



BA SCHOOL OF
BUSINESS AND FINANCE

GET OPPORTUNITY

INTERNATIONAL PROJECT & MARKETING MANAGEMENT WEEK IN RIGA

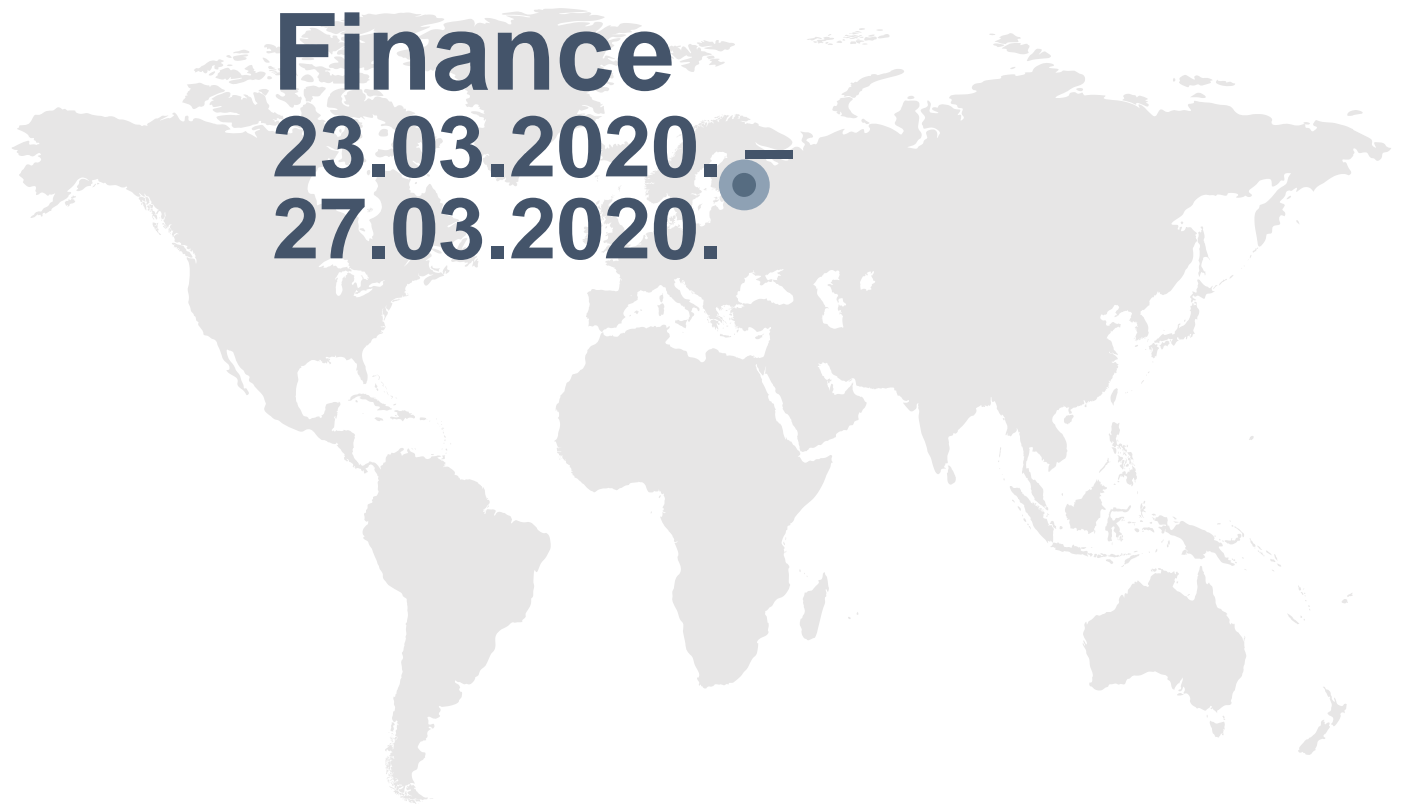
Presented by

Elita Liela & Zane
Rascevska



BA School of Business and Finance

**23.03.2020. –
27.03.2020.**





International Project & Marketing Management week



Project & marketing management
in real life & real practice



With real needs and real people



Limited resources and realistic budget



Under supervision of experienced
mentors

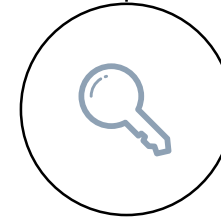


The main goal of the week

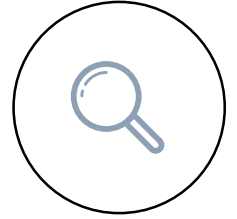
Create well founded, followed to project management guidelines, project plan for a problem, which will offer some local companies. Financial and marketing approach included.

International Project & Marketing Management week SCHEDULE

Timeline Start Here



Opening
ceremony &
team building
activities



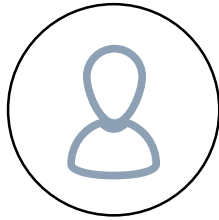
Lecture of the
project &
marketing
management,
project
presentation &
work in teams



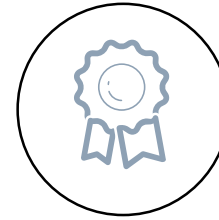
Mentoring sessions during work on project



Work in teams &
company visit



Work in teams



Final results
presentation

Timeline End



International Project & Marketing Management week in Riga

23.03.2024 - 27.03.2020.



**Participation fee: 230
EUR**



**Including accommodation
(5 nights), breakfast &
lunch, one dinner, social
activities, tickets for public
transport**



**Accommodation & transport:
Hestia Hotel Jugend www.hestiahotels.lv
Transport: Public transport**



APPLICATION

Please send selected applications to
gunta.innuse@ba.lv &
elita.liela@ba.lv
before January 20th, 2020