

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KM OF/OOA21401/21	<b>Title of course:</b> Advertising (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40 % - Seminar work (project): 60 % - Written exam	
<b>Student workload:</b> Total study load (in hours): 78 Participation in seminars: 26 hours Getting ready for seminars: 13 hours Seminar work (project): 19 hours Getting ready for final exam: 20 hours	
<b>Teaching results:</b> After completing the course, students will expand their knowledge in the field of marketing communication. They will deepen their knowledge of the importance of advertising as one of the elements of marketing communication. They will get acquainted with the history and development of advertising and its present, with its functions and tasks. They will gain knowledge about the process of creating an advertising campaign, about the advertising strategy and its application in practice and about the creative tactics used in creating advertising messages. They will gain an overview of the current market of communication agencies. They will gain knowledge about current trends and perspectives of advertising and about the specifics and possibilities of creating advertising in the online environment using digital technologies. Graduates of the course will be able to identify and analyze the conditions and processes related to the market in which they will work. They will be able to prepare a brief for the agency from the client's position. They can choose the right advertising agency to work with for a given product and market. They understand new trends in advertising on the Internet and in social media. Upon successful completion of this course, students will acquire competencies that will enable them to apply themselves in middle management positions in the field of advertising, both in manufacturing and trading companies, as well as in service companies and in the non-profit sector. They will be able to work in junior positions in marketing, communication or advertising agencies. They can solve operational problems in solving issues related to the creation of advertising campaigns.	
<b>Indicative content:</b>	

Basic theory of advertising, its history. The structure of the advertising market and its subjects. Organization of work in an advertising agency. Briefing. Advertising planning, advertising strategy. Creative tactics in advertising. Media planning. Out of home. Product placement. Native advertising. Advertising on social media. Influencer marketing, viral marketing, buz marketing. Testing and measuring the effectiveness of advertising. Legislative and ethical aspects in the creation of advertising.

**Support literature:**

1. Felton, G.2013. Advertising: Concept and Copy. New York: WW Norton & Co.
2. Gilbert, P. 2020. Join or Die: Digital Advertising in the Age of Automation. Mill City Press, Inc.
3. Ogilvy, D. 1985. Ogilvy on Advertising. New York City: Vintage.
4. Zyman, S. 2003. The End of Advertising as We Know It. Hoboken: Wiley.

**Syllabus:**

1. Theoretical bases of advertising. Characteristics of the concept, the position of advertising in marketing communication, its functions and goals.
2. Historical development and history of advertising.
3. Advertising industry. The structure of the advertising market and its subjects, their relationships and tasks.
4. Advertising agencies and their types. Advertising agency fees. Organization of work in an advertising agency.
5. Briefing.
6. Advertising planning, elements of advertising plan. Advertising strategy, definition of advertising goals, types of goals. Advertising budgeting models.
7. Creativity and creative tactics in advertising.
8. Media planning. Media properties.
9. Out of home advertising. Product placement.
10. Native advertising.
11. Advertising in social media. Influencer marketing, viral marketing, buz marketing.
12. Evaluation of the effectiveness of the advertising campaign. Testing and measuring the success of advertising.
13. Legislative and ethical aspects in the creation of advertising.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 1

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:** Ing. Katarína Ožvoldová, PhD.

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof.

Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21394/21	<b>Title of course:</b> Brand Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 20% semester work 60% written exam	
<b>Student workload:</b> Workload: 130 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Semester project processing: 20 hours Preparation for written verification of knowledge: 13 hours Preparation for the exam: 32 hours	
<b>Teaching results:</b> By completing the course, students gain knowledge about the brand and its typology, the process of brand management and the position of the brand in the marketing management of the company. They will understand the process of building a brand. They will get acquainted with the process of brand planning and with the criteria for the selection of its elements and with the legal aspects related to the brand. They will gain an overview of new marketing approaches to the brand, the strategy of their own brand. They will gain knowledge about the value chain of the brand, the principles of brand value and the nature and specifics of the internal brand and its strategies. Graduates of the course will be able to prepare the process of brand management as part of the company's marketing management. They will be able to identify and determine the market position of a selected brand, they can prepare a plan for the creation and launch of a new brand, they will be able to implement brand marketing programs and assess the suitability of new trends and approaches in these programs. They will understand the value chain of the brand and the individual stages of brand value creation, they can measure and interpret the performance of the selected brand, while applying qualitative and quantitative methods of research into the value and performance of the brand. They will be able to design and implement a brand strategy, including an internal brand. By completing the course, students will acquire competencies that allow them to apply in managerial positions related to marketing, product and communication activities in all types of companies and specialized marketing workplaces.	

