

Business Week in Gdansk School of Banking

07-11 April 2014

wsb.pl/gdansk

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During BW event you will learn how to:

- write a tv ad script and create a tv ad
- record a radio spot
- create an ad poster

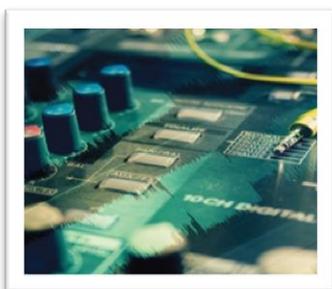
We are happy to announce that **Gdansk School of Banking** in Poland is organizing the 5th edition of its “**Business Week**” from 7th April to 11th April 2014.

This event will be an opportunity for an intercultural and creative project in an academic context. During this week mixed international teams are challenged to use your competencies on different marketing aspects and technique and plan mass media advertising campaign.



Throughout a number of practical sessions students will:

- learn how to create a professional tv ad, radio spot and poster,
- enable students to develop, communicate and deliver creative ideas, both working alone and collaboratively as part of a team,
- gain an in-depth awareness of the technical and commercial aspects involved in creating visual effects and animation across a range of media



Wyższa Szkoła Bankowa
Gdańsk Gdynia

Gdansk School of Banking
8 Dolna Brama street
80-821 Gdansk, Poland
facebook.com/InternationalGSB

On top of that students will have a chance to visit the television studio TVP Gdańsk and a Professional Print Studio where they can see how their posters are to be prepared for quality printing.



Social and cultural activities are organised to allow students to meet their fellow students from other countries.

Participation of the students will be assessed and certificates will be issued, possibly granting them **2 ECTS** credits.

Interested **student applicants** are invited to read all information on our facebook [facebook.com/International GSB](https://www.facebook.com/InternationalGSB).

PLEASE NOTE:

First come, first served- there is a limited number of places in the workshop.

All students interested in participation in the Business Week are to send an application form till 21st March 2014 to the e-mail: business-week@wsb.gda.pl and pay 150 € tuition fee till 28th March 2014.

The bank account number is:

PL 66 1500 1171 1211 7001 8975 0000

SWIFT/BIC: KRDBPLPW

Kredyt Bank SA

II Oddział KB SA w Gdansk

ul. Grunwaldzka 345

80-309 Gdansk

Accommodation: Hostel 4 U, www.hostel4u.eu

Hostel is ideally located in a quiet area, yet only 5 min walk from the Old Town of Gdansk and 5 min walk from the University.

Room type: 2,3,6,8 people in room

The tuition fee includes: accommodation, breakfast, lunch, workshop, additional events such: sightseeing or integration events

If you wish to send us an accompanying lecturer for part or the whole of the week, you are of course welcome to do so, possibly covering the expenses with LLP/STA funds. He/she will guide all students and participate in the evaluation process.

If you have any questions, please do not hesitate to contact us by e-mail to:

business-week@wsb.gda.pl (contact person: Anna Modrzejewska)