

Exchange Week for foreign visiting professors
12th – 16st of March of 2018
ISCTE-IUL, Lisbon

Professor: David Riha

University: University of Economics in Prague

Country: Czech Republic

Brief CV

David Riha has a Ph.D in Marketing from the University of Economics, Prague and has taught Marketing and Sales, Sales and Key Account Management, Marketing in CEE, Personal Branding, Sales and Negotiations Skills Development, Marketing, Sports Marketing and B2B Marketing - Trade Fairs and Exhibitions at the same university. He also has several international experiences as a visiting professor, including cooperation with University of Northern Colorado – USA, University of Economics, Varna – Bulgaria, Stockholm Business School – Sweden and many others. Additionally, he is a member of the Executive Board of the Czech Marketing Society and a member of the Czech-Chinese Association.

On-going research topic

Marketing and marketing communication Attitudes to advertisement in the Middle Europe – Czechs and advertising

Topic of lecture for the students

Marketing and marketing communication

Outline of lecture for the students

The lecture approaches marketing environment, research, strategical tools, tactical tools with focus on marketing communication and characteristics of the individual elements of the marketing communication mix.