

# Programme Outline

## Day 1: 06.05.2015

### 11.30-12.00 Arrival and registrations

### 12.00-12.15 Junior Spring School opening

Prof Mile Vasic, Acting Rector of Slobomir P University

### 12.15-15.00 Trends in Marketing

- Social Media Marketing
- Social Media tools and techniques
- Facebook, Twitter and LinkedIn for marketers

### 15.00-15.30 Coffee break

### 15.30-17.00 Trends in Marketing

- Emerging social media tools for marketing
- Best practices in social media marketing and PR

## Day 2: 07.05.2015

### 9.00-12.00 Customer Experience Management & Customer Loyalty Management

- Types of CEM
- Benefits of CEM to organisations
- How to develop great CEM programmes
- The 12 steps in CEM programme implementation

### 12.00-12.30 Coffee break

### 12.30-13.30 Customer Experience Management & Customer Loyalty Management

- Types of CEM
- Benefits of CEM to organisations
- How to develop great CEM programmes
- The 12 steps in CEM programme implementation

### 13.30-14.30 Lunch break

### 14.30-17.00 Customer Experience Management & Customer Loyalty Management

- Types of Customer Loyalty
- How to develop Customer Loyalty
- Best practices in Customer Loyalty Management

## Day 3: 08.05.2015

### 09.00-12.30 International Marketing & Brand Management

- Developing an international brand
- How to take your company to international markets
- International Market Entry Strategies
- International marketing mix
- Brand positioning
- Luxury brands vs economy brands

### 12.30-13.00 Coffee break

### 13.00-14.00 prof Nancy Russo

### 14.00-14.30 Close of gathering

Adisa Mahmutagic, Junior spring school coordinator