



Projekta nr.	LLI - 157
Projekta nosaukums	Boost regional Entrepreneurship by Enabling cross border cooperation
Projekta akronīms	BEE Lab
Projekta partneris (PP)	The local government of Talsi Municipality

## “Integrated marketing communication from A to Z”

lecturer Jolanta Derkevica-Pilskunga

07.03.2019.

Cinema “Auseklis”, big hall, K.Valdemara street 17a, Talsi, Latvia

Online: [www.talsi.lv](http://www.talsi.lv)

### 07 March, thursday

11.00 – 11.15 Registration

11.15 – 12.15 Branding as an integrated marketing communication tool (concept, topicalities, strategy, evaluation, etc.)

12.15 – 12.45 Coffe brake

12.45 – 14.15 Creating a product message (communication scheme, my product message, ad, message creation)

14.15 – 15.30 Public Relations (PR) Tools in Branding Process (Main PR Tools)

15.30 – 15.50 Coffe brake

15.50 – 17.00 Planned content marketing (brand communication, channels and tools - social networks, LinkedIn as a business tool, etc.)

\*Lecture cycle is easier to see by attending all parts because they are related and complementary.

\*\*Lecture will be available online – [www.talsi.lv](http://www.talsi.lv)



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