

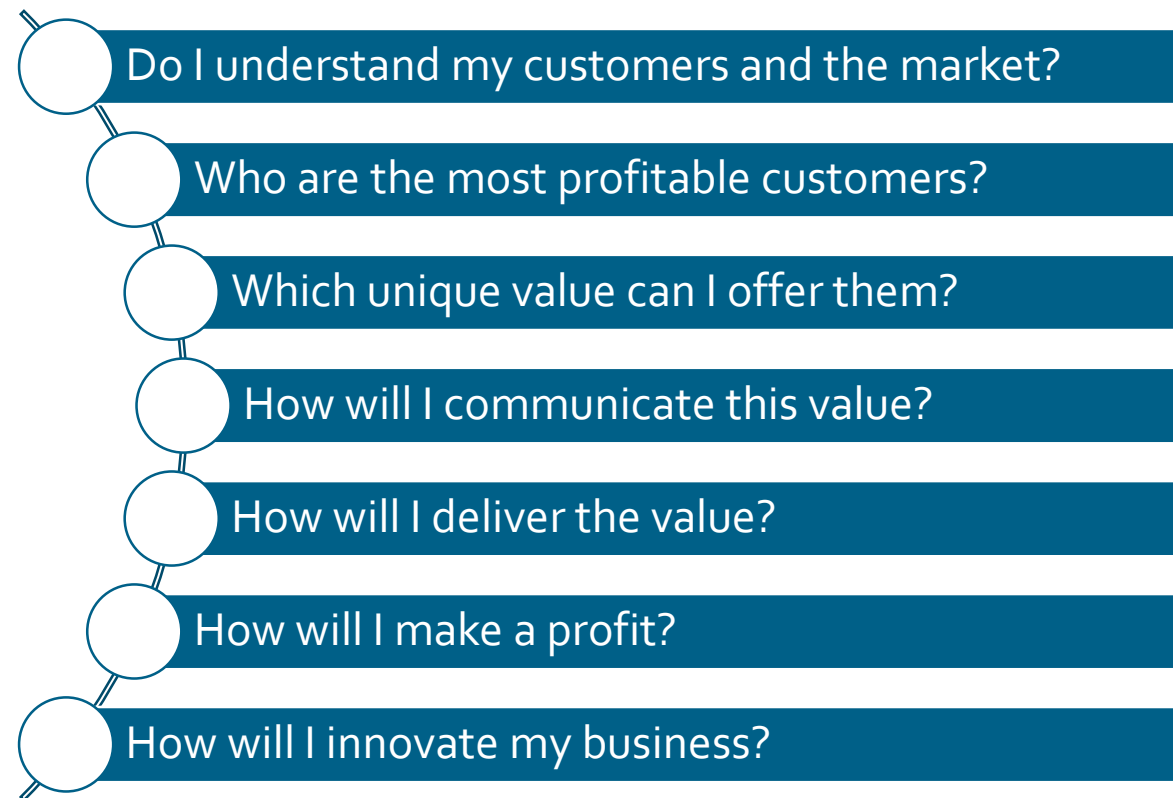


Marketing

Minor Specialization

Minor Specialization Marketing

- In our specialization, you will learn how to answer the following key marketing questions, which are in the core of any business:



Key Benefits of Minor Specialization Marketing

1. Instructors are practicing managers or teachers with strong practical experience
2. Courses are based on real-life business projects
3. We use innovative teaching methods, such as Markstrat simulation games
4. You will learn how to use marketing tools and software in practice, often in the environment of the partner companies
5. You will get real-life feedback from people who are successful in the world of business

Selected Partners



Curriculum

Mandatory courses (24 ECTS):

- 3MG736 – Digital marketing – 6 ECTS
- 3MG532 – Marketing Research – 6 ECTS
- 3MG641 – Strategic Marketing in Simulations – 3 ECTS
- 3MG640 – Shopper marketing – 3 ECTS
- 4ST611 – Applied Multivariate Statistics – 6 ECTS

Elective courses (min. 6 ECTS):

- 3MG633 – B2B Marketing – 3 ECTS
- 2MO506 – International marketing communications – 6 ECTS
- 2MO440 – Luxury marketing – 3 ECTS

Digital Marketing

The aim of the course is to familiarize students with possibilities of the use of digital marketing with an emphasis on marketing communication, explain the features and specifics of traditional instruments of marketing mix on internet and simultaneously familiarize students with new opportunities, techniques and tools, which provides online marketing. The aim is also to bring the latest knowledge from this rapidly evolving field and equipping students with skills to apply the acquired knowledge in practice.

