

SAMK Summer School

# Brand, love and culture in Pori (3 cr)

7–12 August 2023 | Satakunta region, Finland

Get an unforgettable learning experience of the Finnish hospitality environment! This summer course provides you authentic and useful insights into destination brand management. Through various design concepts, activities and destination management theories, you will approach brand management in a new and efficient way. Combining fun & facts, the Brand, love and culture will take you around our very unique city, one of the top beaches in Europe and for a visit to our dear rival, the city of Rauma and their unique Unesco site Old Rauma. You will also experience our state of the art campus in Pori!

Our main focus is on destination brand management, but the course offers useful content in a fun way for any student interested in designing, marketing and selling services. Busy week? Sure. Worth it? No doubt!

## SAMK SUMMER SCHOOL PRICING

850€ / 6 days per person. The course fee includes: tuition, study facilities, lunches and dinners, activities, and certificate. Accommodation, other meals than lunch and dinner, Insurance, visa, and travelling expenses to and from Finland are not included in the fee.

## MORE INFORMATION:

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## APPLICATION DEADLINE

30 April 2023

## SAMK – HIGH QUALITY OF EDUCATION IN FINLAND

Satakunta University of Applied Sciences, SAMK, is a multidisciplinary, internationally oriented university. SAMK offers both Bachelor's and Master's Degree Programmes taught in English. At SAMK one can study to become an expert in business, engineering, health care, maritime management and tourism.

SAMK is located on the western coast of Finland. Coastal Finland with its stunningly beautiful archipelago offers a variety of fascinating destinations.

**Welcome to SAMK!**



# PORI



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## MONDAY

09.30 – 10.30 Welcome to SAMK! Introductions

10.30 – 12.00 Crash course: "This is Finland!"

12.00 – 12.45 Lunch

12.45 – 14.00 SAMK Campus Xperience

14.00 – 17.00 Study time

17.30 – Kirjurinluoto Recreational area with picnic dinner (weather permitting)

Reflection of the day

## TUESDAY

09.00 – 12.00 Study time

12.00 – 12.45 Lunch

12.45 – 14.00 Visit to Rosenlew museum

14.00 – 16.00 Discovering Pori through camera's lense

16.00 Bus transfer to Ahlström Iron Works

Guided tour

Dinner

Reflection of the day

Bus transfer back to Pori

## WEDNESDAY

09.00 – 12.00 Study time

12.00 – 12.45 Lunch

12.45 – 20.00 Trip to Rauma, UNESCO World Heritage Site

Guided Walk and free time in the Old Town

Dinner

Reflection of the day on the way back to Pori

## THURSDAY

09.00 Bus to Yyteri

9.30 – 10.30 Team building

10.30 – 12.00 Study time

12.00 – 13.00 Lunch

13.00 – 14.00 Study time

14.00 – 15.30 Adventure Park Huikkee:

Climbing up in the trees of Yyteri's forests OR fatbiking

Introduction by the entrepreneur

15.30 – 18.00 Free time

18.30 – 19.30 Dinner at Yyteri

Reflection of the day

Bus transfer back to Pori

## FRIDAY

09.00 – 12.00 Study time

12.00 – 12.45 Lunch

12.45 – 15.00 Working on assignment

15.00 – 18.00 Urban destinations and industrial cites as destinations

Visit to award winning Puuvilla shopping centre

Dinner at Raatihuone

Reflection of the day

## SATURDAY

9.00 – 12.00 Presentations  
Reflections & Feedback  
Summer School Diplomas

12.00 – 13.00 Farewell lunch

Welcome back to SAMK!