

WITTENBORG'S

SUMMER SCHOOL

2025



Enhance your business skills, improve your academic and English abilities, and explore two amazing countries!

**Two intakes
in the Netherlands:**
13 – 25 July
27 July – 8 August



**Option to extend a
week in Austria:**
27 July – 3 August
10 – 17 August



Intensive Learning & International Experience

Wittenborg's Summer School offers dynamic academic learning and the opportunity to explore the Netherlands. Choose from two exciting two-week courses, with the option to extend your experience at ITM College in Austria, a renowned tourism college in Bad Vöslau, Vienna region.

Course 1: Intercultural Communications & Leadership

13 - 25 July in the Netherlands

Discover how to communicate effectively, work with different cultures, and build leadership skills. Learn to make decisions, collaborate, and manage challenges like a pro!

Course 2: Marketing & Branding

27 July - 8 August in the Netherlands

Explore the digital world. Gain insights into social media, online consumer behaviour, branding, and marketing strategies through interactive workshops & activities.

Optional: Extend your Journey, continue in Austria!

Extension Course 1: 27 July – 3 August
Extension Course 2: 10 – 17 August

Continue your experience at ITM College in Austria, exploring Hospitality and Tourism Management, International Business Communication, Quality Management & Guest Relations, and Leadership in the Hospitality Industry. In addition, the programme includes a full-day excursion to Vienna and a half-day excursion to another tourism destination.

ITM International
Hotel & Tourism
Management
★★★★★ *College* Austria Europe
Private since 1986

In your free time, explore Austria or enjoy sports & leisure activities on campus.

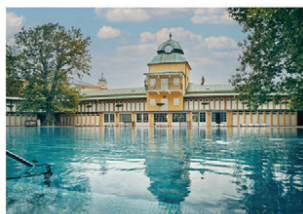
Your Summer School Package

Enjoy a seamless experience with our full package, including:

Accommodation

During your time in the Netherlands, you'll stay in brand-new studios with a private kitchen and bathroom in Apeldoorn, located an hour by train or car from the Dutch capital Amsterdam.

In Austria, the ITM College campus is located in the College Garden Hotel, a seminar & event hotel in Bad Vöslau, Vienna Region. Bad Vöslau provides a quiet and green environment while being well-connected to Vienna. During summer, unwind at the famous thermal bath next to the campus.



Social Activities

Enjoy welcome drinks, an excursion, and a farewell dinner in the Netherlands. In Austria, experience a full-day trip to Vienna and a half-day excursion to another top tourism destination.



Classes & Meals

Classes run Monday to Friday, 09:00-14:00. Your package includes everything you need for your courses, including breakfast, lunch, and refreshments.



Programme Overview

Course 1	Week 1: Intercultural Communication	Week 2: Leadership
Monday	Introduction & cultural awareness, Dutch culture & communication, Self-introduction & networking, Apeldoorn city tour and welcome drinks in centre	Leadership & team dynamics, Effective decision-making, Workshop: world cultures & leadership, Visit to NewTechPark and workshop
Tuesday	Intercultural communication skills, Case study: cultural differences, Storytelling & summarising	Strategic leadership & planning, Leadership case studies, Final project preparation
Wednesday	Influencing across cultures, Real-life applications, Group discussions & presentations, Steam Train through Veluwe experience	Change management & leadership, Workshop: managing change, Presentation support, Visit to CODA museum and workshop
Thursday	Leadership styles & strategies, Dealing with cultural conflicts, Business communication, Visit to Palace Het Loo	Building a professional network, Ethical leadership, Research & project preparation, Farewell Dinner
Friday	Digital consumer behaviour, Social media & culture, Presentation support	Final presentations, Q&A & feedback, Programme wrap-up

Course 2	Week 1: Marketing	Week 2: Branding
Monday	Introduction to marketing, Brand communication & strategy, Self-introduction & networking, Apeldoorn city tour and welcome drinks in centre	Personal branding & career, Creating a personal brand strategy, Workshop: pitching yourself, Visit to NewTechPark and workshop
Tuesday	Digital platforms & trends, Case study: social media impact, Storytelling in marketing	Social media & professional image, Digital marketing case studies, Campaign strategy planning
Wednesday	Digital cultures & consumer behaviour, Digital tools & marketing analysis, Presentation support, Steam Train through Veluwe experience	Marketing campaign development, Advertising techniques, Final project preparation, Visit to CODA museum and workshop
Thursday	Digital risks & ethical marketing, Online reputation management, Research & project preparation, Visit to Palace Het Loo	Ethical considerations in branding, Social media & influencer marketing, Research & project preparation, Farewell Dinner
Friday	Digital branding & storytelling, Social media campaigns, Presentation support	Final presentations, Q&A & feedback, Programme wrap-up

Programme Fees (Full package)

2 weeks in the Netherlands	€ 1,750
2 weeks in the Netherlands + 1 week in Austria	€ 3,000

Excluded: Visa & insurance costs, transportation costs, dinners

Wittenborg Main Campus

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Email admission@wittenborg.eu for more information

Scan the QR code
to learn more and
secure your spot today!



Disclaimer: All information was accurate at the time of publication, however, Wittenborg policies, programmes, and tuition fees are subject to change without notice. For further information, please visit [wittenborg.eu](https://www.wittenborg.eu) (Summer School 2025v1)