

BIP @ FORO ITALICO

BLENDED INTENSIVE PROGRAM AT THE UNIVERSITY OF ROME

FORO ITALICO

WE ARE EXCITED TO WELCOME YOU TO ROME!

HERE YOU CAN FIND SOME USEFUL INFORMATION FOR YOUR STAY

HOW TO GET TO ROME

For information on how to get to Rome from our main airports you can follow these links:

- From [Fiumicino](#)
- From [Ciampino](#)
- If you are travelling on group it could be convenient to book a **Private shuttle service:**
EVA Autoservizi
Whatsapp: +39 3404123621
Email: emmedueautoservizi@gmail.com

Rates:

From Fiumicino – Ciampino to Rome:

-1-3 pax with 2 pieces of 23kg luggage and two carry-on bags: from €55 to €65

-1-3 pax with more than 2 pieces of 23kg luggage and two carry-on bags/4-6pax: from €60 to €70

-7-8 pax: from €70 to €80

HOW TO GET TO UNIVERSITY OF ROME „FORO ITALICO”

We are in:

Piazza Lauro de Bosis, 6, 00135 Roma

To reach the Foro Italico:

METRO STATION: Ottaviano or Flaminio

BUS LINES: 32, 69, 280, 628,168

TRANVIA: 2

LECTURES PROGRAM

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All lectures will take place at **Language centre Lab 1 – CLA, Piazza Laura de Basis,6** (LAB 1 is located at Floor -1).



The Foro Italico Complex - Lab 1 is located in the indicated building

ON CAMPUS CLASSES AT FORO ITALICO	SPEAKERS	TOPIC	
17 June 9.30 - 11.00 11.30- 13.30	A. Fazio, O. Robert Marchand, F. Morino, R. Mura, F. Vicentini, J. León Quismondo Foro Italico, Roma; Ileps, Paris, EU, Madrid	<i>Intro to the Course on Sport Management Communication: Methodology & Assessment</i> <i>Understanding Markets: Managing Expectations and Perceptions (Foundations)</i> Jairo León Quismondo	
18 June 9.30 - 11.30 11.30- 13.30	A. Fazio, Foro Italico, Roma M. Kanai HUSS, Budapest O. Robert Marchand Ileps, Paris	<i>Marketing in sport</i> (group 1) Mariann Kanai	<i>Brand, branding personal branding</i> (group 2) Olivier Robert Marchand
		<i>Brand, Branding, Personal Branding</i> (group 1) Olivier Robert Marchand	<i>Marketing in sport</i> Mariann Kanai (group 2) Olivier Robert Marchand
19 June 9.30 - 11.30 11.30- 13.00	A. Fazio, Foro Italico, Roma M. Kanai HUSS, Budapest O. Robert Marchand Ileps, Paris	<i>Sponsorship</i> (group 1) Mariann Kanai	<i>Linkedin Profile</i> (group 2) Olivier Robert Marchand
		<i>Linkedin Profile</i> (group 1) Olivier Robert Marchand	<i>Sponsorship</i> (group 2) Mariann Kanai
20 June 9.30 - 11.00 11.30- 13.00	A. Fazio, Foro Italico, Roma V. Sobral, C. Gonçalves Umaia, Porto	<i>Sports Brands and Branding</i> Vitor Sobral	
		<i>Target Audiences</i> Celina Gonçalves	
14.30-15.30	A. Fazio, Foro Italico, Roma O. Robert Marchand Ileps, Paris J. León Quismondo EU, Madrid	<i>Pitch on communication: Brand, Branding, Personal Branding</i> (group 1) Olivier Robert Marchand (14.30-15.30)	<i>Understanding Markets: Managing Expectations and Perceptions (Practical Tools)</i> (group 2) Jairo León Quismondo
15.30-16.30		<i>Understanding Markets: Managing Expectations and Perceptions (Practical Tools)</i> (group 1) Jairo León Quismondo	<i>Pitch on Communication: Brand, Branding, Personal Branding</i> (group 2) Olivier Robert Marchand
21 June 9.30 - 13.30	A. Fazio R. Mura, F. Vicentini O. Robert Marchand	Final Recap & Assesment Video recordings or Project presentations: <i>Contest</i> (Panel of experts to be selected) Closing event	

EXTRA ACTIVITIES



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19/06/2024, 17:45-20.00

City Tour

Guided tour in the iconic places of the center of Rome (Piazza Navona, Pantheon, Piazza Colonna, Trevi fountain, Piazza di Spagna)

-Meeting Point: Equestrian Statue of Marcus Aurelius in Piazza del Campidoglio at 17:45.

21/06/2024:

Lunch

To conclude this experience together, a **goodbye lunch** will be offered after lessons.

WHATSAPP GROUP

We have identified a buddy system to help you settle in:

Join the [WhatsApp Group](#) to get in touch with your buddy who will assist you during your stay.

CONTACTS

International Relations Office:

Email: relazioni.internazioni@uniroma4.it

Phone: +39 06 36733.385