



ERASMUS+ VET PROGRAMME

DigiMarkt

Towards Digital Marketing in Technical and Vocational Education and Training in Ghana

Project Number: 101182663

Event	1st Training
Place	Nitra, Slovakia
Address	Tr. A. Hlinku 2 949 76 Nitra Slovakia
Date	28 April 2025 – 02 May 2025
Organisation	SUA

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T3.2 Transfer of EU Experience and Staff Training

WP3: T3.2 Transfer of EU experience and Staff Training

28 April 2025 – 02 May 2025

Faculty of Economics and Management
Slovak University of Agriculture in Nitra
Tr. A. Hlinku 2, 949 76 Nitra, Slovakia



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28 April 2025

09:00 – 09:30	Arrival to SUA Campus – Rector's meeting room (ground floor)
09:30 – 10:00	Registration
10:00 – 10:35	Training introduction <i>Local Project Coordinator Dr. Jana Gálová, Project Members Dr. Anna Mravcová and Assoc. Prof. Jakub Berčík</i> Opening Session and Welcome Speech <i>Prof. Elena Horská, Dean of the Faculty of Economics and Management, SUA in Nitra</i>
10:35 – 10:45	Photo Session
10:45 – 11:00	<i>Coffee Break</i>
11:00 – 12:30	Training Session: Introduction to E-commerce and Digital Marketing <i>Assoc. Prof. Jakub Berčík</i>
12:30 – 13:30	<i>Lunch Break</i>
13:30 – 15:00	Training Session: Online Analytical Tools in Digital Marketing <i>Assoc. Prof. Jakub Berčík</i>
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 16:30	Discussion and summary of the 1 st training day

29 April 2025

09:00 – 11:00	Training Session: PPC Campaigns <i>Assoc. Prof. Jakub Berčík</i>
11:00 – 11:15	<i>Coffee Break</i>
11:15 – 13:30	Knowledge Café – Exchange of experience and information with students and staff on the topic of digital and international marketing <i>Dr. Jana Gálová, Prof. Elena Horská</i>
13:30 – 13:45	<i>Coffee Break</i>
13:45 – 15:15	Training Session: AI in Digital Marketing I. <i>Assoc. Prof. Jakub Berčík</i>
15:15 – 16:30	Discussion and summary of the 2 nd training day



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28.04.2025 – 02.05.2025

Faculty of Economics and Management
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Tr. A. Hlinku 2, 949 76 Nitra, Slovakia



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30 April 2025

09:00 – 10:45	Training Session: New possibilities of testing digital marketing tools Interactive presentation and practical examples at the Laboratory of Consumer Studies <i>Assoc. Prof. Jakub Berčík</i>
10:45 – 11:00	<i>Coffee Break</i>
11:00 – 12:30	Training Session: Case Study and Practical Assignment <i>Dr. Jana Gálová, Dr. Anna Mravcová</i>
12:30 – 13:30	<i>Lunch Break</i>
13:30 – 15:00	Excursion to the Creative Centre of the SUA in Nitra, Department of Virtual Reality
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 16:30	Discussion and summary of the 3 rd training day

1 May 2025

09:00 – 10:45	Excursion to the AgroBioTech Research Centre, SUA in Nitra
10:45 – 11:00	<i>Coffee Break</i>
11:00 – 12:30	Training Session: Social Media Strategy & Content Creation <i>Dr. Jana Gálová</i>
12:30 – 13:30	<i>Lunch Break</i>
13:30 – 15:00	Training Session: Social Media Advertising & Analytics <i>Dr. Anna Mravcová</i>
15:00 – 15:15	<i>Coffee Break</i>
15:15 – 16:30	Discussion and summary of the 4 th training day

2 May 2025

09:00 – 10:45	Training Session: AI in Digital Marketing II. <i>Assoc. Prof. Jakub Berčík</i>
10:45 – 11:00	<i>Coffee Break</i>
11:00 – 12:30	Case Study and Practical Assignment Presentation
12:30 – 13:30	<i>Lunch Break</i>
13:30 – 14:30	Summary of knowledge and acquired practical skills as part of completing the training
14:30 – 15:30	Conclusion and closing speech of the project training, certificate awarding
15:30 – 16:00	Photo Session Visit to the Assembly Hall

Disclaimer

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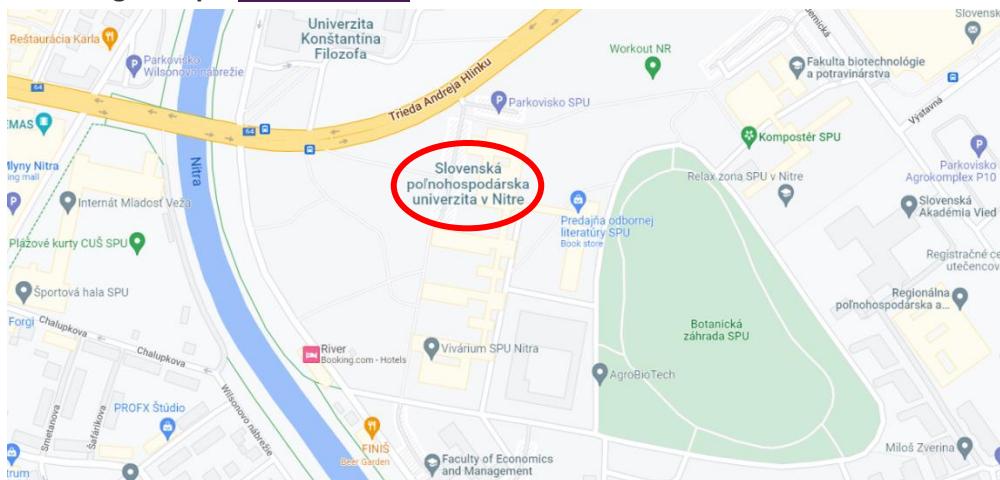
T3.2 Transfer of EU Experience and Staff Training

