

Assignment theme	Učo
Market segmentation	466053
Market segmentation	466058
Market segmentation	466155
Market segmentation	466032
Market segmentation	466360
Developing marketing strategies and plans	425568
Pricing strategies and programmes	464294
Pricing strategies and programmes	464318
Brand equity and brand positioning	464662
Brand equity and brand positioning	465996
Brand equity and brand positioning	466105
Marketing communication I	466320
Marketing communication I	425284
Marketing communication II	466131
Marketing communication II	466428
Marketing communication II	443748
Marketing channels	466017
Marketing channels	466020
Marketing channels	466012
Marketing information system and research	466329
Marketing information system and research	466214
Competitive strategies	466000
Competitive strategies	466001
Competitive strategies	466424
Analyzing Consumer markets	425974
Product and Service Strategy	464246
Product and Service Strategy	466040
Product and Service Strategy	466429
Product and Service Strategy	464250
Product and Service Strategy	466093

Student

Akbaraly, Sakina  
Audier, Sarah  
Manon, Merloz  
Serret Heredia, Daniel Alejandro  
Tbaik, Amine

Bartošová, Klára

Berger, Martin

Carle, Antoine

Wartelle, Marion

Calascione, Jennifer Elise

Grela, Justyna

Fathi, Ihssane

Kotrba, Jaroslav

Killian, Pamela

Lohfink, Jan Lukas

Odogwu, Jerry

Kopietz, Lucas

Markert, Katherine

Goracke, Charles

Hrynyk, Mariia

Streichenberger, Pauline

Cheng, Pui Pui

Cheung, Man Ki

Tang, Tzu-Ying

Kožučová, Lenka

Okuneva, Natalia

Zakharova, Natalia

Cepeda Alcantara, Massiel

Qeli, Elvana

Eberle, Arthur

## Marketing plan groups theme

Č.	Učo	Student	
1	466053	Akbaraly, Sakina	
2	466058	Audier, Sarah	
3	466155	Manon, Merloz	
4	466032	Serret Heredia, Daniel Alejandro	
5	466360	Tbaik, Amine	
6	425568	Bartošová, Klára	
7	466320	Fathi, Ihssane	
8	425284	Kotrba, Jaroslav	
9	425974	Kožučová, Lenka	
11	464294	Berger, Martin	
12	464318	Carle, Antoine	
13	465996	Calascione, Jennifer Elise	
14	466105	Grela, Justyna	
15	466329	Hrynyk, Mariia	
16	466214	Streichenberger, Pauline	
17	464662	Wartelle, Marion	
18	466012	Goracke, Charles	
19	466017	Kopietz, Lucas	
20	466020	Markert, Katherine	
22	466000	Cheng, Pui Pui	
23	466001	Cheung, Man Ki	
24	466424	Tang, Tzu-Ying	
25	466131	Killian, Pamela	
26	466428	Lohfink, Jan Lukas	
27	443748	Odogwu, Jerry	
28	464250	Qeli, Elvana	
29	466429	Cepeda Alcantara, Massiel	
30	466040	Zakharova, Natalia	
31	464246	Okuneva, Natalia	
32	466093	Eberle, Arthur	

Proposal presentation

Final presentation

21st March 2017	9th May 2017
21st March 2017	16th May 2017
14th March 2017	9th May 2017
21st March 2017	9th May 2017
14th March 2017	2nd May 2017
21st March 2017	16th May 2017
28th March 2017*according to agreement	16th May 2017
21st March 2017	9th May 2017