



# Marketing

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Minor Specialization

# Key Benefits of Minor Specialization Marketing

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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

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# Curriculum

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## Compulsory courses (21 ECTS):

- Product Brand Marketing – 6 ECTS
- Digital marketing – 6 ECTS
- Marketing Research – 6 ECTS
- Shopper marketing – 3 ECTS

## Compulsory electives (3 ECTS):

- Strategic Marketing in Simulations – 3 ECTS
- B2B Marketing – 3 ECTS

## Elective courses (6 ECTS):

- International marketing communications – 6 ECTS
- Luxury marketing – 3 ECTS
- Applied Multivariate Statistics – 6 ECTS

# Product Brand Marketing

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The course introduces students to the practical aspects of product/brand marketing. It demonstrates analytical, planning and management tools with which students may encounter in marketing practice. The main pillar of the course is a marketing plan, its use in brand management and its implementation in the strategic management of the company. Course also deals with different aspects of branding, such as brand architecture, brand identity, brand positioning and ATL and BTL activities linked to brand value creation.

## Key Elements of the Course:

- Real-life marketing projects
- Guest lecturers
- Insights from Brand Marketing specifics in different sectors

## Lecturer:



Martin Machek, Ph.D.  
Marketing expert

## Participating Companies:



UNIBAIL-RODAMCO-WESTFIELD



# 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:



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

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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:



Radek Tahal, Ph.D.

Marketing research professional

## Recent Projects:

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Media consumption research



Focus groups



Mystery shopping

Web page tests

# 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:

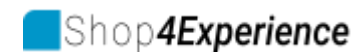
- Impulsive shopping
- Innovations in communication at the point of sales (POS)
- Execution of communication tools at POS
- Evaluating POS communication
- Data analysis in shopper research
- Digital and omnichannel communication at POS
- Sensual marketing

## Lecturer:



Petr Šimek, Ph.D.  
Managing partner at Wellen, vice-president of POPAI CE

## Participating Companies:



# 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:



David Duroň

Former marketing director at Vodafone and O2,  
owner of Lemon Beach in Ghana

## Participating Companies:





# B2B Marketing

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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:



Libor Mertl

Co-founder and member of the Board at ComAp

## Participating Companies:



# Applied Multivariate Statistics

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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:



Zdeněk Šulc, Ph.D.



You are welcome to join us!

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