



# INVITATION

FOURTH JUBILEE STUDENT  
OLYMPIAD IN MARKETING  
with international participation

Special Event  
Celebrating the 20th  
Anniversary of the  
Marketing Department



29-30 June  
**2017**  
UNIVERSITY  
OF ECONOMICS  
VARNA

**horizon**  
SOFTWARE SOLUTIONS

General  
sponsor of  
the prize fund

## Conceptual founder:

PROF. YULIYA UZUNOVA, DSc in Economics

## Organizing Committee:

ASSOC. PROF. EVGENIYA TONKOVA, PhD

ASSOC. PROF. BISTRA VASILEVA, PhD

SENIOR ASSIST. PROF. VANYA KRALEVA, PhD

ASSIST. PROF. PLAMENA PALAMAROVA

DOCTORAL STUDENT MANUELA IVANOVA

DOCTORAL STUDENT YANA BALASHOVA-KOSTADINOVA

DOCTORAL STUDENT MILENA GEORGIEVA

The organizing committee of the Fourth Jubilee Student Olympiad in Marketing with international participation is opening registration for students with interests in Marketing (enrolled in Bachelor's and Master's Degree) from all over the world to take part in this event.

## Main topics 2017 emphasis themes:

- Marketing and innovations;
- Online B2B and B2C marketing;
- Applied marketing through the use of modern technology;

Format: case-study of specific problem and a public presentation of the results.

Working languages: Bulgarian and English

## Prize fund:

Cash prizes provided by HORIZON SOFTWARE SOLUTIONS

## IMPORTANT DATES:

Submit your registration form by:	30.04.2017
Confirmation of registration:	15.05.2017
Date of carrying out the Olympiad:	29.06.2017
Additional events:	30.06.2017

## Eligibility for participation:

Each university can participate with a maximum of three student teams: one pursuing Bachelor's Degree, one enrolled in Master's Degree and one formed by students on Erasmus+ mobility. Each team must include up to three students.

The Bachelor's and Master's students will be ranked separately.

If the sending institution has more applicants than needed for the teams, it should make a pre-selection and nominate only the teams showing the highest results.

## Travel expenses:

All travel-related costs (traveling and insurance) are covered by the participants or their sending organization.

## Accommodation:

Upon request accommodation can be offered in the student dormitories.

To register for this option, please use the form attached to the invitation.

## Social events:

The organizing committee will offer social events and a specially organized sightseeing tour of the city if requested by the participants in advance.

## To apply for participation:

<http://www.ue-varna.bg/en/article.aspx?id=18026>

## Contacts:

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