

	module		Date	Time	Theme	Hours	Garant	Support
					<i>The role of Marketing and Importance of Evidence Based approach</i>			
	1		6/3/2026	9.00 - 17.00	Evidence Based Marketing: Introduction and Laws	8	Sarvas	Hlavackova
			7/3/2026	9.00 - 15.00	Evidence Based Marketing Principles and consequences for Marketing	6	Sarvas	Hlavackova
	2		27/3/2026	9.00 - 17.00	Marketing Framework: Market Orientation, Strategy, Tactics & Effectivness	8	Sämann	Karasek
			28/3/2026	9.00 - 15.00	Marketing Planning, Execution, Tracking	6	Sämann	Sarvas/Karasek
					Lecturers: Štefan Sarvaš, Steffen R. Sämann			
					<i>Total hours</i>	28		
					<i>Building Mental availability: Communication</i>			
	3		10/4/2026	9.00 - 17.00	Communication Principles and Practice	6	Binar	
	4				Agency Briefing	2	Binar	
	5		11/4/2026	9.00 - 15.00	Advertising agencies: Role and their brief	4	Binar	
	6				Advertising research part 1	2	Sarvas	
4	7		24/4/2026	9.00 - 17.00	Media Planning for attention	6	Suda	Havelka
					Advertising and comm research part 2	2	Sarvas	Havelka
	8		25/4/2026	9.00 - 15.00	P.R.	4	Stary	Havelka
	9				Business Applications	2	Sarvas	
					Lecturers: Štefan Sarvaš, Steffen R. Sämann, Josef Havelka, Jan Binar, Rostislav Starý, Jan Suda			
					<i>Total hours</i>	28		
					<i>Building Physical availability: Distribution and retail</i>			
5	10		15/5/2026	9.00 - 17.00	Shopper & Retail marketing	4	Falser	Sarvas
	11				Service route to customer & Omnichannel Shopper	4	Petrina	Nuttal
	12		16/5/2026	9.00 - 15.00	Customer Centricity	6	Sämann	Karasek
6	13		29/5/2026	9.00 - 17.00	Inovace	6	Sarvas	Roman Siser
	14							
					Lecturers: Štefan Sarvaš, Steffen R. Sämann, Jakub Petřina, Josef Karasek			
					<i>Total hours</i>	20		
					<i>Building Portfolio availability: Innovation, Pricing and Service Design</i>			

7	15		30/5/2026	9.00 - 17.00	Pricing Power, Brand Power and Pricing approaches	8	Sämann	Sarvas, Karasek
	16		12/6/2026	9.00 - 15.00	Shopper research	4	Sarvas	
	17				Behavioral approaches and creating demand and price acceptance	2	Sarvas	Klouckova
8	18		13/6/2026	9.00 - 17.00	Legal for Marketers	4	Dolejsova Petra	
	19/20				AI and Brand Safety	4	Komenda	Sarvas
			26/6/2026	9.00 - 15.00	Marketing Leaderships	4	Petrina	
					Reflections and Certificates	2	All	
					Lecturers: Štefan Sarvaš, Steffen R. Sämann, Jakub Petřina, Josef Karasek, Petra Delejšová,			
					Total hours	28		
					Total	104		