

MARKETING COMMUNICATION 2 2021/2022 – PRESENTATION OF THE TASKS - DATES

TEAM	NAMES	TOPIC	DATE
1	ANTONY CYRIL	Contemporary rebranding (repositioning) of brands.	19/10
2	???	Subliminal advertising.	???
3	???	Sensory marketing in the shops, POP-UP stores.	???
4	???	Whitewashing, Astroturfing.	???
5	???	Successful and unsuccessful marketing communication of the company in crisis.	???
6	MATHEW BIBIN	Actual creative direct marketing campaigns.	16/11
7	WANG JINNUO	Product placement (virtual PP, in-game advertising), Content marketing.	23/11
8	T. A. SEBU	Marketing communications campaigns included the COVID-19 problematics.	30/11
9	ZAKARIA AKM	Country-of-origin effect, Ethnocentrism, Adaptation of marketing communication campaigns according to various markets around the world.	7/12