

INTERNATIONAL SUMMER SCHOOL

August 25th - 29th, 2025

Monday

Time	Agenda	Place
8:30	Pick up at the dormitory reception	<i>dormitory reception</i>
8:45	Breakfast at the faculty	<i>dean's office</i>
9:30	Welcome Workshop Welcome by the dean; Presentation of MENDELU and FBE; Introduction to the International Summer School Programme 2025; Know-Each Other Game.	<i>room Q33</i>
10:30	Arboretum Visit and Campus Tour	<i>campus MENDELU</i>
11:30	Lunch	<i>canteen (building O)</i>
12:30	Lecture: Introduction to Destination Management and Marketing	<i>room Q33</i>
14:00	Break	
14:15	Intercultural Workshop: Tips and Hints for Intercultural Communication; Best Practices in the Czech Republic and Japan; Introduction to Czech and Japanese Language	<i>room Q33</i>
15:30	International Culinary Experience	<i>terrace (4th floor)</i>
16:30	Welcome Dinner	<i>terrace (4th floor)</i>
17:30	Official Programme Closing	

Tuesday

Time	Agenda	Place
8:15	Breakfast at the faculty	<i>dean's office</i>
9:00	Lecture: Practical Planning of a Marketing Campaign	<i>room Q33</i>
10:30	Break	
10:45	Lecture: <u>Data</u> Analysis and Processing in Tourism Marketing	<i>room Q33</i>
12:15	Lunch	<i>canteen (building O)</i>
13:00	Walk to the Town Centre	
13:30	TIC Workshop (Brno Tourist Information Center)	<i>Radnická, Brno</i>
15:00	Brno City Tour	<i>Brno Old Town</i>
17:00	Official Programme Closing	

Wednesday

Time	Agenda
6:20	Pick up at the dormitory reception
7:09	Train Departure to Prague
9:39	Arrival at Prague
10:00	Guided Tour in Prague
12:30	Lunch
14:00	Visit to Japanese Embassy
17:16	Train Departure to Brno
19:46	Arrival at Brno, Official Programme Closing

Thursday

Time	Agenda	Place
8:15	Breakfast at the faculty	dean's office
9:00	Lecture: Online Marketing and Digital Strategies for Tourism Destinations	room Q33
10:30	Break	
10:45	Lecture: Experiential Tourism: How to Appeal to the Modern Tourist	room Q33
12:15	Lunch	canteen (building O)
13:00	Walk to the Town Centre	
14:00	Castle Špilberk Visit	Castle Špilberk
15:00	Piknic with MENDELU Students; Practical Training: Making Reels	Castle Špilberk Park
16:30	Official Programme Closing	

Friday

Time	Agenda	Place
8:15	Breakfast at the faculty	dean's office
9:00	Group Work: Marketing Campaing Preparation	room Q33
11:30	Lunch	canteen (building O)
12:30	Discussion & Feedback for Final Presentation	room Q33
14:00	Break	
14:15	Presentation of Marketing Campaigns	room Q33
15:30	Closing Ceremony and Farewell Dinner	terrace (4th floor)
17:00	Official Programme Closing	