



Winter school 20 18

"Road to World Cup 2018: Sport Event Management"

**JANUARY 23 -
JANUARY 31, 2018**

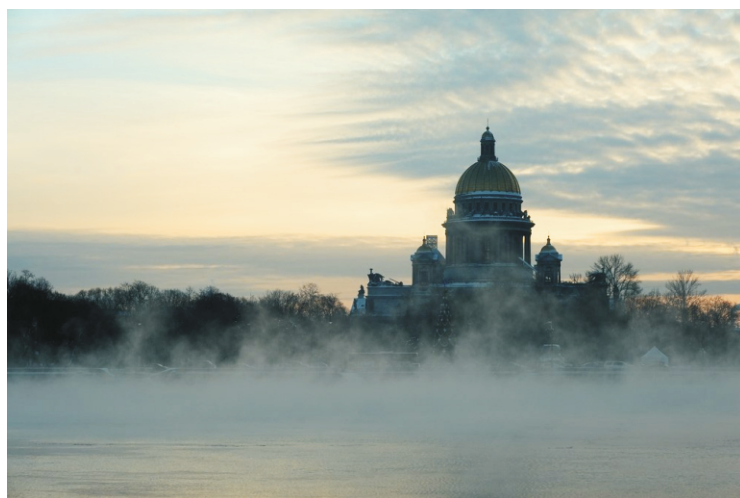
Duration: 8 days

Workload: 4 ECTS

Language: English

Major:

Economics, Sports &
Event Management,
Business
Tourism



Enrolment Cost:

EURO 1000

Included: accommodation 8 days (SGL),
breakfasts & lunches, lectures and tours
within the program.

Special offer

for partner-universities:

EURO 800

Program Content:

- lectures on Event Management, Marketing and Branding;
- field trips to the City Stadium, Football Club, Hotel, etc.
- project work on organizational issue within holding a sport event;
- cultural program.

Accommodation:

Single rooms, private WC & shower,
public kitchen and laundry, free wi-fi.



Application deadline: December 10, 2017

To learn more and apply for the program
please contact us at our international office:
winterschool@unecon.ru +7 (812) 458-97-30 (ext. 2825)



Program Outcomes:

The program is focused on the lectures and field trips that help students to explore specific features of sport event management like:

- organization of the match,
- catering & security,
- hosting foreign delegations,
- project financial management,
- marketing and fan programs,
- fundraising

and to develop skills in team working, marketing and business planning.

In 2015 UNECON was elected to be the Centre for Staff Training for the FIFA World cup 2018

FEEDBACKS

**Francesca Castiglioni,
University Carlo Cattaneo – LIUC**

I really loved the experience because I knew many good friends from different nations and the foreign country. Also it was easy and funny way to improve

my English. From lessons and trips I learned things that are not written in books. The university is really well organized! I have always dreamed about coming here but I could not expect to find such an amazing city, so well organized and full of nice people.

Kilian Niemarkt, International School of Management in Dortmund

All in all I liked it pretty much to participate in WS program. Especially I liked the structure: lecture in the morning, excursion in the afternoon and bars in the evening. It was really intensive program but due to this fact I learned a lot about Russian culture and history. I had a pretty intensive but also awesome week. It was great combination of studying, making new friends and having fun.



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