**Time Schedule International Marketing: A Visegrad Perspective 2015/2016**

**2 lectures and 2 seminars weekly**

**(In English: Monday 13.30-17.30 AS-36)**

**(In Slovak: Seminar Monday 7-9,9-11,11-13, Lecture Thursday 9:00-11:00AS-31)**

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| September 21, 2015  September 24, 2015 | * 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. Elena Horska, SK, Ing. Johana Paluchova, PhD - SK)* |
| September 28, 2015 | * Study week |
| October 5, 2015  October 8, 2015 | * Standardization, adaptation and glocalization in marketing: Examples of good practice from **Visegrad region (Visegrad businesses** and their successful marketing strategy). * International cultural environment: Cultural environment of **Visegrad countries**: similarities and differences and how to use them for trade creation * *(prof. Elena Horská, SK, Ing. Johana Paluchova, PhD – SK)* |
| October, 12, 2015  October, 15, 2015 | * 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 CZ****)* |
| October, 19, 2015  October, 22, 2015 | * Essay: lessons learnt from previous studies * Using quantitative methods for market analysis and predictions: Spacial statistics, cluster analysis (Ing. Johana Paluchova, PhD, Ing. Renata Prokeinova, PhD in cooperation with SAS based on case studies and statistics on **Visegrad** intra and external trade data/COO research results) (SK) |
| October 29, 2015  (Thursday 9 – 11 am) | * Europeanization and SME, market entry modes and examples of good practice from **Poland and other market** * (***Prof. UEK, Dr. hab. Krzysztof Wach, Cracow University of Economics, PL***) |
| November 2, 2015  November 5, 2015 | * Study week (project preparation) |
| November 9, 2015  November 12, 2015 | * Selected aspects of doing business **in Hungary** and market information * Distribution and international environment – selected cases and examples from the food market (***associate professor Szabo Zoltan PhD MBA, Szent Istvan University Godollo, HU***) * *(prof. Elena Horská, SK, Ing. Johana Paluchova, PhD – SK)* |
| November 16, 2015  November 19, 2015 | * Study week (project preparation) |
| November 23, 2015 | * 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. Elena Horská, Ing. Johana Paluchova, PhD - SK)* |
| November 24, 2015  13:00 | * Territorial Market and Consumer Studies: Indonesia and South East Asia (Indonesian Embassy): About the policy, economics and business and relations with **the Slovak republic and other countries in Visegrad regions**   ***H. E. Mr. Djumantoro Purwokoputro Purbo, MA***  ***Ambassador Extraordinary and Plenipotentiary, Embassy of Indonesia*** |
| November 30, 2015  December 3, 2015 | * International communication policy, marketing communication and **Visegrad marketing environment** * (*Ing. Martin Pribyl, PhD, Private University Znojmo, CZ – 30.11, 1.12.2015)* * (prof. Elena Horská, SK, Ing. Johana Paluchova, PhD – SK) |
| December 7, 2015  December 10, 2015 | * Project presentations |
| December 14, 2015  December 17, 2015 | * Pre-exam |