

NEWTON INTERNATIONAL WEEK

Marketing & Culture

April 27 - May 1, 2026

NEWTON University Brno

**Deadline
to register:**

March 10th, 2026



Virtual part: March 11th, 2026



Co-funded by
the European Union



Experience culture. Master global marketing.

THEMATIC WORKSHOPS

Marketing & Culture

The intended Blended Intensive Program on Culture and Marketing is a short-term, high-impact university course designed to combine one online lesson with five days of face-to-face immersive learning.

Cultural Insight

The program provides a deep understanding of the crucial role local culture plays in shaping consumer behavior and highlights why adapting marketing strategies to cultural contexts is essential.

Marketing Adaptation

Through interactive lectures, practical workshops, excursions to markets and cultural sites, and participation in authentic cultural events, students learn to analyze cultural nuances and translate these insights into effective marketing adaptations.

Intercultural Competence

The experience fosters strong intercultural communication skills, ethical awareness, and strategic thinking, fully preparing learners for the challenges of global marketing across diverse cultural environments.

COST

Workshops and group excursions are fully funded by the EU. Participants are asked to contribute EUR 80 towards social program and lunch. Accommodation is not included, we may assist participants with booking accommodation near Sting Academy.

IMPORTANT INFORMATION

Program will be organised as a Blended Intensive Programme (BIP). The BIP starts in Brno at 10 AM (April 27th) At the end of the BIP, you will receive a certificate, 3 ECTS, your own study materials and your final team project revealing your acquired knowledge and skills. End of the BIP: May 1st, 1PM

Any questions? Contact us!



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