



# Erasmus+ Teaching Week

## Contemporary Issues in Consumer Behavior and Marketing

**2 – 6 December 2024 - Ljubljana, Slovenia**

### Event

Faculty from partner universities are cordially invited to the winter edition of the Erasmus+ International Teaching Week. The week includes lectures for students and optional research seminars.

### Erasmus+ Grant

Faculty can apply to their home university for Erasmus+ funding to cover travel and accommodation costs. Please contact the Erasmus+ coordinator at your home university.

### Application and selection

Interested faculty is kindly asked to send a short lecture proposal of up to 6 teaching hours (equivalent to STAT – Teaching and Training Erasmus+ scheme) with CV to the following e-mail address: [staff.mobility@ef.uni-lj.si](mailto:staff.mobility@ef.uni-lj.si)

The proposals received will be evaluated on an ongoing basis.

The number of places is limited.

Proposed topics:

- Principles of marketing
- Marketing Communication
- Marketing Channels
- Marketing strategy
- Brand management
- Pricing
- New product development
- Analysis for marketing decisions

### Research

Visiting faculty will be given the opportunity to present their latest research findings to researchers and doctoral students in research seminars organised by the UL SEB Research Unit. For more information, please contact e-mail: [staff.mobility@ef.uni-lj.si](mailto:staff.mobility@ef.uni-lj.si)

### Social Program

Guided city tour of Ljubljana followed by networking dinner. Optional excursion to the scenic Bled, concluding with farewell lunch.

### Contact

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