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Estonian Business School

„Within the academic mobility program of "Erasmus +, I visited St. Estonian Business School in Tallinn.

As part of my mobility, I gave lectures on "Strategic Marketing" and "Marketing Research" to local and international students of the Estonian Business School. We have discussed the various necessary strategies and tactics for creating a marketing plan. We discussed the peculiarities of the Georgian and Estonian markets. I introduced the students to the basic principles and approaches of marketing research. I conducted hands-on activities during the sessions, and students were tasked with summarizing writing exercises after the sessions.

Also, within the framework of the visit, in order to share experiences, meetings were held with the academic and administrative staff of the local university. I am glad that I had the opportunity to introduce Georgia and the Caucasus Business School to my Estonian colleagues."