

## Time table 2024/2025

### **2/II CREATIVE MANAGEMENT IN NEW MEDIA ON-LINE**

**02.06.2025 - 04.06.2025**

|               | <b>Monday 02.06</b>                                | <b>Tuesday 03.06</b> | <b>Wednesday 04.06</b>                                                  | <b>Thursday 05.06</b> | <b>Friday 06.06</b> |
|---------------|----------------------------------------------------|----------------------|-------------------------------------------------------------------------|-----------------------|---------------------|
| 8:00 – 9:30   |                                                    |                      |                                                                         |                       |                     |
| 9:45 – 11:15  | <i>New media development</i><br><b>dr K. Forst</b> |                      |                                                                         |                       |                     |
| 11:30 – 13:00 | <i>New media development</i><br><b>dr K. Forst</b> |                      | <i>Creative thinking techniques</i><br><b>mgr K. Gembara</b>            |                       |                     |
| 13:45 – 15:15 |                                                    |                      | <i>Creative thinking techniques</i><br><b>mgr K. Gembara</b>            |                       |                     |
| 15:30 – 17:00 |                                                    |                      | <i>Sales techniques of multimedia products</i><br><b>mgr J. Malicka</b> |                       |                     |
| 17:15 – 18:45 |                                                    |                      | <i>Sales techniques of multimedia products</i><br><b>mgr J. Malicka</b> |                       |                     |
| 19:00 – 20:30 |                                                    |                      |                                                                         |                       |                     |

## Time table 2024/2025

### **2/II CREATIVE MANAGEMENT IN NEW MEDIA ON-LINE**

**09.06.2025 - 13.06.2025**

|               | <i>Monday 09.06</i>                                 | <i>Tuesday 10.06</i> | <i>Wednesday 11.06</i>                          | <i>Thursday 12.06</i> | <i>Friday 13.06</i> |
|---------------|-----------------------------------------------------|----------------------|-------------------------------------------------|-----------------------|---------------------|
| 8:00 – 9:30   |                                                     |                      | <i>Advertising film</i><br><br>mgr B. Kowalczyk |                       |                     |
| 9:45 – 11:15  | <i>New media development</i><br><br>dr K. Forst     |                      | <i>Advertising film</i><br><br>mgr B. Kowalczyk |                       |                     |
| 11:30 – 13:00 | <i>Marketing in social media</i><br><br>dr K. Forst |                      |                                                 |                       |                     |
| 13:45 – 15:15 |                                                     |                      |                                                 |                       |                     |
| 15:30 – 17:00 |                                                     |                      |                                                 |                       |                     |
| 17:15 – 18:45 |                                                     |                      |                                                 |                       |                     |
| 19:00 – 20:30 |                                                     |                      |                                                 |                       |                     |