

PROGRAM INFORMATION FOR ADULT TRAINING ACTIVITIES

I. General description of the program		
I.1.	Name of the program, its own identification number	Equity, diversity, and inclusion (ED&I) in cross-cultural communication
I.2.	Number of hours in the program	16 hours
I.3.	Name of the document obtained by the completion	Certificate
I.4.	Mode of the evaluation	<p>Excercises during each modules – small tasks which should be completed during the modules (1,2,3,4) 10 points are given for each task.</p> <p>Presentation (ppt) about your plans and strategy for your own ED&I communication and implementation in your business. The ppt should be handeled in one week after the last module. The feedback for the presentation would be given individually in written form. The presentation is 60 points.</p> <p>The presentation would be evaluated based ont he following criteria (60 points):</p> <p>Form, appearance (5 points) Includes: outlook, presentation of sources</p> <p>Structure, style (5 points) Includes: flow of thought in structure, use of technical terms and coherent structure</p> <p>Processing of literature (15 points) Includes: integration of theory, quality of the literature used, ability to adapt and apply concepts and theories correctly</p> <p>Analysis and evaluation of the current situation (15 points) Includes: analysis, evaluation, and critique of current strategy; evaluation of environment, consumer analysis, and overall strategy, originality and unique competitive strengths, conclusion</p> <p>Proposal and development of strategy, reflections (20 points)</p>
I.5.	Type of exam defined by law	
I.6.1	Extent of absence allowed	25 % 4 hours

I.6.2	Consequences for the person taking part in the program if the permissible absence is exceeded	The participant may be excluded from the program.
I.7.	Consequences of breach of contract by the participant and the adult educator	<p>Failure to comply with the adult education contract will be interpreted by the parties as a breach of contract.</p> <p>In the event of a breach of contract, there is a single (written) notice from both parties. If the called party still does not perform after the notice, the other party may terminate the contract immediately.</p> <p>In the event of a legitimate complaint from a participant, they may recover a proportionate part of the training fee (if they are liable to pay); in the case of a legitimate complaint from an adult educator, it may oblige the participant in the training to reimburse a proportionate part of the training fee (if the participant is obliged to pay).</p> <p>In case of excess of the allowable absence the adult trainer shall act in accordance with the regulation specified in I.6.2.</p>

II. Description of the program					
II.1.	Place(s) of program				
II.2.	First day of the program		2024 year	April month 18 day	
II.3.	Estimated date of ending the program		2024 year	May month 9 day	
Scheduling the progress of the training broken down into curriculum units ¹					
II.4.	Curriculum unit of the program		Number of hours	Duration (start - end)	Scheduling
	Name of the program	Mode of study			
	1. Module: Equity - What is Equity? What is the difference between equity and equality? - What is the role of equity in marketing communications? - Learn about gender stereotypes in different cultural contexts - Marketing examples for empowering / feminist advertising and menvertising/dadvertising	Interactive lecture with small individual and group tasks	3 hours (4 x 45 minutes)	1	4 x 45 minutes
	- 2. Module: Diversity - What is diversity? What is the difference between diversity and inclusion? - The meaning of diversity in different cultures – differences between USA, Europe, Latin-America, and Asia	Interactive lecture with small individual and group tasks	3 hours (4 x 45 minutes)	1	4 x 45 minutes
	- 3. Module: Inclusion - What is inclusion? What is the role of inclusion in advertising? - The meaning of inclusion in different cultures	Interactive lecture with small individual and group tasks	3 hours (4 x 45 minutes)		4 x 45 minutes
- 4. Module: Case studies and practise in intercultural context - Benchmarks and worst cases from international context from different industries - Make your plans and strategy for your own ED&I communication –	Interactive lecture with small individual and group tasks	3 hours (4 x 45 minutes)		4 x 45 minutes	

¹ Not relevant for closed electronic distance learning.

	implement it in your business					
II.5.	The training fee, taking into account the crediting of prior knowledge and the timing of the payment of the training fee in proportion to the completion of the training.					
II.6.1	full amount				140000 Ft	
II.6.2	exam fee ²				0Ft	
II.6.3	resit fee				0Ft	
II.6.4	scheduling of the payment	The participant or cost bearer pays a lump sum until the start of the training.				
II.7.	The training is provided (in part or in full) at the expense of budgetary or EU funds.	<input checked="" type="checkbox"/> no <input type="checkbox"/> yes ³			fact of the contribution, name: the amount of the contribution:	Ft
II.8.	Mode of application	online on the website of the institution				

² If the training is accompanied by an examination as defined by law and the adult educator is entitled to organize the examination.

³ Such internal training or program organized on the basis of legislation, which is funded in part or entirely from the budget support provided to the state budget or from the European Union.