**Indicative content:**

Brand, typology of brands, external and internal brand. Strategic brand management as part of the company's marketing management. Identification and determination of market position and brand value. The process of building a brand. Brand planning. Implementation of brand marketing programs, new marketing approaches to brand creation. Brand marketing communication. Brand value chain. Measuring and interpreting brand performance. Design and implementation of branding strategies.

**Support literature:**

1. CHERNEV, Alexander. Strategic Brand Management. 3. Edition. Cerrebelum Press 3. 2020. 266 p. ISBN 978-1936572625.
2. KELLER, Kevin Lane – SWAMINATHAN, Vanitha. Strategic Brand Management: Building, Measuring, and Managing Brand. 5th edition. New York: Pearson Education, 2019. 624 p. ISBN 9781292314969.
3. ROSENBAUM-ELLIOTT – PERCY, Larry – PERVAN, Simon. Strategic Brand Management. 4. Edition. Oxford: University Press, 2018. 368 p. ISBN 978-0198797807

**Syllabus:**

1. Brand - concept, typology of brands. External and internal brand. Trends in brand concepts.
2. Brand management and strategic brand management.
3. Identification and determination of market position and brand value concept. Brand awareness. Brand image.
4. The process of building a brand. Rebranding.
5. Brand planning. Legal aspects related to the brand.
6. Implementation of brand marketing programs. Custom brand strategies.
7. Marketing communication and brand building.
8. Secondary influences in the process of building a brand and its value. Strategies and processes of influencing the brand.
9. Brand value chain.
10. Measurement and interpretation of brand performance.
11. Design and implementation of branding strategies.
12. Brand management over time, brand management in geographical space.
13. Internal brand. Internal brand strategies.

**Language whose command is required to complete the course:**

English

**Notes:****Assessment of courses**

Total number of evaluated students: 20

A	B	C	D	E	FX
60.0	20.0	10.0	10.0	0.0	0.0

**Lecturer:** Ing. Martin Mravec, PhD.

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof.

Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21219/21	<b>Title of course:</b> Business Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10% continuous semester assessment 10% semester work 80% written exam	
<b>Student workload:</b> Workload: 130 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 10 hours Preparation for written verification of knowledge: 10 hours Preparation for the exam: 48 hours	
<b>Teaching results:</b> By completing the course, students gain knowledge about the characteristics of business markets, their differences from consumer markets, the current perception of value creation in supply networks as the basis of modern business marketing, along with dynamic changes in business relationships in the conditions of Industry 4.0. They will get acquainted with the purchasing system in the company, with the essential activities and decisions of the company in the purchase of all types of inputs to the company. They will gain knowledge about the organization and management of sales in the company, the systems of the sales planning and business activities, the connection of the development of market demand with the processes in the company and the purchasing system; on the role, content and goals of business negotiations, on the roles and activities of sales staff in buying and selling, on the evaluation of sales performance in the company. Graduates of the course will be able to implement the necessary activities and decisions that are part of the company's purchasing system, be able to communicate and cooperate with in-house partners and customers. They understand how to predict the development of sales of business products and process sales plans, along with the link to create a purchasing plan, taking into account the specifics of processes in each company. They will learn how to formulate market offers, how to negotiate and build business relationships from the positions of buyers and sellers of the company, to communicate with business partners in distribution channels and customers. They can process customer portfolio analyzes, monitor customer profitability and the development of customer cycle value.	

Upon successful completion of the course, students will acquire competencies that will enable them to apply for business and business-managerial positions in all types of companies in purchasing activities, marketing activities, positions in sales departments. They can solve problems of strategic and operational nature within the business activities of the company. They will acquire professional adaptability to changes in business relations and an appropriate degree of flexibility in responding to dynamic changes in business partners, they will acquire a proactive approach to the supply market and to the demand market.

