



IULM Corporate Communication International Week March 22-25, 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 4-day **online** event not to be missed, taking place from March 22 to 25, 2021.

We would like to invite academic staff to offer guest lectures, present their home universities and stimulate research exchanges. 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.

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
- Creative leadership

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 invited to teach a **1 lecture (1,5 hour long) 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.

As the event is to be held online via **MS Teams** and encourages live interaction, virtual room capacity will be restricted to about 100 participants.

Participants will be asked to grant their permission to record the lectures.

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: 31/01/2021.

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.

And please remember that we aim to organize a second IULM international Week in spring 2022, this time hosted in our city campus placed in the heart of Milan, Italy!

In the meantime, we look forward to seeing you in spring 2021!

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