

Syllabus for the course

MINOR FIELD COMPREHENSIVE EXAM

Course code:	3MEVS
Course title in language of instruction:	Souborná zkouška z vedlejší specializace
Course title in Czech:	Souborná zkouška z vedlejší specializace
Course title in English:	Minor Field Comprehensive Exam
Number of ECTS credits allocated:	3
Mode of delivery:	none
Mode of completion:	graded course
Language of instruction:	English
Level of course and year of study:	master (second cycle): 2
Semester:	WS 2021/2022
Name of lecturer(s):	doc. Ing. Miroslav Karlíček, Ph.D. (supervisor)
Prerequisites and co-requisites:	none
Recommended optional programme components:	none
Work placement:	none

Aims of the course:

The exam is a comprehensive verification of acquired knowledge in the field of "marketing".

Learning outcomes and competences:

Successful completion of the exam is assumed to prove that students are able to identify key insights of their field of study and their mutual relations, and to apply them to solutions of the real-world problems.

Course contents:

Market segmentation
Product strategy
Marketing mix
Innovations
Branding

Marketing research as a source of information
Primary and secondary sources of information
Qualitative research methods
Methods of quantitative research
Quantitative data collection techniques
Market research
Product research
Communication research
Price research

Digital Marketing Strategy
UX, UI, Web Ergonomics
Usability Testing
SEM – SEO
Content Marketing
Web analytics
Social Media Marketing

Learning activities, teaching methods and workload (hours):

Type of teaching method	Hours of workload
	Daily attendance
Total	0

Assessment methods and criteria:

Requirement type	Weight
	Daily attendance
Final oral exam	100 %
Total	100 %

Assessment:

Graded courses

- 1 Excellent (90 – 100%)
- 2 Very good (75 – 89%)
- 3 Good (60 – 74%)
- 4 Insufficient (0 – 59%)

Ungraded courses

- P Passed
- NP Not Passed

Special requirements and details:

none

Reading:

Type*	Author	Title	Published in	Publisher	Year	ISBN
RQ	BIRKS, D F. – MALHOTRA, N K. – NUNAN, D.	Marketing research : an applied approach	Harlow	Pearson	2017	978-1-292-10312-9
RQ	CHAFFEY, D.	Digital business and e-commerce management : strategy, implementation and practice	Harlow	Pearson	2015	978-0-273-78654-2
RQ	KOTLER, P. – KELLER, K L. – BRADY, M. – GOODMAN, M. – HANSEN, T.	Marketing management	Harlow	Pearson	2016	978-1-292-09323-9

* RQ – required RE – recommended