

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Marketing Planning and Marketing Strategy

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Strategic Planning in Marketing. Methods for developing marketing strategies. Portfolio methods for assessing the status of business units. The applicability of these methods. Analysis of the external environment of businesses/business units. Methods used in the analysis and evaluation of key environmental factors. STEEP analysis, methods for rating and forecasting STEEP factors. The organization's resources and capabilities. The significance and method of SWOT analysis. The interrelationships between corporate, business unit, and functional planning. The purpose and process of marketing planning. The scope and types of marketing plans. The structure of a marketing plan. The role and content of the executive summary. Identification and analysis of relevant environmental factors; methods of analysis. Customer analysis, segmentation, target market definition, and positioning. Setting marketing objectives. Objective hierarchy. Measurement and auditing of objectives. Planning of basic and sub-marketing strategies. Resource and time plan. Monitoring and feedback. IT systems supporting marketing planning decisions. Key databases and analytical methods. Marketing strategies in practice. Market-goal-based strategies. Market-entry-based strategies. Market-competition-based strategies. The relationship between market position and the strategies employed. Offensive and defensive strategies. Commitment-based strategies. Geography-based strategies. Divestiture strategies.

Competences: The students

- will understand the importance and the role of different methods of analysing the external environment and the internal status of businesses and their units;
- will understand what structure and elements are necessary to design a feasible marketing plan, how it is connected to prior analysis and how its implementation can be assessed;
- will be also become capable of creating an own strategic plan by using their knowledge about the various strategy-types;
- will be able to examine how their IT competences can support data collection to support their planning decisions.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the instructor's guidance, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Methodology of Online Market Research

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The growing role of online market research. The conditions, advantages, and disadvantages of using online research. Collecting secondary and primary data online. Quantitative and qualitative research methods online. Online surveys in practice. Processing online data. Presenting and evaluating online research results.

Competences: The students

- will be able to obtain and process secondary information online;
- will be able to select targeted and effective methods for collecting primary information online, as well as for obtaining and processing that information.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the instructor's guidance, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Social Media Marketing

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Basic knowledge of social media. The emergence and development of social media. Types of social networks. Social media users. Differences in social media usage between consumers and organizations. Social media platforms and their market positions. Trends in social media marketing communication. Content marketing on social networks. Functions of content distribution (connection, engagement, cross-platform integration). Types of content. Success factors in social content marketing. Paid advertising on social networks. Advertising services and service benefits. Analysis and planning of organizations' social media communication. Effectiveness of social media marketing, trends in development. Key social media platforms.

Competences: The students

- will learn about the characteristics of social media marketing activities;
- by analyzing specific content, will be able to identify its advantages and disadvantages.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Brand Marketing

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Branding strategies and brand building in practice. Similarities and differences between private label branding and retail branding. Specific areas of branding. Country branding, destination branding, and service branding. Case studies.

Competences: The students

- will be able to compare specific brand strategies in a business context;
- will be able to analyze case studies, develop recommendations, and present them.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Trade Marketing

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The concept of trade marketing, its key role, significance, and place within the organization. Interrelated trade marketing functions and tasks. Intermediaries' expectations and consumer satisfaction. Effectively responding to consumer needs. Trade marketing planning and necessary analyses. Event trade marketing. Trade marketing in multinational corporations.

Competences: The students

- will be able to plan, organize, and execute trade marketing activities in a business context, that meet the expectations of intermediaries and ensure customer satisfaction;
- will be able to measure the effectiveness of key trade marketing activities.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Generational Marketing

Number of hours: 30

Credits: 2

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Generational Marketing: A Generational Approach and Generational Boundaries. Characteristics, Values, and Motivations of Generations. Consumption and Purchasing Habits of Generations. Generations in the Sea of Social Media. Children of social media: opinion leaders. Influencers, influencer marketing. The role of influencers (opinion leaders) in reaching the young target audience. Generation Z's media consumption. Generational research.

Competences: The students

- will be able to identify the characteristics, values, and shared experiences of specific generations;
- will be able to develop and present marketing recommendations based on generations' internet and social media usage habits.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Artificial Intelligence in Marketing

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The concept, purpose, and history of artificial intelligence. Areas of application for artificial intelligence. The use of artificial intelligence in marketing. The use of artificial intelligence in marketing research and in the planning and implementation of marketing strategies.

Competences: The students

- will learn about the potential applications of artificial intelligence;
- will be able to recognize the benefits of artificial intelligence in marketing.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: E business Strategy for Corporate Executives

Number of hours: 30

Credits: 2

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The concept and forms of the network economy, e-business, e-commerce, and electronic marketplaces. Information systems and their corporate applications. The e-business environment: key factors shaping companies' environments and competitive positions in the network economy. Defining e-business strategy. Industry-specific e-business strategies. Industry-specific e-business strategic case studies. Corporate business models in the network economy. Business model case studies. Electronic marketplaces. Domestic and international trends in e-business and e-commerce, and their leading sectors. Internal corporate processes in the networked economy: procurement, product and service production, sales. Internal corporate processes in the networked economy: logistics, financial processes, human resources, and learning. Case studies on internal corporate processes supported by e-business solutions.

Competences: The students

- will become familiar with the various areas of e-business and will be able to analyze case studies and develop recommendations.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

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