Lucerne University of Applied Sciences and Arts

HOCHSCHULE LUZERN

Informatik
FH Zentralschweiz

Int. Summer School - Developing Campaigns Using AI

September 9 – 13, 2024

The International Summer School Lucerne

About the International Summer School Lucerne

The International Summer School Lucerne is taking place over the period 9 to 13September 2024. This year's theme is the use of AI in a sustainable marketing campaign.

Challenge

Students from international partner universities gain insights into various aspects of business development and marketing communications. The program focuses on developing campaigns using AI in contrast to traditional tools to build international communication and marketing efforts. The aim is to understand and evaluate the values and impact of AI in this context.

We will work with existing advertising material on a marketing campaign to launch a sustainable snack.
The Co-Op partner is a Swiss start-up company pursuing a sustainable and environmentally friendly fair trade solution. The current trend of viral communication should help to market their products in a contemporary way.

Iterative approaches and digital tools (AI) will be used to develop new ways of innovative marketing communication. The project will be carried out in a multicultural environment with multidisciplinary teams.

Programme

The five- day summer school is structured around keynote lectures, poster sessions, excursion, workshops and a concluding presentation and panel discussion involving clients, lecturers and participants.

Quick Facts

- 5-day block week working with a Swiss firm where successful participation provides 3 ECTS
- Accommodation is provided to visiting students for 6 nights (Sun 8 – Sat 14 September)
- Participants from abroad are expected to arrive in Lucerne in time for the orientation and welcome event on Monday 9 September at 8:30 a.m.
- The social event, group working and cooperation with the firm are designed to bring people together and broadening horizons
- The target students are 2nd and 3rd year students
- Applications can only be made via your local international office

Please note: The number of participants is limited. There is no tuition fee. Participants must be named by June 1, 2024.

For more information about the Lucerne University of Applied Sciences and Arts visit: **hslu.ch**