

VISIT OF A GROUP OF STUDENTS AND PROFESSORS FROM AUSTRIA

You are kindly invited to a lecture by Prof. Željko Šuman. Special guests of the lecture will be the students of the International Management Master's Programme at the Alpen-Adria University of Klagenfurt, Austria. The Master's Programme in International Management covers a broad range of subjects from the field of international business: International Marketing, International Entrepreneurship and Innovation Management, International Financial Management. Currently students from 9 different countries are studying at the International Management Master's Programme. You can obtain further information about the International Management Master's Programme at: www.aau.at/im.

You will also have the opportunity to meet representatives from the Alpen-Adria University of Klagenfurt: Prof. Dr. Ralf Terlutter and Fanny Dobrenova, M.A. Prof. Terlutter is the Head of Department of Marketing and International Management at the Alpen-Adria University and teaches marketing communications and consumer behaviour at the department. He is also the Director of the International Management Master's Programme as well as the President of the European Advertising Academy (EAA). Fanny Dobrenova, M.A. teaches International Marketing at the Department of Marketing and International Management. She specializes in the fields of Food Marketing and Health Communications.

Marija Cutura, Assistant professor, visit organizer