

Date	Time	Theme
		<b><i>The role of Marketing and Importance of Evidence Based approach</i></b>
12.9.2025	9.00 - 17.00	Evidence Based Marketing: Introduction and Laws
13.9.2025	9.00 - 15.00	Evidence Based Marketing Principles and consequences for Marketing
26.9.2025	9.00 - 17.00	Marketing Framework: Market Orientation, Strategy, Tactics & Effectiveness
27.9.2025	9.00 - 15.00	Marketing Planning, Execution, Tracking
		<b>Lecturers: Štefan Sarvaš, Steffen R. Sämman</b>
		<i>Total hours</i>
		<b><i>Building Mental availability: Communication</i></b>
10.10.2025	9.00 - 17.00	Communication Principles and Practice
		Agency Briefing
11.10.2025	9.00 - 15.00	Advertising agencies: Role and their brief
		Advertising research part 1
31.10.2025	9.00 - 17.00	Media Planning for attention
		Advertising and comm research part 2
1.11.2025	9.00 - 15.00	P.R.
		Business Applications
		<b>Lecturers: Štefan Sarvaš, Steffen R. Sämman, Josef Havelka, Jan Binar, Rostislav Starý, Jan Suda</b>
		<i>Total hours</i>
		<b><i>Building Physical availability: Distribution and retail</i></b>
21.11.2025	9.00 - 17.00	Shopper & Retail marketing
		Service route to customer & Omnichannel Shopper
22.11.2025	9.00 - 15.00	Customer Centricity
5.12.2025	9.00 - 17.00	CRM
		Shopper Research
		<b>Lecturers: Štefan Sarvaš, Steffen R. Sämman, Jakub Petřina, Josef Karasek</b>
		<i>Total hours</i>
		<b><i>Building Portfolio availability: Innovation, Pricing and Service Design</i></b>
16.1.2026	9.00 - 17.00	Pricing Power, Brand Power and Pricing approaches
17.1.2026	9.00 - 15.00	Innovation
		Behavioral approaches and creating demand and price acceptance
30.1.2026	9.00 - 17.00	Legal for Marketers
		AI and Brand Safety
31.1.2026	9.00 - 15.00	Marketing Leaderships
		Reflections and Certificates
		<b>Lecturers: Štefan Sarvaš, Steffen R. Sämman, Jakub Petřina, Josef Karasek, Petra Delejšová, Jan Jelinek</b>
		<i>Total hours</i>