**Indicative content:**

Development of business marketing, differences from consumer marketing; particularities of business markets. Value creation and value delivery in a business environment; value creation process, linear, circular economics, SCM / CSCM concept, digitization and robotization, industry 4.0. Business relations and business networks; layering of suppliers, forms of cooperation of companies. Business purchasing decisions and the organization of the business purchasing system; the purchasing policy of the company, the needs of the company and the connection of market demand and purchasing in the company, resource planning and securing resources. Realization of business relations in purchasing in the company, purchasing risks; evaluation of offers, purchase price, evaluation of suppliers and purchasing performance, purchasing negotiations, e-purchasing, internal customers in the company. Market supply creation, market segmentation, business partnerships; PLC, technology life cycle. Organization and management of sales in a business; sales teams, sales team management tools. Sales forecasting and planning; linking sales with in-house processes and in-company purchasing systems. Business negotiations, building business relationships; purchase business negotiation, business negotiation at the sale. Communication with business partners in the distribution channel and customers; direct marketing. Business staff; management tools and means, motivation, remuneration. Evaluation of sales performance, analysis of customer portfolio, customer management. Business activities aimed at strengthening customer loyalty and developing customer relationships.

**Support literature:**

1. HUTT, Michael D. – SPEH, Thomas W. – HOFFMAN, Douglas. Business Marketing Management B2B, 13th Edition. Mason: Cengage Learning, 2023. ISBN 978-0-357-71823-0.
2. SEEBACHER, G. Uwe. B2B Marketing. Cham: Springer Cham, 2021. ISBN 978-3-030-54291-7.

**Syllabus:**

1. The essence and development of business marketing, differences from consumer marketing
2. Value creation and value delivery in the business environment. Industry 4.0.
3. Inter-company relations and business networks
4. Purchasing decisions of the company. Company purchasing system
5. Realization of business relations during the purchase in the company, purchase risks
6. Creation of new market offerings, market segmentation, business partnerships.
7. Organization and sales management in the company.
8. Sales forecasting and planning. Linking sales with in-house processes and in-company purchasing systems.
9. Business negotiations, building business relationships - SRM, CRM, KAM
10. Communication with business partners in the distribution channel and customers.
11. Salesforces.
12. Evaluation of sales performance, analysis of customer portfolio, customer management. Business activities aimed at strengthening customer loyalty and developing customer relationships.
13. Innovations and new trends in business marketing



<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 4					
A	B	C	D	E	FX
50.0	50.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Milan Oreský, PhD., doc. Ing. Róbert Rehák, PhD.					
<b>Date of the latest change:</b> 13.09.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21201/21	<b>Title of course:</b> Business in Practice 2 (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> Teamwork. Term project. Final presentation. Rating: 10% partial presentations 30% processing of semester work 60% final presentation and answers to questions from practice and faculty representatives.	
<b>Student workload:</b> Number of credits: 4 Participation in seminars: 26 h Processing of the semester project: 52 h Preparation for seminars: 26 h	
<b>Teaching results:</b> Be able to apply the theoretical knowledge acquired in lower grades to solve practical tasks assigned by representatives of economic practice. To practice a cognitive approach to solving problems and projects, to adopt work habits, to take responsibility for working in a team, to get to know the business environment, to learn to work in a heterogeneous or interdisciplinary team. Competence - to be able to take responsibility for work in a team, to know how to coordinate cooperation in a team, to be able to analyze a given project, to process a concept, to verify results, to be able to argue and coordinate project tasks, to solve conflicts in a team, to model business situations, to create marketing concepts. Skill – critical thinking, ability to work in a team and analyze the situation, acquire work habits, apply theoretical knowledge to practical activities, keep records, ability to self-reflect.	
<b>Indicative content:</b> Entrepreneurship in practice is focused on the comprehensive practical performance of the student, which is realized in several forms, such as solving projects (project-based learning) in a selected club in the segment of international trade, tourism or marketing and business management. Furthermore, it can be participation in an ERASMUS + study or ERASMUS practice, or another suitable form chosen by the teacher in coordination with the representative of economic practice, including a visit to the workplace or workplaces of a practice partner.	

