



# PROMINENCE 3RD INTENSIVE PROGRAMME - PRACTICING CULTURAL INTELLIGENCE ACROSS CULTURES

17-19 NOVEMBER 2021 - ONLINE

**OBJECTIVES OF THE INTENSIVE PROGRAMME**  
 Our main goal is to have the participating students applying their cross cultural knowledge to a real business situation. They will have to develop a marketing campaign for a focal brand on different European markets

**PREPARATORY ASSIGNMENT:**  
 Conduct short market research in your country about the focal product (beer).

Day	Wednesday 17th Nov	Thursday 18th Nov	Friday 19th Nov
Activities	9 - Kick-off 10 - 10:30 - Lecture 1 - <i>Applying intercultural knowledge to marketing activities</i> 10:45 till 16:00 - group work 16:00 - students' presentations of task 1	9 - 9:30 - Lecture 2 - <i>the marketing plan and mix p1 - product &amp; price</i> 9:45 till 15:30 - group work 15:30 - students' presentations of task 2	9 - 9:30 - Lecture 3 - <i>the marketing plan and mix p2 - distribution &amp; promotion</i> 9:45 till 15:30 - group work 15:30 - students' presentations of task 3 17:30 - closing ceremony

- Task 1: cultural analysis of beer consumption in two European countries
- Task 2: marketing plan for beer brand (product / pricing)
- Task 3: marketing plan for beer brand (distribution/communication)



**PROMINENCE Main activities:**  
 Three intensive programmes:

- Languages and Cultural Diversity (Bratislava, 2018)
- Managing and Leading in Different Cultures (Aschaffenburg, 2019)
- Practising Cultural Intelligence across Cultures (Online, 2020)

An extensive online learning and teaching platform (Prominence Interactive):

- Ebook chapters with complementary Canva slides
- Interactive online modules

A final conference about Intercultural Competence at Work

<https://www.prominenceproject.eu>

