

CALL FOR THE STAFF APPLICATION FOR THE TEACHING ON THE SHORT-TERM MOBILITY CYCLE

(BLENDED MOBILITIES)



Based on ATUSS cooperation with ACADEMIA (higher education institution) from Maribor (Slovenia) under the ERASMUS+ program, staff from ATUSS have opportunity to participate on *Summer Marketing School* from **June 26th to June 30th**.

At the summer school, the selected staff will carry out teaching and mentoring students in the area of Marketing (*Marketing, Peach Methodology in the light of Industry 4.0, Marketing study cases*). The plan is to:

- Carry out a **2-hour lecture** >> in the morning time on the assigned day
- Mentor* one group of students while they work on the case study (we will send them case study materials/students' task description and info on the student group by June 16h)
- In the afternoon: 2 hours teaching, based on the schedule.
- Be available for other students participating to give consultations* from their area of expertise (to help them with the case study students will work on) >> In the afternoon for 2 hours based on the schedule.
- Participate in the pitching session and give feedback on the student's solutions >> Friday afternoon

In addition, they are welcome to listen to lectures from other professors, join in on the company visit, and of course participate in the cultural activities.

**Mentoring is meant to be responsible for one group of students to carry out their assigned work, consultation with other groups is meant only to be available for specific advice if the other student group requests it.*

Apply with your CV and motivation letter on English.

The language of the BIP is **English**.

If you are interested, send the application to an email: mobilnost@atuss.edu.rs till the **Friday, May 26th**. Also, if you have some questions, send an email to: mobilnost@atuss.edu.rs

Yours,

Erasmus office of ATUSS