

<b>Student's name</b>	<b>Task</b>
	Active direct marketing.
	Actual creative direct marketing campaigns.
	Adaptation of international marketing communication campaign.
	Affiliate marketing.
	Ambient marketing/media.
	Ambush marketing.
	Astroturfing.
	Co-branding.
	Contemporary rebranding (repositioning) of brands.
	Content marketing.
	Country-of-origin effect in consumer behavior.
	Cross-merchandising.
	Dual branding.
	Ethnocentrism in consumer behavior.
	Experiential marketing.
	In-game advertising.
	Ingredient branding.
	Opinion former.

*Individual task*

	Opinion leader.
	Passive direct marketing.
	POP display/materials.
	POP-UP stores.
	Sensation marketing.
	Sensory marketing.
	Shockvertising.
	Standardization of international marketing communication campaign.
	Store brand.
	Strategy of closed doors (PR – Crisis communication).
	Strategy of open doors (PR – Crisis communication).
	Subliminal advertising.
	TV storyboard.
	Virtual product placement.
	Visual smog.
	Whitewashing.
	Wild posting.