

**PRACTICING CULTURAL AND EMOTIONAL INTELLIGENCE ACROSS
CULTURES
PROMINENCE 3rd INTENSIVE PROGRAMME
ONLINE AT THE UNIVERSITY OF SAVOIE MONT BLANC IN FRANCE**

More than forty students and 8 lecturers from six universities across Europe met online to attend the 3rd PROMINENCE Intensive Programme organised by the University of Savoie Mont Blanc in France from 16 November 2020 till 18 November 2020 within the Erasmus + KA2 Strategic Partnerships Programme.

Four students (Andrej Kalász, Lucia Petrovicsová, Magdaléna Biščová, Adriana Dvorštáková) and PhDr. Ildikó Némethová, PhD., project coordinator, represented the Faculty of Applied Languages of the University of Economics in Bratislava at the University of Savoie Mont Blanc in France.

“In their cross-cultural teams, students were assigned to develop a marketing campaign for a focal brand on different European markets. Our aim was to enable our students to experience all stages of product development on the beer market, within an intercultural context. Their task was to consider cultural differences in three European countries, and define their marketing mix accordingly. Students were assigned to international teams and were collaborating via online tools and could enjoy a true immersive cross cultural situation,” explained Stephane Ganassali, Associate Professor at the University of Savoie Mont Blanc, France.

“One of the unfortunate weaknesses of some EU projects has always been that partners team up to work on a common project task, but still often end up individually developing their own parts, which are then put together in a final, patchwork-type version. The current situation actually required the partners to work together more closely to ensure a seamless harmony in the program elements. The same applies to how the international student teams cooperated over the three days. What we witnessed transpiring was our project’s true goal coming to fruition: mindful, respectful and cooperative communication towards reaching a common goal, through openness, honesty and personal dedication to a task and especially to one’s team. I could not be prouder of my colleagues or the student participants,” says D. Troy Wiwczarowski,

Associate Professor at the University of Debrecen and coordinator of the PROMINENCE project.

“The IP is a great way to get to know other cultures and to test your skills in various fields of business while cooperating with amazing people from all around Europe. As a participant of 3 IP’s I can say that international cooperation is not always easy, but it is truly rewarding and necessary, if we want to build a better world defined by mindfulness and tolerance. And that’s what this project is all about.” **Andrej Kalász**, 2nd year master’s degree student

“Prominence was a compelling and entertaining method of learning. Working in groups with unfamiliar individuals that were from distinct countries was challenging but also exciting because we developed a mutual determination and connection as we had the same objective. It was a pleasure to be part of this programme as we improved our self-learning skills, we had to cope with working under pressure and got to meet interesting people.” **Lucia Petrovicsová**, 3rd year bachelor’s degree student

“This IP has taught me a lot about effective ways of conducting a market research and creating a marketing plan. I am extremely glad to have participated in this amazing intensive programme.” **Magdaléna Biščová**, 1st year master’s degree student

“I am really happy to have participated in this online IP. I have learnt how to cooperate, work effectively in teams and how to complete complex tasks on time. I have also learnt a lot about marketing. Thank you very much for the opportunity, I would definitely participate again.” **Adriana Dvorštáková**, 2nd year master’s degree student

PROMINENCE Project

Seven European universities (Aschaffenburg University of Applied Sciences, Germany; University of Economics in Bratislava, Slovakia; University of Debrecen, Hungary; University of Economics in Katowice, Poland; University of Savoie, France; Seinäjoki University of Applied Sciences, Finland; and University of Economics in Varna, Bulgaria) have joined forces to develop an interactive online learning material to help students and employees develop their intercultural communication competences. This endeavour is supported by three Intensive Programmes, which include Languages and Cultural Diversity (Bratislava, 2018), Managing

and Leading in Different Cultures (Aschaffenburg, 2019) and Practicing Cultural and Emotional Intelligence across Cultures (Savoie, 2020). Each Intensive Programmes is attended by six students from each partner university.

Project members at the Faculty of Applied Languages of the University of Economics in Bratislava.: PhDr. Ildikó Némethová, PhD., PaedDr. Eva Stradiotová, PhD., doc. PhDr. Radoslav Štefančík, MPol., Ph.D., doc. Mgr. Ing. Katarína Seresová, PhD., Ing. Denisa Běčáková, PhDr. Mária Bláhová, PhD.

Website: www.prominceproject.eu