LOCATION

ADDRESS IN ENGLISH:

Slovak University of Agriculture in Nitra
Trieda Andreja Hlinku 2
949 76 Nitra
Slovak Republic

Locate us via Google Maps: [CLICK here>>>](#)



Rector's Meeting Room (Main building, ground floor)



E-BROCHURES ON THE SUA IN NITRA IN ENGLISH



<https://uniag.link/pgu3g>



<https://uniag.link/pk9dl>



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T3.2 Transfer of EU Experience and Staff Training

Attendance Sheet for the 1st Training

Project name: Towards Digital Marketing in Technical and Vocational Education and Training in Ghana

Project Acronym: DigiMarkt

Project Number: 101182663

Training Date: 28 April 2025 – 02 May 2025

Project Partners:

BE001: Steinbeis Beratungszentren (SBZ)

BE002: Akerten Appiah-Menka University of Skills Training and Entrepreneurial Development (AAMUSTED)

BE003: Bolgatanga Technical University (BTU)

BE004: Cape- Coast Technical University (CCTU)

BE005: Slovak University of Agriculture (SUA)

BE006: Int@E UG

	Name	Organisation	Signature 28.04.2025	Signature 29.04.2025	Signature 30.04.2025	Signature 01.05.2025	Signature 02.05.2025
1	Prof. Dissou Yarhands Arthur	AAMUSTED					
2	Dr. Isaac Abraham	AAMUSTED					
3	Dr. Courage Simon Kofi Dogbe	AAMUSTED					
4	Dr. Doreen Dedo Adi	AAMUSTED					
5	Dr. Prince Clement Addo	AAMUSTED					
6	Mr. Francois Sekyere	AAMUSTED					
7	Dr. Wisdom Wise Kwabla Pomegabe	CCTU					
8	Dr. Ben Ebo Attom	CCTU					
9	Dr. David Yaro	CCTU					
10	Dr. Enoch Adjei Frimpong	CCTU					
11	Mr. Gideon Evans Norvor	CCTU					
12	Eng. Nana Yaa Serwaah Sarpong	CCTU					
13	Mary Adu Boakye	CCTU					
14	Dr. Benjamin Azembila Asunka	BTU					
15	Prof. Samuel Erasmus Alnaa	BTU					
16	Dr. Oswin Aganda Anaba	BTU					
17	Mr. Leticia Amana	BTU					
18	Mr. Harold Martin Awinzeligo	BTU					
19	Dr. Sebastian Ayaaba	BTU					
20	Ms. Matilda Lenia	BTU					



T3.2 Transfer of EU Experience and Staff Training

PRACTICAL INFORMATION – HOTELS

(switch to English in the upper right corner of the website)

Hotels

<https://www.nitra.eu/8677/hotely-penziony-ubytovne>

www.booking.com

HOW TO GET TO NITRA

<http://www.uniag.sk/en/how-to-get-to-sua-in-nitra/>

Nitra is easily accessible from the nearest international airport in Vienna (Austria) by car or by bus.

From Vienna (Austria) - to Bratislava (40 km) - to Nitra (100 km) (total 140 km from Vienna to Nitra)

Car order options:

Websites in English available, with the option to request an offer with a contact for English speakers:

<https://roben.sk/en/airport-transfer/>

<https://cartrans.sk/en/index.html>

Website with English Google translation available:

<http://www.schwechatexpress.sk/>

Public transport (bus):

From Vienna to Bratislava

Just in front of the Arrivals door at the Vienna airport is the departure point for long distance coaches to Bratislava's "Mlynske Nivy" (AS Nivy) bus station. Look for Vienna – Bratislava stop. Purchase your ticket in a kiosk inside the arrivals terminal, directly from the bus driver or online.

From Bratislava to Nitra

From Bratislava's main bus station "Mlynske Nivy" take a bus to Nitra bus station (cca 80 min.). There are many departures during the working days, little bit less during the weekends. For more information on timetables check <https://cp.sk/en/vlakbusmhd/spojenie/> or <https://www.slovaklines.sk/en/>. Purchase your ticket from the bus driver or online.

From Nitra bus station

Take a taxi. Most companies offer one journey within Nitra for 3 EUR.

PRACTICAL INFORMATION – NITRA

(switch to English in the upper right corner of the website)

Transportation <https://www.nitra.eu/8668/doprava>

Information brochure for foreigners

<https://www.nitra.eu/11538/informacna-brozura-pre-cudzincov>

