



IULM Corporate Communication International Week March 22-24, 2021

Call for visiting lecturers

Invitation

It is our great pleasure to invite you and your colleagues to take part in our first International Week at Università IULM!

A 3-day event not to be missed, organized in our city campus placed in the heart of Milan, Italy, and taking place from March 22 to 24, 2021.

We would like to welcome academic staff to offer guest lectures, present their home universities, participate in research exchanges as well as in exciting social events, including lunch refreshments and guided tours of the campus and of the city. We strongly believe that a university is not only a place of dissemination, but also of creation of new knowledge and long-term relationships!

Our Corporate Communication International Week's main objectives are to:

- increase international exposure and network opportunities for both students and academic staff;
- strengthen the relationships and cooperation between our University and partner institutions.

The Corporate Communication International Week is targeted to our undergraduate students in *Corporate communication and public relations*, although open to all IULM students.

The event will offer all participants the opportunity to broaden their horizons and benefit from meaningful exchanges of ideas, perspectives, practices and skills in different knowledge fields.

The International Week is scheduled to be face-to-face, but will be promptly turned into an online event if the prolongment of the Covid-19 situation will require so.

Visiting lecturers' contributions

Drawing on our University's strong teaching and research tradition in the field of business-related communication, our Corporate Communication International Week will revolve around a number of business disciplines.

Possible topics of interest are:

- Advertising
- Consumer psychology
- Corporate communication

- Economics
- Information Systems
- Management
- Marketing
- Media studies
- Organizational Theories and HR Management
- Semiotics
- Sociology of Media
- Sociology of Consumption
- Statistics and Market Research

We invite you to focus your lecture proposal on one of these or related topics and prepare your contribution in English. Should you like to propose a different topic, please let us know and we will do our best to accommodate it.

You will be teaching a minimum of 6 hours over the three days. Participants are expected to bring into the discussion examples, experiences and methods from their own institutions and illustrate best practices or innovative approaches to the issues addressed.

A more detailed program overview and practical information will be sent to you as soon as possible.

Contact details

If you would like to attend or have any question, please **send an email to our Study Abroad Office:** studyabroad@iulm.it

Registration deadline: 27/11/2020.

If your university is an Erasmus partner, please check with your university the availability of funds for the mobility in the Spring Semester. We will be also happy to sign a staff mobility agreement if it is not included in your agreement.

If you cannot join us this time, we would be very happy if you pass on this message within your institution and encourage the staff to come and visit us next March.

We look forward to welcoming you in Milano in spring 2021!

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