

Strategic Communication.

Monday March 4th at 10.30AM HALL 1

Maria Victoria Carrillo Durán
DEPARTMENT OF INFORMATION AND COMMUNICATION
Audio-Visual Communication and Advertising Area
UNIVERSITY OF EXSTREMADURA (SPAIN)

The strategic role of knowledge.

Monday March 4th at 10.30AM HALL 1

Juan Luis Tato Jiménez
DEPARTMENT OF ECONOMICS AND BUSINESS SCIENCE
Business Organization Area
UNIVERSITY OF EXSTREMADURA (SPAIN)

Promoting of the product on the market: strategy development - lectures and cases.

Tuesday March 5th at 4PM HALL 1

Denys Davydov
Director of the Karazin Center for Entrepreneurship
KARAZIN BUSINESS SCHOOL (UKRAINE)