

MARKETING MANAGEMENT 2017/18

The curriculum consists of courses in strategic marketing management, CRM, communication management, brand building and management, pricing policy, international marketing, marketing research and analyses, competitiveness management, corporate reputation management, digital marketing, etc.

The program offers preparation module of courses for candidates who have degree in subjects different from "Economics" and "Management".

It offers also additional module of courses for candidates with "professional bachelor" (college) degree.

PRACTICES

Practical education includes various activities at the university as well as training programs in different economic and financial units.

INTERNATIONAL MOBILITY

It includes exchange opportunities both via "Lifelong learning" program and program "Erasmus+" in universities in Italy, Germany, Poland, Greece, Slovenia, Portugal, Latvia, Turkey and France.

ALUMNI COMPETENCIES

Successfully graduated students will:

- know the modern marketing conditions and requirements, strategies, professional standards, customers' needs and expectations,
- know the dynamics of the international marketing environment and the features of successful marketing strategies,
- can create marketing and brand strategies as well as to manage the whole process of strategic marketing plan implementation,
- can analyze the results of the marketing policies in global trade and marketing conditions both for particular company and on the macroeconomic level,
- can set and implement online marketing campaign,
- can maintain a positive corporate reputation as an immanent part of marketing agenda.

GRADUATION PROCESS

- Master thesis defense or final certification examination could be the two options in case the whole set of required credits from the three semesters are officially available in student's curriculum report.

CAREER

- Economic adviser, marketing expert, brand manager, PR expert, marketing researcher, online marketing expert, etc.

DEPARTMENTS SETTING THE PROGRAM

- Economics
- Administration and management

CURRICULUM

SEMESTER 1

Lectures

MBAM101 International business

MBAM118 Business psychology (managerial training)

MBAM178 Strategic management and analytical tools (experts from business)

MBAM199 Holistic marketing

MBAM290 Marketing strategies

MBAM903 Marketing management

MBAM907 Brand strategies

Non-class assignments

MBAM181 Personal assignment: Lessons from the leader

MBAM908 Project: Marketing Management

MBAM909 Personal assignment: International business

MBAM910 Project: Relationship management in marketing

MBAM910 Project: Brand management

SEMESTER 2

Lectures

MBAM058 International marketing strategies

MBAM152 Marketing communications management

MBAM291 Online marketing management

MBAM912 Marketing policies

MBAM913 Marketing research

MBAM914 Competitiveness management in marketing

Non-class assignments

MBAM916 Project: Strategic marketing management

MBAM917 Personal assignment: Applied marketing research

MBAM918 Project: Marketing communications management

MBAM323 Personal assignment: Online branding and advertising

SEMESTER 3

Lectures

MBAM176 Business environment and sustainable development

MBAM399 Financial services marketing

MBAM904 Strategies in customer relationship management

MBAM921 Social media marketing management

MBAM923 Marketing in entertainment industry

MBAM924 Corporate reputation building and management

MBAM925 Ethnomarketing

Non-class assignments

MBAM927 Master training: Marketing management