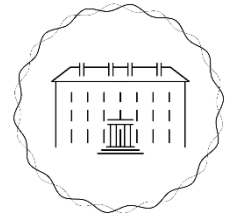


Marketing Department Away Day 2023



Date: Thursday 12th January 2023

Time: 9:00 am – 5:00 pm

Venue: Domaine de la Brûlaire, La Brulaire, 49600 Beaupréau-en-Mauges.

Agenda

9:00 – 9:20: Reception and welcome tea/coffee and cake

9:20 – 11:30 – Rethinking teaching and learning objectives. Integrating Ethics and Sustainability into contemporary management teaching practice.

José MAILLET and Adeline OCHS

10:30 – 10:45 – Tea/Coffee and cake break

11:30 – 12:00 – ERASMUS Mobility Funding

Celine STEYER

12:00 – 12:45 – Free time/walks around the property

12:45 – 14:15 – Lunch

14:15 – 15:15 – Department Meeting

- Programme Team Plenary Sessions (Bachelors and Masters)

15:15 – 15:35 – Student engagement and satisfaction in 21st century classroom

Vincent BALUSSEAU

15:35 – 16:05 – Practice based learning. Building bridges between industry and academia

Michaela MERK

16:05 – 16:20 – Tea/Coffee and cake break

16:20 – 16:50 – Innovation in pedagogy

17:00 – End of seminar