

“Future competences pathways for marketing” – FuseIT

Project's FuseIT multiplier event

2021 December, 17th
ISMA Premises,
1 Lomonosova Str., building 7, Riga, LV-1019
ROOM 314&315

A G E N D A

9 ³⁰ –10 ⁰⁰	REGISTRATION
10 ⁰⁰ –10 ¹⁰	Welcome speech Deniss Djakons, ISMA Rector
10 ¹⁰ –10 ²⁰	Future competences pathways for marketing: introduction Diana Zmicerevska, ISMA University
10 ²⁰ –10 ⁴⁰	Research and guidelines for Digital Marketing competences integration in ICT related subjects Jevgenija Dehtjare, ISMA University
10 ⁴⁰ –11 ⁰⁰	Scenarios tool – good practice for innovative training Antonina Djakona, ISMA University
11 ⁰⁰ –11 ³⁰	FuseIT curriculum and training materials introduction Diana Zmicerevska, ISMA University
11 ³⁰ –12 ⁰⁰	Module example - Digital Marketing Igor Babics, ISMA University
12 ⁰⁰ –13 ⁰⁰	Lunch break
13 ⁰⁰ –13 ³⁰	Introduction to online course Olga Verdenhofa, ISMA University
13 ³⁰ –14 ⁰⁰	Knowledge and skills gaps, upskill your knowledge Deniss Djakons, ISMA University
14 ⁰⁰ –14 ³⁰	Coffee break
14 ³⁰ –15 ⁰⁰	Good practice in pilot training Julia Ozovane, ISMA University student
15 ⁰⁰ –16 ⁰⁰	Round table discussion, program implementation options
16 ⁰⁰ –16 ¹⁵	Closing of the seminar

A certificate of participation in the event will be issued for participants.

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Future competencies
pathways for marketing
and ICT education

