

International Marketing Week in Riga



BANKU AUGSTSKOLA

BA School of Business and Finance



BANKU AUGSTSKOLA

Your path to achieving professional excellence!

International Marketing Week in Riga

Date	March 25 - 29, 2019
Number of participants	<ul style="list-style-type: none">• 3-5 students per partner university (30 students in total) and 11 Latvian students
Theme	Marketing of Kemeru National Park
Participation fee	225 EUR (including accommodation (5 nights), breakfast&lunch, one dinner, social activities, tickets for public transport)



Task of the week

Develop marketing plan to promote Kemeri National Park events



BANKU AUGSTSKOLA

Home work

- ✓ Gather information on Specially Protected Natural Areas in your home country.
- ✓ Explain what are the possibilities to carry out any economic activities in these areas.
- ✓ Describe the tourism infrastructure within these areas.

Specially protected natural areas are geographical territories, that are under special state-level protection, in order to safeguard and maintain biodiversity of nature – rare and typical ecosystems, habitats for rare species, landscapes, that are peculiar, beautiful and characteristic for country, geological and geomorphological formations, as well as territories, significant for recreational and educational purposes.

Schedule

Sunday, 24 March	Arriving in Riga
Monday, 25 March	Opening Ceremony, Key Lecture, Presentations of Participating Schools, Formation of teams
Tuesday, 26 March	Trip to Kemeru National Park Expert's Lectures
Wednesday, 27 March	Brainstorming based on the home task Teamwork Team progress monitoring
Thursday, 28 March	Teamwork – Preparing for presentation, Dinner
Friday, 29 March	Final Presentations, Evaluation of Teams



Accommodation and Transport

For students

Hestia Hotel Jugend
www.hestiahotels.lv
(3 persons in a room)



For academics

Hestia Hotel Jugend
(recommended)
price 45 EUR



Transport

Public transport
(trolleybus)



Cultural and recreation activities for students



Cultural and leisure activities for academics





Application



Please send selected applications to
diana.auzina@ba.lv or
elita.liela@ba.lv
before 20th January 2019

Thank you for attention!



BANKU AUGSTSKOLA