

## “Future competences pathways for marketing” – FuseIT

Project's FuseIT multiplier event

**2021 December, 17th**  
**ISMA Premises,**  
**1 Lomonosova Str., building 7, Riga, LV-1019**  
**ROOM 314&315**

### A G E N D A

<b>9<sup>30</sup>–10<sup>00</sup></b>	<i>REGISTRATION</i>
<b>10<sup>00</sup>–10<sup>10</sup></b>	<b>Welcome speech</b> Deniss Djakons, ISMA Rector
<b>10<sup>10</sup>–10<sup>20</sup></b>	<b>Future competences pathways for marketing: introduction</b> Diana Zmicerevska, ISMA University
<b>10<sup>20</sup>–10<sup>40</sup></b>	<b>Research and guidelines for Digital Marketing competences integration in ICT related subjects</b> Jevgenija Dehtjare, ISMA University
<b>10<sup>40</sup>–11<sup>00</sup></b>	<b>Scenarios tool – good practice for innovative training</b> Antonina Djakona, ISMA University
<b>11<sup>00</sup>–11<sup>30</sup></b>	<b>FuseIT curriculum and training materials introduction</b> Diana Zmicerevska, ISMA University
<b>11<sup>30</sup>–12<sup>00</sup></b>	<b>Module example - Digital Marketing</b> Igor Babics, ISMA University
<b>12<sup>00</sup>–13<sup>00</sup></b>	<i>Lunch break</i>
<b>13<sup>00</sup>–13<sup>30</sup></b>	<b>Introduction to online course</b> Olga Verdenhofa, ISMA University
<b>13<sup>30</sup>–14<sup>00</sup></b>	<b>Knowledge and skills gaps, upskill your knowledge</b> Deniss Djakons, ISMA University
<b>14<sup>00</sup>–14<sup>30</sup></b>	<i>Coffee break</i>
<b>14<sup>30</sup>–15<sup>00</sup></b>	<b>Good practice in pilot training</b> Eliza Molotkova, ISMA University student
<b>15<sup>00</sup>–16<sup>00</sup></b>	Round table discussion, program implementation options
<b>16<sup>00</sup>–16<sup>15</sup></b>	<i>Closing of the seminar</i>

A certificate of participation in the event will be issued for participants.

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Future competencies  
pathways for marketing  
and ICT education

