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

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| September, 26September, 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, 3October, 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, 10October, 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, 17October, 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, 24October, 27 | **Essay: lessons learnt from previous studies** *prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)*  |
| October 31November 3 | **Slovak State Holiday***prof. Dr. Elena Horská (SR), Dr. Johana Paluchová (SR)*  |
| November, 7November 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, 14November 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, 21November 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, 28December 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, 5December 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, 12December 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)*  |