



IROMAG

Incomings edition



IN THIS ISSUE 

by IROUNMO

FOCUS GROUP MEETING

ERASMUS INFO DAY

BEDBUGZ MARKETING TEAM

STUDENTS HONORED FOR NATIONAL TEAM SUPPORT VIDEO

COFFEE WITH MARKETERS

DISSEMINATION CONFERENCE IN ALBANIA

AgroMediterranean Faculty at the Džemal Bijedić University of Mostar hosted the first Focus Group Meeting within the Circular Mostar Youth Lab 2026 project on 15 June 2026. The meeting brought together 16 students to gather their experiences, needs, and expectations regarding sustainability, the circular economy, project management, innovation, teamwork, and the development of practical skills. Through an interactive discussion, participants shared their views and proposals, which will serve as a foundation for planning future project activities. The focus group confirmed young people's interest in contributing to the design of content and initiatives that support sustainable development. The results from the meeting provide a basis for further development of activities within the Circular Mostar Youth Lab 2026 project, which aims to strengthen young people's capacity to develop innovative and sustainable solutions in the circular economy. The project places special emphasis on sustainable bio-waste management and the development of practical models that can contribute to improving the local community. The Sustainability Youth Academy for Circular Bosnia and Herzegovina in Mostar 2026 project is implemented by the United Nations Development Programme (UNDP) through the Challenge Fund, with financial support from the Ministry of Foreign Affairs of the Czech Republic.

ERASMUS INFO DAY

By IROUNMO

On Wednesday, June 3, 2026, from 12:00 to 12:40 p.m., the International Relations Office organized an Erasmus Info Day in Room 206 of the Faculty of Education. The International Relations Office welcomed students who had already participated in international exchange programmes, students nominated for upcoming mobility opportunities, and those interested in applying for Erasmus+ programmes in the future. During the open panel discussion, participants shared their exchange experiences, discussed the challenges and benefits of studying at partner universities, and offered advice to students considering international mobility opportunities. Audience members asked questions and engaged in discussions with the participants, gaining first-hand information about the application process, preparations for departure, and experiences of living and studying abroad. The International Relations Office organized the Erasmus Info Day as part of the Erasmus+ CBHE project “Engaging Students for Enhancing internationalization practices in the Adriatic-Ionian Region (ESN-AIR)”.



BEDBUGZ MARKETING TEAM

By IROUNMO

Students from the BedBugz marketing team at the Faculty of Information Technologies - Lamija, Ajla, Sarah, Viktor, and Nikola, work on real digital marketing projects to apply their knowledge. The BedBugz team works with the IT company Zendev, working on digital communications and social media management. Through these activities, students create content, plan campaigns, and carry out project tasks. They also presented their work at the event 'Coffee with Marketers,' where they discussed working on real projects, developing creative digital solutions, and addressing challenges in modern communication. Their work focuses on understanding Generation Z audiences and following current social media trends. The BedBugz team will next participate in the Erasmus+ programme, through which some members will spend time in Spain at the University of Almería. During the exchange, they will network with students from other European countries and exchange knowledge and experience in digital marketing. This example shows the importance of practical work during studies and the opportunities students can achieve through project involvement and international mobility programmes.



STUDENTS HONORED FOR NATIONAL TEAM SUPPORT VIDEO

By IROUNMO

The Rector of the Dzemal Bijedic University of Mostar, Prof. Dr. Alena Huseinbegovic, together with the University management, welcomed students who created a support video for the Bosnia and Herzegovina national football team on 24 June 2026.

Students from the Marketari UNMO team produced the video under the mentorship of Prof. Dr. Veldin Ovcina and Senior Teaching Assistant Sara Kljajic. Following its release, the video attracted more than 2.5 million views across social media platforms, television broadcasts, and online news portals.

During the reception at the Rectorate, Rector Huseinbegović presented the students with commemorative gifts and thanked them for their dedication and creativity in producing the video, which attracted significant public attention both in Bosnia and Herzegovina and abroad.

Video: https://www.facebook.com/reel/1572835184437874?locale=bs_BA





COFFEE WITH MARKETERS

By IROUNMO

On 10 June 2026, third-year students of the Faculty of Economics at the Dzemal Bijedic University of Mostar organized the conference 'Coffee with Marketers' at the faculty. The students organized the event as part of the Digital Marketing course under the mentorship of Professor Veldin Ovcina, PhD, and Senior Teaching Assistant Sara Kljajic, MA. Through organizing the conference, the students applied their marketing knowledge and skills to plan, promote, and deliver an event that brought together representatives from academia, the business sector, and the marketing industry. The conference programme featured lectures, panel discussions, student project presentations, and networking opportunities with professionals from Bosnia and Herzegovina and the wider region. Armin Osmanovic, an internationally recognized entrepreneur, designer, and marketing expert, opened the conference with a keynote lecture entitled 'Human Interaction in Marketing: How to Build a Memorable Brand?'. During his presentation, he shared insights and experiences gained through his work on international projects and communication strategies. A special segment of the programme, titled 'The New Generation of Marketers', showcased campaigns, projects, and results developed throughout the academic year by students from five different study programmes. The conference concluded with the panel discussion 'Stories Behind Successful Brands and a Look into the Future of Marketing'. The panel brought together Adi Djukic, CEO of WebStudio Agency; Ivona Jurilj, CEO of Copula Agency; Adna Roksa, Marketing Manager at Bloomteq; Zdravko Jakisa, CEO of Rubik Agency; and Irma Kajan, CEO of Reunion Agency. The panelists discussed the challenges of brand development, the impact of digital communication channels, the role of artificial intelligence in marketing, and the competencies that future generations of marketing professionals will need. In addition to its educational content, the conference provided participants with opportunities for informal networking, knowledge exchange, and direct interaction with representatives of companies and agencies, creating a platform for future cooperation and professional development.



DISSEMINATION CONFERENCE IN ALBANIA

By IROUNMO

The University 'Luigi Gurakuqi' in Shkodra, Albania, hosted the TCCWB dissemination conference on 3–4 June 2026. As part of the Erasmus+ capacity-building project, the event brought together project partners, higher education institutions, and key stakeholders, who shared results focused on transcultural health and competencies. Members of the project team who attended the conference included Prof. Dr. Samra Medjedovic, Prof. Dr. Dragi Tiro, Alim Abazovic, and Ejla Jahic. The Transcultural Competences in the Western Balkans initiative implements capacity-building activities that support universities and healthcare sectors across Bosnia and Herzegovina and Albania. The initiative strengthens local capacities for transcultural care and healthcare delivery, improves the quality of health education by introducing digital, localized training materials, and bridges gaps in transcultural health education through strategic dissemination and stakeholder training.



IROMAG



/iro.unmo



@iro.unmo



/iro.unmo

IROMAG TEAM
MIRSADA BEHRAM
AMILA VRTIĆ

