**Time schedule for 2016/ 2017 Academic Year**

|  |  |
| --- | --- |
| September, 26  September, 29 | **Scope and Challenges of International Marketing in the current world and Visegrad countries The Decision to Internationalize, Motives of Internationalization**   * Project and course requirements introduction   *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| October, 3  October, 6 | **Standardization, adaptation and g-localization in marketing: Examples of good practice from Visegrad region (Visegrad businesses and their successful marketing strategy)**   * Standardization, adaptation and g-localization in marketing in practical examples of product and communication policy worldwide   *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| October, 10  October, 13 | **Selected Aspects of Doing business in the Czech Republic and market information**   * International economic and political environment: within and beyond the Visegrad *borders*   *Associate professor, Mansoor Maintah, PhD et PhD, Czech University of Life Sciences, Prague (CR)*  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| October, 17  October, 20 | **Selected Aspects of Doing business and market information: International cultural and social environment: within and beyond the Visegrad borders. Factors of international cultural environment**   * Case study: Similarities and differences in international markets   *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| October, 24  October, 27 | **Essay: lessons learnt from previous studies**  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| October 31  November 3 | **Slovak State Holiday**  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| November, 7  November 10 | **Selected aspects of doing business in Hungary and market information**  **Distribution**  *Selected cases and examples from the food market (associate professor Szabo Zoltan PhD MBA, Szent Istvan University Godollo, HU)*  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| November, 14  November 17 | **Designing the international marketing program: International product and pricing policy and consumer perception,**   * International brand management, practical V4 and global insights (including practical examples from food industry)   *Dr. hab. Andrzej Krasnodebski, PhD, Agricultural University of Cracow (PL)*  *Dr. Renata Pejas-Matysek, Agricultural University of Cracow (PL)*  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| November, 21  November 24 | **International Price Policy. Price Strategies at international markets. Selected aspects of doing business and market information**   * Calculation of Price Escalation. Methods of doing price strategy in Visegrad countries   *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| November, 28  December 1 | **Internationalization and territorial expansion.**   * **Case of operating at Polish market**   *Dipl. Bw. Jan Luccarda, August Faller Group KG (Germany). Vice-president for VP Business International*  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| December, 5  December 8 | **International communication policy, marketing communication and Visegrad marketing environment**   * *Case study of Czech business markets: Kofola company in Visegrad regions.*   *Dr. Martin Pribyl, PhD, Private University Znojmo, (CR)*  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| December, 12  December 15 | **Project presentations**  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |
| December, 19 | **Pre-exam**  *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)* |