



PRESS RELEASE

First Year of the Marketing Talent of the Year Competition and its winners at VŠE

On April 26 and 27, the young marketers' competition took place with the team called Marketing Experts being its winner. The team consisted of VŠE students: Tereza Trávníčková, Karolína Kubátová, Lucie Pazderská, Nikola Radašová and Michal Kadilák. The competition is organized by the Department of Marketing at the Faculty of Business Administration of the University of Economics, Prague (VŠE). The Kraft Foods is the competition's main corporate partner.

Prague, 7 May 2012

Eight student teams applied; their members had the unique opportunity to deepen their theoretical knowledge and to practise it by StartX/Markops software application. The programme simulating marketing realities is applied by the best economic universities in the world. The students were required to deal with all the challenges they may face in the real business world.

The event was taking place for two days in which the teams were evaluated according to their ability to apply Stratx/Markops programme, their level of cooperation and the presentation skills.

"The project was ready perfectly and I am glad our team won in such a strong competition environment. By competing, I gained a lot since the theoretical field has been the key feature of the university studies. Finally, I had the opportunity to interact with a business practice. I appraise the award by the winner certificate. It gives me the edge while looking for a job upon completing my university studies," Tereza Trávníčková, the winners' team member says.

"Thanks to the linkage to the business practice in the case of Marketing Talents of the Year competition, we are able to offer to our best students the high quality education comparable with the prestigious universities in Europe," Miroslav Karlíček, the Department of Marketing Head says.

About Markops programme

Markops is e-learning software designed for strategic marketing education. The programme was developed by Hubert Gatingnon and Jean-Claude Larréché from the INSEAD Institute.



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The StartX is the programme's distributor. The programme focuses on strategic marketing concepts education in the on-line world simulation called Markstrat World. Globally, the programme is applied by 8 out of TOP 10 economic universities and by the companies in the trainee programmes selection process.

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The University of Economics, Prague (Vysoká škola ekonomická v Praze) is the leading university in the field of management and economics in the Czech Republic. The University of Economics, Prague is composed of more than 20,000 students and has six faculties – five in Prague and one in Jindřichův Hradec in South Bohemia. These include: the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Statistics and Informatics and the Faculty of Economics and Public Administration. The faculty based in Jindřichův Hradec is specialized in management. Graduates of the University of Economics, Prague occupy responsible positions in the private as well as in the public sector. Most of them are employed in the sectors of industry and services, trade, marketing, banking, public administration, accounting, audit, tourism and the field of information technology. Many significant Czech and foreign economists have obtained the University's honoris causa title; for example, the Nobel Prize winner Prof. Robert A. Mundell, Prof. Milton Friedman and Prof. Gary S. Becker. More information at <http://www.vse.cz/index-en.php>.

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