



WITTENBORG  
University of Applied Sciences



READY FOR AN  
UNFORGETTABLE  
JOURNEY?



## SUMMER SCHOOL in the Netherlands

on Marketing, Communication & Leadership

Our Wittenborg Summer School offers **two captivating intakes**, each with its own flavour:

### Intake 1 (14 July - 26 July)

**Intercultural Communications & Leadership:** Release impactful communication, master leadership strategies and explore the art of collaboration.

### Intake 2 (28 July - 9 August)

**Marketing & Personal Branding:** Immerse yourself in the digital realm - discover platforms, decode consumer behaviour and craft compelling brand stories.

Our Summer School isn't just about learning - it's about global friendships and creating unforgettable memories.

### Tuition Fee: € 1,750

Included:

- Course & Accommodation
- Breakfast & Lunch
- Welcome & Farewell Parties

Excluded:

- Visa & insurance costs
- Transportation costs
- Dinners

Scan the QR  
to learn more



**Explore Beyond Borders:** Imagine mingling with students from diverse cultures and broadening your horizons. Our Summer School is your gateway to a global community.

**Boost your English:** Whether you're aiming for fluency or finesse, embark on a linguistic journey. All sessions are in English, providing you with the perfect environment to enhance your language skills.

**Practical Knowledge:** Take part in our interactive workshops covering intercultural communication, leadership and digital marketing through presentations, discussions and teamwork.

**Discover the Netherlands:** Spend time wandering through charming Dutch towns and forging lasting impressions with newly made friends.

**All-inclusive Experience:** From well-equipped studios to social activities, we've got you covered.



## TWO INTAKES

Intake 1: 14 - 26 July

Intake 2: 28 July - 9 August





## SUMMER SCHOOL PROGRAMME 2024

FOR HIGH SCHOOL AND  
BACHELOR STUDENTS

**Course Hours:** Monday to Friday, 09:00 AM – 14:00 PM

### Core courses for both intakes:

- **Welcome Day:** Get to know the programme and your peers.
- **Dutch Culture Immersion:** Find out about the rich traditions and customs of the Netherlands.
- **Language Skills:** Improve your academic English with practical sessions on presenting yourself in college and mastering informal and formal contexts.
- **Cultural & Hands-on Experiences:**
  - **Royal Palace Het Loo Visit:** Explore Dutch royal history.
  - **Steam Train Adventure:** Journey through scenic landscapes.
  - **CODA Experience Lab Workshop:** Engage with creative technologies.
  - **Local Volunteer Project & NewTech Park:** Connect with the community and innovation.
- **Final Presentation:** Showcase your learning and insights.

### Optional Activities *(can be planned after regular course hours or during weekend):*

- **Deventer:** Guided tour in this classic Dutch city (50 euro p.p.)
- **Amsterdam:** Canal cruise, visit to National Museum or Van Gogh Museum or Ajax Stadium, or more (150 euro p.p.)
- **Customised Activities:** Based on group request (min. 8 people)

# 2024

# TWO INTAKES

### Intake 1 specialised courses:

- **Intercultural Communication:** Learn the essentials of navigating diverse cultural landscapes in management and beyond.
- **Workshop on Communication Skills & World Cultures:** Strengthen your communication skills and broaden your understanding of world cultures.
- **Leadership Mastery:**
  - Develop your leadership style and strategies.
  - Join workshops focused on leadership qualities, decision-making and planning.
- **Effective Leadership Communications & Performance Management:** Discover what it takes to be an effective leader and manage performance efficiently.
- **Project Management:** Collaborate on projects, enhancing teamwork and management skills.

### Intake 2 specialised courses:

- **The Digital Economy:** Explore the transformation of industries and the future of globalisation.
- **Digital Platforms:** Understand their profound impact on organisations and society.
- **Interactive Workshops:** Evaluate the digital economy's benefits and risks; devise digital marketing campaigns with ethical considerations.
- **Digital Cultures & Consumer Behaviour:** Delve into how digital technologies affect societies and alter consumer behaviours.
- **Brand Communication & Digital Tools:** Learn about digital marketing communication and the tools transforming marketing strategies.