



SPINAKER

Brand management on the international market - -the Polish experience

- Comprehensive brand management on international market
- Negotiations in the process of brand management in multicultural environment
- Marketing tools in online communication
- The use of visual identification systems in brand building
- The use of elements of Polish culture, tradition and folklore in promotion campaigns



The project implementation, meetings will be held both remotely and stationary.

- Online classes from November 7 to 18 (3h x 10 meetings)
- Classroom classes in Poland will be held from November 21 to December 2 (4h x 5 meetings)

During the classes we will visit:

- ▶ E Wedel chocolate factory
- ▶ Polmos vodka factory
- ▶ The Folwark in Mościbrody

Application process:

- September 22 - October 7 → Recruitment
- October 10 → Admissions committee meeting
- October 11 → Announcement of the recruitment results

[RECRUITMENT FORM](#)

**Each participant receives a scholarship of
3,400 PLN i.e. approx 710 euro**

For more information visit our website

spinaker.uph.edu.pl

or contact us at

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