Summer School Programme

Course - Intercultural Communication & Leadership Duration - 2 weeks



Period - July 14- July 25, 2025

11:00 11:15 12:30 13:00	9:30 11:00 11:15 12:30	Activity Welcome & Introduction to the course	(Intercultural Communication) Description Monday Welcoming the new students and introducing them to the 2-weeks	Lecturer/Trainer	Location/Room	Start	End	Activity	Week 2 (Leadership) Description	Lecturer/Trainer	Location/Room
9:30 11:00 11:15 12:30 13:00	11:00 11:15 12:30	course	Welcoming the new students and								
9:30 11:00 11:15 12:30 13:00	11:00 11:15 12:30	course	Welcoming the new students and								
9:30 11:00 11:15 12:30 13:00	11:00 11:15 12:30	course							Monday		
11:00 11:15 12:30 13:00	11:00 11:15 12:30		introducing them to the 2-weeks			9:00	11:00	Effective leadership communications &	Learn more about being effective		
11:00 11:15 12:30 13:00	11:15 12:30							performance management	leader and how to manage		
11:00 11:15 12:30 13:00	11:15 12:30		programme and the assessment in the						performance		
11:00 11:15 12:30 13:00	11:15 12:30		form of PPT (or Prezi) presentations								
11:15 12:30 13:00	12:30	Introduction to Dutch culture	Introduction to the Netherlands,								
11:15 12:30 13:00	12:30		introduction to Apeldoorn, Dutch								
11:15 12:30 13:00	12:30		Culture, Household rules								
12:30 13:00		Coffee break	Makes due in a Verrandé en a Christian à in		I	11:00 11:15		Coffee break	Application according skills of an ad		
13:00		Language and presentation support:	"Introducing Yourself as a Student in College and Academic Context:			11:15	12:30	Workshop	Application exercise: skills of good communicators		
13:00		Introducing Yourself as a Student in College and Academic Context	Introduction and Overview, Components						communicators		
13:00		College and Academic Context	of a Self-Introduction, Language and								
13:00			Tone, Practice Activities for Tuesday,								
13:00			Q&A and Wrap-up"								
13:00	13:00	Lunch break	and the second s			12:30	13:00	Lunch break	1		1
		Presentation Preparation/Language	Form groups for end-of course			13:00		Workshop on intercultural	In groups - World cultures		
9:00		and presentation support	presentations, do the Belbin test, get to					communication	8.44		
9:00			know your group mates								
9:00		·	Tuesday			Tuesday					
	11:00	Introduction to Intercultural	Learn about intercultural			9:00	11:00	Introduction to leadership qualities,	Learn about the qualities of leaders,		
		communication	communication: dimensions of culture					decision making and planning	effective decision making, planning		
			and aspects of identity						and communication.		
11:00	11:15	Coffee break			-	11:00	11:15	Coffee break	+	1	-
		Workshop on intercultural	Application exercise: case study			11:15		Workshop	Workshop on leadership qualities,		
		communication	intercultural communication						decision making and planning		
12:30	13:00	Lunch break				12:30	13:00	Lunch break			
		Language and presentation support:	Summarizing and Storytelling: Recap of			13:00	14:00	Language and presentation support:	The final day assignment		
