

# First Place and Audience Award for The UNWE in The Student Marketing Olympiad

Students from the Marketing and Strategic Planning Department won double recognition in the 4<sup>th</sup> Jubilee Student Marketing Olympiad with international participation which was held on 29 June and 30 June at the Economic University of Varna.

Alexandrina Zhelyazkova, Ivelin Ivanov and Mihaela Toneva from the speciality Marketing and Strategic Planning in the English language were ranked at the first place in the competition and won the Audience award of the most attractive presentation among all teams on the grounds of their public performance (*in the picture below*).



In the student competition took part 12 teams of six universities from the country and abroad. They worked over a real case and they were motivated by the opportunity to face the challenges expecting them in the business, gain more experience, show their abilities and make professional contacts and friendships. The thematic fields were: marketing and innovations, online B2B and B2C marketing and applied marketing through the use of modern technology.



The UNWE took part through two teams of fourth year students from the speciality Marketing and Strategic Planning in the English language and speciality Marketing. The first team worked out a marketing strategy of entering the international markets and the second one – strategy of internal market development. Our students from both teams worked committedly, profoundly and collegially so they won sympathies and new friends.



**Participants**

**Team 1:** Alexandrina Dimitrova Zhelyazkova, Ivelin Teodorov Ivanov, Mihaela Georgieva Toneva – speciality Marketing and Strategic Planning in the English language

**Team 2:** Alexandrina Trendafilova Gocheva, Katerina Antonova Doneva, Teodora Ventsislav Ilieva – speciality Marketing