Course Contents:

- UX & UX Research
- SEO, PPC (Google Ads)
- Website Analytics
- Emailing & CRM
- Content Marketing
- Social Media Marketing
- Display & Affiliate Marketing
- Influencer Marketing

Lecturer:



Ing. Petr Bartoš

Digital business consultant, UX
web designer

Key Elements of the Course:

- Plan and propose effective online marketing strategy
- Use internet tools to support marketing activities
- Choose the appropriate tools and techniques
- Measure success and effectiveness
- Draw recommendations for optimization



Marketing Research

The course is focused on practice-oriented marketing research. Participants will become familiar with a wide range of research techniques. They will execute and implement real-life research projects in an intensive co-operation with research agencies and practitioners.

Key Elements of the Course:

- Interactive practicing of research methods
- Real-life research projects
- Excursions to research agencies
- Guest lecturers

Lecturer:



doc. Mgr. Radek Tahal, Ph.D.
Marketing research professional

Recent Projects:

nielsen | ADMOSPHERE

Media consumption research



Focus groups



Mystery shopping

Web page tests

Strategic Marketing in Simulations

The course is built as a semestral tactic/strategic game powered by the StratX Markstrat Simulation – the world leader in the field of professional education and simulations. Students will be divided into five competing teams and will work together on specific assignments and solutions of situations their company will face. It is a very realistic simulation of a multi-year period including the formulation of a long term strategy, its execution, reactions to competitor's market entries, monitoring of previous decisions impacts, strategic and tactical modifications according to the situation and defense of the performance in front of a virtual company board.

Key Elements of the Course:

- Interactions with nonconventional lecturer, who is among the top marketing experts in the Czech Republic
- Real-life feedback from top marketing experts and CEOs of top companies
- Markstrat simulation game



Lecturer:



Ing. David Duroň
Former marketing director at Vodafone and O2,
owner of Lemon Beach in Ghana

Participating Companies:



Shopper Marketing

The course is designed to help future marketers to utilize opportunities, which can be offered by a practical approach to the point of sales in synergy with other communication tools to achieve better financial results. By completing the course, students might get specific expertise, which will give them an advantage in the labor market.

Course Contents:

- Impulsive shopping
- Innovations in communication at the point of sales (POS)
- Execution of communication tools at POS
- Evaluating POS communication
- Data analysis in shopper research
- Digital and omnichannel communication at POS
- Sensual marketing

Lecturer:



Daniel Jesensky, Ph.D., MSc., MBA
Managing partner at DAGO, vice-president of POPAI CE

Participating Companies:



Applied Multivariate Statistics

With the development of IT technologies in recent years, companies collect a lot of data about their business and clients. There is a growing demand for analyzing such multivariate data to support strategic business decisions, targeting marketing campaigns, or evaluating client satisfaction. Thus, it is important that the companies' decision-makers understand what multivariate analysis techniques are and what can offer them.

The course introduces selected multivariate methods that are commonly used in practice. The emphasis is put on a practical application of these methods in statistical software and interpretation of their outputs. Upon successful completion of this course, students will be able to work with multivariate datasets, i.e., dataset examination, statistical methods application, and to interpret the obtained results.

Key elements of the course:

- focused on the practical application
- a team project based on a real-life dataset
- gaining basic skills in widely used statistical software R

Lecturer:



Ing. Zdeněk Šulc, Ph.D.

B2B Marketing – elective course

The course is based on the strategic B2B marketing simulation Markstrat from StratX, the leader in marketing simulations. Students will form teams, and each group will be solving specific situations and tasks of its company at a strategic level. It is a real simulation of the company's operation within a several years' time frame, including setting up a strategy, its implementation, response to the competitor entry, monitoring the decisions made, and strategic and tactical corrections of particular situations. Part of the course is the presentation of the team strategy and results to the committee of phantom shareholders - real CEOs from business practice.

Key Elements of the Course:

- Interactions with the co-founder of a company with 400 employees and \$46 million in sales
- Real-life feedback from top marketing experts
- Markstrat simulation game



Lecturer:



Ing. Libor Mertl

Co-founder and member of the Board at ComAp

Participating Companies:





You are welcome to join us!

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