		Story-telling and Summarizing	Monday, Importance of Summarizing,					Presentation Tips and tricks			
			Techniques for Effective Summarization,								
			Storytelling Techniques, Practice								
			Activities for Thursday, Q&A and Wrap-								
			up								
			Mr. d d						Madagada	I	
9:00	11.00	Intercultural communication:	Wednesday		1	9:00	11.00	Character Manager	Wednesday		
9:00		influncing factors	Learn about intercultural communication factors (e.g.			9:00	11:00	Change Management	Learn about strategies and approaches in leading innocation		
		influncing factors	globalisation)						and change		
			giobalisation)						and change		
11:00	11:15	Coffee break				11:00	11:15	Coffee break	!		-
11:15	12:30	Workshop	Application exercise: case study			11:15	12:30	Workshop	Workshop on managing the change		
			(continued) intercultural								
			communication								
		Lunch break			I	12:30		Lunch break	1		
13:00	14:00	Presentation Preparation	In groups			13:00	14:00	Presentation Preparation /Language and	In groups		
			Thursday,					presentation support	Th		
		I	Thursday		1			I	Thursday		
9:00	11:00	Leadership strategies and styles	Learn about different leadership			9:00	11:00	Collaboration & building a professional	Learn how to build a professsional		
			strategies and styles					network	network and adopt strategies to		
									cultivate valuable relationships and		
11:00	11,15	Coffee break				11.00	44.45	Coffee break	leverage networks effectively		
		Coffee break Workshop	Application exercise: dealing with			11:00 11:15		Workshop	Application exercise: collaboration		
11.13	12.50	T.C. Kallop	conflict in the workplace			11.15	12.30	110.131lop	and network building		
12:30	12:00	Lunch break	connect in the workplace			12:30	12:00	Lunch break	and network building		1
		Language and presentation support:	"Informal and Formal Forms of English			12:30		Presentation Preparation /Language and	In groups/ upload presentation		
13.00		Informal and Formal Forms of English	in an Academic Context: Recap Tuesday,			13.00	14.00	presentation support	in groupsy upload presentation		
		in an Academic Context	Differences between Informal and					presentation support			
		di / todellile context	Formal English, Language Features of								
			Informal and Formal English, Adapting								
			Language for Academic Contexts,								
			Practice Activities for the sesond week								
			with Selina, Q&A, Feedback, and Wrap-								
			up"								
			Friday		-				Friday		
9:00	11:00	Digital Consumer Behaviour				9:00	11.00	Presentations	PPT or Prezi with short Q&A		
5.00	11.00	Digital Consumer behaviour	Learn about hoe the digital environment changes customer perspectives and			9:00	11:00	resentations	FF OF FIEZI WILLISHOFT U&A		
			needs								
			liceus								
		Coffee break				11:00		Coffee break			
11:15	12:30	Workshop	Evaluate the impact of social media on			11:15	12:30	Presentations	PPT or Prezi with short Q&A		
			consumer behaviour								
12:30	13:00	Lunch break			•	12:30	13:00	Lunch break		•	
	14:00	Presentation Preparation/Language	In groups			13:00		Presentations	PPT or Prezi with short Q&A		
		and presentation support									
						14:00	17:00	Check-out			

