

SELF-EVALUATION REPORT MODULE 3

EVALUATED UNIT: Faculty of Multimedia Communications (FMC)

Appendix Text attachment to 3.11 - FMC

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POP AI CENTRAL EUROPE. The mission of POP AI CENTRAL EUROPE is to create a communication platform for producers and suppliers of in-store communication devices, digital media, advertisers, advertising agencies and retail representatives, to continuously educate them, conduct surveys, provide and make information available to them, organize expert events and discussions to build good in-store marketing communication relationships, promote culture and further development of the at-retail marketing industry. In particular, the activity works with FMC to educate each other, with students coming up with innovative in-store designs for marketing solutions while POP AI representatives provide feedback, such as on the topic of emotional marketing in retail and services.

CILECT. The International Association of Film and Television Schools – representative: doc. MgA. Libor Nemeškal, Ph.D. At present, this global association has almost 200 member institutions from 65 countries on 6 continents. FMC has been a member since 2014. Our membership involves, among others: nomination for CILECT PRIZE; participation in CILECT PRIZE assessment; voting right as part of CILECT General Assembly; periodical participation in annual CILECT congresses and conferences; voting right as part of GEECT – European association. In the context of GEECT, we are engaged in other activities such as participation in European conferences and workshops, involvement in setting international standards for audio-visual study programmes, joint organization of the 48H Challenge European Inter-Schools competition, etc.