

Date	Time	Theme
		<i>The role of Marketing and Importance of Evidence Based approach</i>
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
		Lecturers: Štefan Sarvaš, Steffen R. Sämman
		<i>Total hours</i>
		<i>Building Mental availability: Communication</i>
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
		Lecturers: Štefan Sarvaš, Steffen R. Sämman, Josef Havelka, Jan Binar, Rostislav Starý, Jan Suda
		<i>Total hours</i>
		<i>Building Physical availability: Distribution and retail</i>
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
		Lecturers: Štefan Sarvaš, Steffen R. Sämman, Jakub Petřina, Josef Karasek
		<i>Total hours</i>
		<i>Building Portfolio availability: Innovation, Pricing and Service Design</i>
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
		Lecturers: Štefan Sarvaš, Steffen R. Sämman, Jakub Petřina, Josef Karasek, Petra Delejšová, Jan Jelinek
		<i>Total hours</i>
		Total

Hours	Garant	Support
8	Sarvas	Hlavackova
6	Sarvas	Hlavackova
8	Sämann	Karasek
6	Sämann	Sarvas/Karasek
28		
6	Havelka	Binar
2	Havelka	Binar
4	Havelka	Binar
2	Sarvas	
6	Suda	
2	Sarvas	
4	Stary	
2	Sarvas/Saemann	
28		
4	Falser	Sarvas
4	Petrina	Nuttal
6	Sämann	Karasek
4	Petrina & support	
4	Sarvas / Alex	
22		
8	Sämann	Sarvas, Karasek
4	Sarvas	Grant Mckenzie
2	Sarvas	Klouckova
4	Dolejsova Petra	
4	Jelinek BnT agency	
4	Petrina	
2	All	
28		
106		