

ERASMUS+ BIP METHODOLOGY OF BUILDING A SELF- BRAND



Funded by European Union



VIRTUAL:

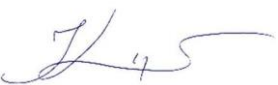

2023.09.06
2023.09.20

PHYSICAL:

2023.09.11-
2023.09.15

SAPIENTIA HUNGARIAN UNIVERSITY OF
TRANSYLVANIA

Information sheet Erasmus+ Blended Intensive Programme	
Blended Intensive Programme ID:	2021-1-RO01-KA131-HED-000005171-1
BIP Title/Name of the Course:	Methodology of building a self-brand/ Online marketing
Level of study <i>Recommended level of study</i>	BA
Study programme <i>Recommended study programme</i>	Online marketing
Number of ECTS credits:	3
Course language:	English/ Hungarian
Coordinating institution:	Sapientia Hungarian University of Transylvania
BIP Partners (all) <i>University</i> <i>Faculty/Department</i> <i>Contact person</i> <i>E-mail</i> <i>Web</i>	<p>Budapest Business School Department of Management Reicher Regina Zsuzsanna, PhD. reicher.regina@uni-bge.hu</p> <p>J. Selye University Faculty of Economics and Informatics Department Of Economics Seres Huszárík Erika, PhD. huszarike@ujs.sk</p> <p>Sapientia Hungarian University of Transylvania Faculty of Economics, Socio-Human Sciences and Engineering, Miercurea Ciuc Department of Business Sciences Kádár Beáta, PhD. kadarbeata@uni.sapientia.ro</p>
Number of teaching hours	
Planned duration of virtual mobility	2*45 min. online consultation 6 September 2023 20 September 2023
Planned duration of physical mobility	5 days physical practice at Sapientia Hungarian University of Transylvania Faculty of Economics, Socio-Human Sciences and Engineering Miercurea Ciuc date: 11-15 September 2023
<i>Assessment method</i>	individual and group projects
<i>Form of impletmentation</i>	project work, case study
BIP field	0414
Planned number of participants:	7 participant from J. Selye University

<p><i>The planned number of participants depends on our partnership</i></p>	
<p>Short description of the course:</p>	
<p>The course will introduce students to the concept of me branding, highlighting their strengths and the areas in which they could become experts according to their knowledge and interests. They will also learn about <i>the</i> methodology and material benefits of me branding.</p>	
<p>Short description of the virtual component:</p>	
<p>The aim of the virtual component is to familiarise participants with the topic, to familiarise them with the subject and to develop areas of interest. After the physical week, a final online meeting will take place, where the experiences and practical applications will be discussed.</p>	
<p>Contact person(name, e-mail, phone number)</p>	<p>Kádár Beáta, PhD, kadarbeata@uni.sapientia.ro, 0040745270886</p> <p>Signature: </p>
<p>Responsible person(name, e-mail,phone number)</p>	<p>Kádár Beáta, PhD, kadarbeata@uni.sapientia.ro, 0040745270886</p> <p>Signature : </p>

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