



BALAJCZA

On-line workshop with BALAJCZA

Tuesday, 14 September 2021

11 am-12 pm



"Correct Marketing Communications"

Marketing communications is the process of communicating information to other entities. It requires six elements: information source, message, communication channel, recipient, and the encoding and decoding processes. The information source is the entity that has information to share, for instance some company. The message is the information coming from the source, such as price reductions, conveyed through the communication channels (e.g., newspaper advertising). The recipient is the person the message reaches.



During the workshop we will discuss, among other things:

- ✓ **Advertising slogans**
- ✓ **Newsletter content**
- ✓ **Social media posts (Facebook, Instagram)**

The meeting will be hosted by **Ms Olga Marek-Kostrzewska**, a Polish language teacher at the Lingua Polonica school, and a marketing and PR specialist by profession. She built her experience working for companies such as Benefit Systems and at numerous marketing conferences.

The meeting will be held in Polish.

To confirm your participation, please contact:

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