

CALL FOR APPLICATIONS

ERUA SUMMER SCHOOL IN MARKETING BRIDGING THEORY AND PRACTICE

Are you ready to take your marketing skills to the next level?

Join the ERUA Summer School in Marketing, an exciting, hands-on learning experience where students from ERUA universities collaborate to solve real-world business challenges!

Don't miss this opportunity to enhance your skills, expand your network, and gain hands-on marketing experience!

 **Dates:** 24 May -7 June 2025, **On-site:** 6 – 7 June

 **Format:** Blended – online & in-person at New Bulgarian University (NBU), Sofia

 **ECTS Credits:** 3

Why Participate?

- Work on real marketing case studies provided by leading companies.
- Gain practical experience by developing innovative strategies and solutions.
- Engage with industry experts and alumni, receiving mentorship and networking opportunities.
- Compete for awards, as top teams will be recognized by a jury of professionals.
- Earn 3 ECTS credits, boosting your academic and professional credentials.

About the Summer School

The ERUA Summer School in Marketing is a dynamic, practice-oriented program designed for students from ERUA universities, offering a distinctive opportunity to integrate theoretical marketing knowledge with real-world applications.

This event, held as an accompanying activity to the *International Scientific Conference “The Economy of the 21st Century: Economic Innovations and Sustainable Growth”*, invites participants to tackle real-world marketing challenges through case studies provided by leading companies. Students will collaborate in teams to develop innovative marketing strategies, with the opportunity to present their solutions to a jury composed of industry professionals and alumni.

The program is structured to combine core marketing principles with modern digital tools, strategic planning, and market analysis, fostering an interactive and collaborative learning environment.

Through networking and mentorship, students will deepen their understanding of how marketing strategies fit within broader economic trends and business practices, as discussed during the conference.

Students are also welcome to apply for participation in the *Students&Alumni Sessions of the International Scientific Conference “The Economy of the 21st Century: Economic Innovations and Sustainable Growth”*.

Tentative schedule

1.05.2025	Application for participation
12.05.2025	Notification of approval
19.05.2025	Formation of teams
22-23.05.2025	Sending of case study to the team
4.06.2025	Receiving of case study solutions and presentations
5-6.06.2025	International conference
6-7.06.2025	Main event - presentation of the solutions by the teams, evaluation and awarding

Who Can Apply?

- Students from all ERUA universities interested in marketing, business, and digital strategy.
- Participants eager to work in teams, engage in critical thinking, and tackle real-world challenges.

How to Apply?

Applicants should submit:

- ✓ A CV outlining their academic background and relevant experience.
- ✓ A motivation letter (300-500 words) explaining their interest in the program, how it aligns with their studies/career goals, and what they hope to gain from the experience.
- ✓ Up to 3 participants will be selected per ERUA University.

✉ **Deadline for applications:** 1 May 2025

🔊 **Notification of acceptance:** 12 May 2025

📧 **Apply by sending your CV and motivation letter to:** economics_alumni@nbu.bg

Funding Opportunities

ERUA students can receive travelling and accommodation funding from their home universities. For more information related to traveling and funding contact your local ERUA coordinator:

- *Paris 8 University:* Ms Chloe Elusue and Mr Yann Lafferrerie: erua.eui@univ-paris8.fr
- *University of the Aegean:* Angeliki Kitsiou: erua-eui@aegean.gr
- *SWPS University:* Ms Agnieszka Sobieraj: asobieraj@swps.edu.pl
- *University of Las Palmas de Gran Canaria:* Mr Eduardo Gregorio Quevedo Gutiérrez: d.ieyfp@ulpgc.es
- *European University of Viadrina:* Ms Anna Zimmermann: azimmermann@europa-uni.de
- *Mykolas Romeris University:* Mr Domantas Markevicius: d.markevicius@mrni.eu and Ms Audra Dargytė Burokienė: adb@mrni.eu
- *University of Macerata:* Ms Edith Cognigni: edith.cognigni@unimc.it

For more information, please visit the official website:

<https://econconfnbu.wordpress.com/erua-summer-school-in-marketing/>