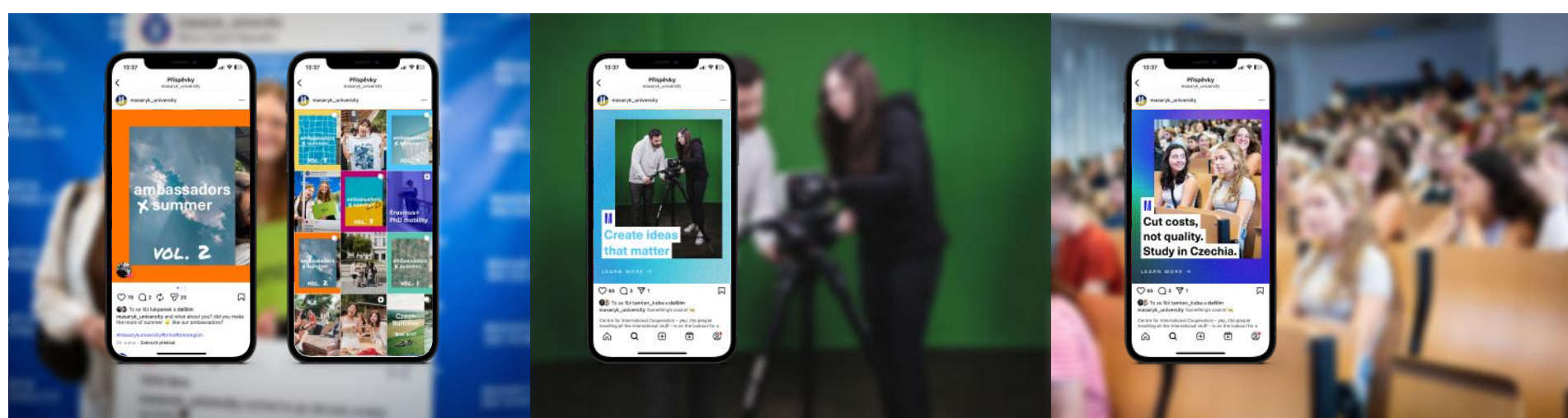


# MASARYK UNIVERSITY STAFF TRAINING WEEK 2026

## International Marketing

See how creative marketing can transform not only the university's image but also the everyday lives of students. Take part in workshops, lively discussions, and interactive sessions while exploring the beautiful South Moravian region of the Czech Republic.

## MAIN TOPICS



### 1 . PPC Campaigns

Learn how to run campaigns in-house or with an agency, target the right locations, design ads, track results, and create your own campaign brief.

### 2 . Social media

Get practical tips for working with social media trends and maximizing reach even when time is short.

### 3 . Videomaking

Get practical tips on producing university videos and learn how to involve students in the storytelling process.

### 4 . Gen Z at the university

Explore the mindset, communication styles and learning habits of the youngest generation of students and learn effective ways to connect, support and work with them in the university environment.

### 5 . Graphic design

Learn how to balance formal and playful visuals, maintain a consistent visual identity, and redesign websites with a focus on student needs.

## SOCIAL ACTIVITIES



1 . Learning Czech language

2 . City tour

4 . Dinner with pub quiz

5 . A trip to the wine cellars of South Moravia

## Contact person



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