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Future competencies
pathways for marketing
and ICT education



“Future competences pathways for marketing” – FuseIT

(Project No. 2019-1-LT01-KA203-060730)

Project’s FuseIT multiplier event

2021 december 09

Premises,

Bdul Eroilor nr.29, Brasov, Romania

University Transilvania of Brasov



Universitatea
Transilvania
din Braşov

A G E N D A

9 ³⁰ –10 ⁰⁰	REGISTRATION
10 ⁰⁰ –10 ¹⁰	Welcome speech
10 ¹⁰ –10 ²⁰	Future competences pathways for marketing: introduction <i>Catalin Amza, University Politehnica of Bucharest, CAMIS center (project manager)</i>
10 ²⁰ –10 ³⁰	Research and guidelines for Digital Marketing competences integration in ICT related subjects <i>Teodora Chicioareanu, UPB-CAMIS</i>
10 ³⁰ –11 ⁰⁰	Scenarios tool – good practice for innovative training <i>Teodora Chicioareanu, UPB-CAMIS</i>
11 ⁰⁰ –11 ²⁰	FuseIT curriculum and training material introduction <i>Catalin Amza, UPB-CAMIS</i>
11 ²⁰ –11 ⁴⁵	Industry4.0 concepts in projects <i>Catalin Amza, Teodora Chicioareanu, UPB-CAMIS</i>
11 ⁴⁵ – 12 ¹⁵	<i>Coffee break time</i>
12 ¹⁵ – 13 ⁰⁰	Introduction to online course. Good practice in pilot training: <i>Catalin Amza, Teodora Chicioareanu, UPB-CAMIS</i>
13 ³⁰ –14 ⁰⁰	Knowledge and skills gaps, upskill your knowledge <i>Teodora Chicioareanu, UPB-CAMIS</i>
14 ⁰⁰ –15 ⁰⁰	Round table discussion, program implementation options

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



Obs. In functie de numarul de participanti prezenti, organizatorul isi rezerva dreptul de a le imparti in mai multe grupuri pentru a putea respecta conditiile de igiena impuse de pandemia COVID-19