



ACADEMIA

College of Short-Cycle
Higher Education



Co-funded by the
Erasmus+ Programme
of the European Union

APPLICATIONS ARE NOW OPEN FOR

Academia's Student Blended Intensive Program:

Artificial Intelligence in Digital Marketing - From Theory to Practice in an International Classroom

Join us for a transformative 5-day journey into how artificial intelligence is reshaping the digital marketing landscape.

taking place from 18th to 22th May 2026
in Maribor, Slovenia
organized and hosted by
ACADEMIA
College of Short-Cycle Higher Education
Glavni trg 17b, SI-2000
<https://www.academia.si/>

This 5-day Blended Intensive Program, offers a hands-on exploration of how AI is transforming the marketing strategy.

Participants will move beyond theory to practical application, exploring (new) AI tools in marketing, automation, and the ethical implications of AI-driven communication. Working in international teams, students will collaborate on real business challenge provided by industry partners, gaining experience in applying AI solutions to real-world marketing scenarios.

By combining strategic thinking with creative experimentation, the program will equip participants with the skills to design data-informed campaigns, produce intelligent content, and critically evaluate the role of AI in shaping the future of digital communication.

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What this BIP is all about?

- Engage in hands-on learning through an interdisciplinary group project focused on an AI-driven marketing challenge in a real company.
- Collaborate with peers from diverse academic and cultural backgrounds in an international setting.
- Learn from industry experts and academic professionals through lectures, workshops, and mentorship sessions.
- Deepen your understanding of AI tools, digital marketing strategies, and their practical use in business settings.

What are the benefits for participants (students)?

- Build critical thinking and digital communication skills through collaborative, cross-disciplinary projects.
- Gain practical experience using AI-based marketing tools and analytics platforms while working on a real-world case study.
- Enhance your knowledge of ethical and strategic aspects of digital marketing in the age of AI through a virtual learning component and program activities in Maribor.
- Improve your English and intercultural competencies in a dynamic international environment.
- Earn 3 ECTS credits for your participation and completed work.

Who will participate?

This program welcomes students from fields such as **Economy, Marketing, Entrepreneurship and Business, Business Administration**. Participants will work in interdisciplinary teams, fostering innovation and a rich exchange of perspectives.

The program will be led by Academia (Maribor, Slovenia) and company experts, supported by guest lecturers from international partner institutions. All facilitators will also serve as mentors to guide participants through the group project. At least 15 students from various European and other countries will participate in the program.



How to apply?

Interested students should submit their CV and motivational letter to their Erasmus+ coordinator:

Deadline: 20th of March 2026

Selection criteria: Study fields (Economy, Marketing, Entrepreneurship and Business, Business Administration), academic performance, English proficiency, motivation, teamwork skills, and openness to intercultural collaboration.

What is expected from the selected students?

- Strong communication skills in English (B2 or above).
- Background in Economy, Marketing, or Business-related fields.
- Willingness to engage in a virtual pre-program component (includes a 2-hour online meeting and a short self-paced online course between 1st and 15th of May).
- Full on-site participation during the 5-day program.
- Active contribution to group work and cultural exchange.

Where and when does this BIP take place?

ACADEMIA, College of Short-Cycle Higher Education
Glavni trg 17b, SI-2000 Maribor, Slovenia

On-site program dates: 18th to 22th May 2026
(Suggested arrival: 17th May| Departure: 23th May)

What expenses will be covered?

Each student will receive a grant under the Erasmus+ 171 mobility for studies scheme (5 program days + 2 travel days). Academia will book your flight and shared hostel accommodation. Student will receive the remaining of the grant available.

Please check with your home institution for more information.

APPLY NOW!

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