Summer School Programme

Course - Marketing & Branding Duration - 2 weeks Period - July 28 - August 8, 2025



	Week 1 (Marketing)					ily 20 - 7	y 28 - August 8, 2025 Week 2 (Branding)				
Start	End	Activity	Description	Lecturer/Trainer	Location/Room	Start	End	Activity	Description Description	Lecturer/Trainer	Location/Room
				urer, rrunner							222220171100111
			Monday						Monday		
9:00	9:30	Welcome & Introduction & Assessmen				9:00	11:00	Brand Communication	Learn about brand communication		
			introducing them to the 2-weeks			0.00			and how digital marketing		
			programme and the assessment in						communication enables achieving		
			the form of PPT (or Prezi)						brand marketing objectives		
9:30	11:00	Introduction to Dutch culture	Introduction to the Netherlands.			1			brand marketing objectives		
9.30	11.00	introduction to Dutch culture	introduction to the Netherlands,								
			Culture, Household rules								
			Culture, Household rules								
11:00		Coffee break	W	I		11:00		Coffee break			
11:15	12:30	Language and presentation support:	"Introducing Yourself as a Student			11:15	12:30	Workshop	Application exercise: brand		
		Introducing Yourself as a Student in	in College and Academic Context:						communication & marketing		
		College and Academic Context	Introduction and Overview,						objectives		
			Components of a Self-								
			Introduction, Language and Tone,								
			Practice Activities for Tuesday,								
			Q&A and Wrap-up"								
12:30	12:00	Lunch break				12:30	12:00	Lunch break			
13:00		Presentation Preparation/Language	Form groups for end-of course			13:00			In groups		
15.00	14.00	and presentation support	presentations, do the Belbin test,			13.00	14.00	presentation support	6.5005		
			get to know your group mates					tution support			
			Tuesday						Tuesday		
9:00	11:00	Digital Platforms	Learn how digital platforms impact			9:00	11:00	Digital Tools & Techniques	Learn about the digital tools and		
5.00	11.00	Digital Fidulullis	organisations and society			5.00	11.00	Digital Tools & rectifiques	techniques that are transforming		
11.00	44.45	Coffee break	organisations and society			44.00	44.45	Coffee breek	reconsiques triat are transforming		
11:00		Coffee break	Evaluate different digital			11:00		Coffee break	Application eversion digital table and		
11:15	12:30	Workshop	Evaluate different digital			11:15	12:30	Workshop	Application exercise: digital tools and		
			platforms, identify best practices for interacting with other digital						techniques		
12:30	12,00	Lunch break	for interacting with other digital			12:30	12.00	Lunch break	1		
12:30			Cummarizing and Standall's			12:30			Discussion and reflection on the		
13:00	14:00	Language and presentation support:	Summarizing and Storytelling:			13:00	14:00	Workshop follow-up /Language and	Discussion and reflection on the		
		Story-telling and Summarizing	Recap of Monday, Importance of					presentation support	digital and integrated marketing		
			Summarizing, Techniques for						communication		
			Effective Summarization,								
			Storytelling Techniques, Practice Activities for Thursday, Q&A and								
			Wrap-up								
			Wednesday						Wednesday		
9:00	11:00	Digital Cultures	Learn about the effects of digital			9:00	11:00	Digital Marketing Campaigns	Learn about the structure of digital		
			technologies on society and						marketing campaings: factors in		
			cultures						implementation, measurements and		
									evaluattion of successful campaigs.		
11:00		Coffee break		1		11:00		Coffee break			I
11:15	12:30	Workshop	Application exercise: digital tools			11:15	12:30	Workshop	Analyse a digital marketing campaign		
			for social and cultural engagement								
12:30	12:00	Lunch break	1			12:30	12:00	Lunch break			
13:00		Presentation Preparation	In groups			13:00		Presentation Preparation /Language and	In groups		
15.00	14.00	- resentation rieparation	5. oups			13.00	14.00	presentation support	In groups		
			Thursday	1			-	p. 222.tation Japport	Thursday	-	'
9:00	44.00	Digital Risks	Learn about pertinent issues in			9:00	44.00	Ethical considerations in district and in			
9:00	11:00	Digital NISKS				9:00	11:00	Ethical considerations in digital marketing			
			digitalisation: information policy,						related to digital marketing and		
			cyber-awareness, surveillance,						customer engagement		
11:00	11.15	Coffee break	ethics and privacy			11:00	11.45	Coffee break			
11:00		Workshop	Application exercise: risks of			11:00		Workshop	Application exercise: ethical analysis		
11.15	12.30	workshop	digitalisation			11.15	12.30	workshop	of a digital marketing campaign		
12:20	12:00	Lunch brook	o-B-calisación			12:20	12:00	Lunch brook	o. o aigitai marketilig campaigil		
12:30		Lunch break	Wet			12:30		Lunch break	In account ordered assessment		
13:00	14:00	Language and presentation support: Informal and Formal Forms of English	"Informal and Formal Forms of			13:00	14:00		In groups/ upload presentation		
			English in an Academic Context:					presentation support			
		in an Academic Context	Recap Tuesday, Differences between Informal and Formal								
			English, Language Features of								
			Informal and Formal English, Adapting Language for Academic								
			Contexts, Practice Activities for the								
			sesond week with Selina, Q&A,								
			Feedback, and Wrap-up"								
			. ccaback, and wrap-up								
		1	Friday					•	Friday		
9:00	11:00	Digital Consumer Behaviour	Learn about hoe the digital			9:00	11:00	Presentations	PPT or Prezi with short Q&A		
			environment changes customer								
			perspectives and needs								
11:00	11-15	Coffee break	1			11:00	11-10	Coffee break	l	-	
11:00		Workshop	Evaluate the impact of social			11:00		Presentations	PPT or Prezi with short Q&A		
11.15	12.30		media on consumer behaviour			11.15	12.30	. resentations	SI FIELI WIGH SHOIL QOLA		
12:30		Lunch break	1.			12:30		Lunch break	lear a		
13:00	14:00	Presentation Preparation/Language	In groups			13:00	14:00	Presentations	PPT or Prezi with short Q&A		
		and presentation support									
						14:00	17:00	Check-out			