

# 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 Deadline:** by 29 Feb. 2024

**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 90€

## Study Plan

### Master in Marketing & Trade Management

	Course Title	Semester			
		1	2	3	4
C	Marketing Management	●			
C	Inovative Product Management	●			
C	Brand Management	●			
C	Digital Marketing	●			
C	Law in Marketing	●			
C	Managerial Decision Making in Marketing		●		
C	Financial and Price Decision Making in Trade		●		
C	Management in Distribution		●		
C	E-commerce		●		
CEC	Compulsory Elective Course 1		●		
EC	Elective Course 1		●		
C	Business Marketing			●	
C	Category Management			●	
C	Quality Management			●	
C	Marketing Consulting and Outsourcing			●	
C	Business in Practice 2			●	
C	Seminar to Final Thesis 1			●	
C	Seminar to Final Thesis 2				●
CEC	Compulsory Elective Course 2				●
EC	Elective Course 2				●
CSE	Final Thesis and its Defense				●
CSE	State Exam Course				●

Notes: C - compulsory course, CEC - compulsory elective course; EC - elective course, CSE - course of state exam