be asked to give 4 to 5 lectures, seminars, workshops or tutorials on subjects of their choice but with an intercultural perspective. The students will then be challenged to present projects related to the participant's presentations using their skills in marketing and new technologies.

Participants will also be asked to participate in a Study Abroad Fair to help promote student exchanges to their home institution. In addition, a session will be held with the participants to discuss the possibility for joint projects, and distance teaching opportunities.

If you intend to come with some of your students, please let us know their number so that we can arrange for their accommodation on the campus and their program during the week.

It is anticipated that your home institution will meet travel expenses and additional hotel nights from its Erasmus staff mobility budget.

The University Institute of Technology of Angers will provide lunches and a welcome dinner for the visiting academics. They will be invited to a guided tour of the Cointreau distillery production site and bar for a unique tasting experience as well as a visit of the Cité des object connectés.

If this proposal is of interest, please can you confirm by March 1st.

- a) the name(s) and email address(es) of participants
- b) the proposed topics for their lectures and/or seminars;
- c) the language of teaching if other than English.

We therefore look forward to hearing from you very soon.



Château d'Angers

Provisional Planning

Date	time	
17 th May	9:30-11 :00	Presenting the participants. Coffee break
	11:00-12:30	Plenary Lectures
	12:30-14:00	Lunch
	14:00-15:30	Seminars and workshops
	15:30-17:00	Seminars and workshops
	17:00-18:00	Guets tested! How much you know about France. A programme presented by the students.

Welcome Dinner

date	Time	
18 th May	9:30-11:00	Seminars and workshops
	11:00-12:30	Plenary Lecture
	12:00-14:00	Lunch
	14:00-15:30	Seminars and workshops
	15:30-18:00	Visiting Cointreau Distillery: guided tour of the production site and the distellery+tasting expeience



Cointreau Distillery

date	Time	
19 th May	8:00- 9:20	Seminars and workshops
	9:20- 9:40	Coffee break
	9:40-11:00	Seminars and workshops
	11:00-12:30	Seminars and workshops
	12:00-14:00	Lunch
	14:00-15:30	Seminars and workshops
	15:30-18:00	Tutorials

date	Time	
20 th May	9:30-11:00	Tutorials
	11:00-12:30	Study abroad fair
	12:00-14:00	Lunch
	14:00-15:30	Visit of the Cité des objets connectés
	15:30-18:00	Students' presentations



Cité des objets connectés