

MARKETING AND TRADE MANAGEMENT



4 semesters
(2 years)



120 ECTS



Ing.
(equivalent to MSc.)

READY FOR WORLD OF MARKETING?

Practically oriented MTM programme provides you with knowledge and practical experience in the implementation of marketing tools and marketing concepts and management of business systems. You will get opportunity to kick off your career in the positions of marketing managers, marketing analysts, and experts of marketing communication. The programme has also been designed to prepare successful purchasing managers, sales managers, product managers, and experts for trade, consumer policy and distribution. You will be able to specify, design and implement comprehensive solutions for all components of the marketing mix, to manage a wide network of suppliers, customers, intermediaries, service businesses as well as to manage business processes in terms of adaptation to the marketing environment.

YOU WILL LEARN

- to identify and analyse problems at the market,
- to use modern methods, technologies and tools of marketing,
- to specify, suggest and implement complete solutions in the field of distribution, marketing communication and other components of marketing mix,
- to manage business processes corresponding to marketing environment,
- to identify and analyse problems in order to find and implement solutions for sales and marketing activities.

PROGRAMME STRUCTURE

The curriculum of the programme consists of mandatory and elective courses. The mandatory courses will give you a strong foundation in core disciplines a well-versed manager has to master. The elective courses will widen your knowledge by a number of specialisations. You can also choose from a selection of optional courses to enrich your study experience by different perspectives.

Marketing Management

Innovative Product Management

Brand Management

Digital Marketing

Managerial Decision Making in Marketing

Distribution Management

Business Marketing

Category Management

Marketing Consulting and Outsourcing

E-Commerce

Quality Management

Price Decision Making in Marketing

Business in Practice

Sustainable Marketing

ADMISSION REQUIREMENTS

The programme is open to applicants with a bachelor's degree in management, economics and business-related disciplines (business, finance, tourism, logistics, business informatics, etc.). Applicants who have not finished their bachelor's studies by the date of admission must provide an official confirmation of their

ongoing studies along with the expected date of graduation. They can be given a conditional offer with the final decision to be taken upon delivery of the proof of completed bachelor's programme.

The selection process is based on the review of submitted documents.

SCHOLARSHIPS

Talented students with excellent academic performance are eligible for EUBA's motivation scholarship.

A number of external scholarships is also available. For more information please visit webpage of the Slovak Academic Information Agency.

Students from Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Georgia, Kosovo, Macedonia, Moldova, Montenegro, Serbia, Ukraine and the rest of the Visegrad countries can be considered for the Visegrad Scholarship.

Please note that these are external scholarship schemes and are not administrated by the EUBA.

Program Code Name: iMOMa_19

Language: English

Application Period: by April 30, 2022

Start: September

Tuition Fee: 2.500 € per year

Application Checklist:

- Completed online application form
- Bachelor's diploma in English
- Official transcript of records in English
- Short CV or resume
- Copy of an identity card or passport
- Motivation letter
- Proof of payment of the application fee 60€

Marketing and Trade Management

			1st study year					2nd study year										
			1st semester		2nd semester			3rd semester		4th semester								
			L	S	Z	E	EC	L	S	Z	E	EC	L	S	Z	E	EC	
1st study year	P	Marketing Management	2	2		E	8											
	P	Inovative Product Management	2	2		E	8											
	P	Brand Management	2	2		E	5											
	P	Digital Marketing	2	2		E	5											
	P	Law in Marketing	0	4		E	4											
	P	Managerial Decision Making in Marketing						2	2		E	8						
	P	Financial and Price Decision Making in Trade						2	2		E	4						
	P	Management in Distribution						2	2		E	8						
	P	E-commerce						2	2		E	4						
	PVP	Compulsory Elective Course 1						0	2		E	3						
VP	Elective Course 1						0	2		E	3							
2nd study year	P	Business Marketing								2	2		E	5				
	P	Category Management								2	2		E	8				
	P	Quality Management								2	2		E	5				
	P	Marketing Consulting and Outsourcing								2	2		E	6				
	P	Business in Practice 2								0	2		E	4				
	P	Seminar to Final Thesis 1								0	2	Z		2				
	P	Seminar to Final Thesis 2													0	2	Z	2
	PVP	Compulsory Elective Course 2													0	2	E	4
	VP	Elective Course 2													0	2	E	4
	P ŠS	Final Thesis and its Defense																SE
P ŠS	State Exam Course																SE	10

EC 1	Ecological and Economic Aspects of Product Packaging	0	2
	Labor Law	0	2
	Business and Managerial Ethics	0	2
	Case Studies in Marketing	0	2

EC 2	Product Safety on Market	0	2
	Intellectual Property Law	0	2
	Event Marketing	0	2
	Sustainable marketing	0	2

A	CEC 1	Advertising	0	2
		Management of Trade Firm	0	2
B	CEC 1	Multimedia in Trade	0	2
		Marketing of Culture	0	2
C	CEC 1	Project management in marketing	0	2
		Insolvency Law	0	2

A	CEC 2	Public relations	0	2
		Human Resources Management	0	2
B	CEC 2	Media relations	0	2
		Marketing of Cities	0	2
C	CEC 2	Healthcare Marketing	0	2
		CRM	0	2