**Support literature:**

1. CHAFFEY, Dave - ELLIS-CHADWICK, Fiona. Digital Marketing. Vydavateľstvo PEARSON Education Limited, 2022. 560 s. ISBN 978-12-924-0096-9.
2. DANESHJO, Naqibullah. Innovation management. Košice: Publisher Petit s. r. o., 2020. 102 s. ISBN 978-80-971555-6-8.
3. KOTLER, Philip – KELLER, Kevin Lane. Marketing Management. 16th Edition. Pearson, 2021. 832 p. 978-1292404813.
4. GWYNNE, Richards. Warehouse Management: The Definitive Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse, 4th Edition. London: Kogan Page, 2021. 536 p. ISBN 978-1789668407.
5. BERK, Jonathan – DEMARZO, Peter – HARFORD, Jarrad. Fundamentals of Corporate Finance, Global Edition, 5th edition. Harlow: Pearson Education Limited, 2022. ISBN 9781292437156.
6. BLACK, Ken. Business statistics: for contemporary decision making. Danvers : John Wiley & Sons, 2023. 832 s. ISBN 978-11-199-0546-2.
7. HILL, Charles. International Business: Competing in the Global Market Place. 13th ed. Mc Graw-Hill, 2020 (selected chapters), ISBN-13:#978-1260262582.
8. LASSERRE, Philippe. Global Strategic Management. UK: Bloomsbury Academic, 2022. ISBN 9781350932968.
9. FELLMETH, Aaron X. Introduction to International Business Transactions. Cheltenham – Northampton: Edward Elgar Publishing, 2020. 864 s. ISBN: 978-1-83910-741-2.
10. CHRISTOPHER, Martin. Logistics & supply chain management. 4th ed. Harlow: FT Prentice Hall/Pearson Education, 2011. 276 s. ISBN 978-0-273-73112-2.
11. BUTLER, Richard – SUNTIKUL, Wantanee. Tourism and Religion - Issues and Implications. Bristol: Channel View Publications, 2018, 320 p. ISBN 978-1-84541-644-7.
12. BEHRINGER, Stefan. Controlling [online]. Springer Link. 2018. 133 s. ISBN 978-3-658-18380-6. Dostupné na: <https://link.springer.com/book/10.1007/978-3-658-18380-6>.
13. BEIRMAN, David. Restoring tourism destinations in crisis: A strategic marketing approach. London: Routledge, 2020. 304 s. ISBN 9781000247183.
14. DWYER, Larry, FORSYTH, Peter a DWYER, Wayne. Tourism Economics and Policy. Bristol: Channel View Publications, 2020. ISBN 978-1-84541-731-4. DOI: <https://doi.org/10.21832/DWYER7314>.
15. HALL, Colin. Michael - WILLIAMS, Allan. Tourism and Innovation. 2 st Editon. New York: Roulledge, 2019. 260 p. ISBN13: 978-0-415-41404-3 (hbk) ISBN13: 978-0-203-93843-0 (ebk).

**Syllabus:**

Individually according to individual clubs, e.g.

- Assignment of a professional topic and its solution during the semester with the support of the economic practice coordinator.
- Professional lectures and discussion on the issue.
- Discussion of students with a representative of top management and a representative from practice.
- Excursions and tours of the work spaces of a practice partner.
- Work at representative bodies of the Slovak Republic.
- Practical performance in the field of tourism.
- Solving ad hoc problems (assigned by the teacher or representative of economic practice).

**Language whose command is required to complete the course:**

English

**Notes:****Assessment of courses**

Total number of evaluated students: 2

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Peter Drábik, PhD., MSc.**Date of the latest change:** 15.03.2023

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21402/21	<b>Title of course:</b> Category management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 20% semester work 60% written exam	
<b>Student workload:</b> Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation of literary research: 19 hours Preparation for written verification of knowledge: 20 hours Preparation for the exam: 65 hours	
<b>Teaching results:</b> To provide students with a set of knowledge about the category management of its essence and principles, to understand its role in store management and the context of the development of its management with the development of the buyer's shopping behavior; comprehensively analyze categories and apply business activities to the practice of retailers. Knowledge: to understand the issues of category management, its meaning, essence and principles, development, to understand the issues of application of business-marketing principles and the differences in their implementation. Competences: ability to work with information - search for it, select it, independently analyze and synthesize with orientation the ability to independently apply the principles and functions of business within the category of management. Skills: ability to verify and evaluate the use of theoretical approaches to category management in the activities of business entities; ability to apply, critically evaluate the situation in the management of the assortment of the store, to propose solutions to problems of tactical and strategic level.	
<b>Indicative content:</b> 1. Introduction to the category management. 2. Purchase-category management-supply chain relationship. 3. Characteristics of the shopping behavior of the consumer (shopper) in the store.	

4. Placement of product categories in the store according to the needs of the shopper.
5. Methodology of using product group management and store preparation.
6. Defining a category and its role.
7. Evaluation of the category and its strategy.
8. Assortment management methods.
9. Introduction of a pilot proposal for the deployment of the category in the store and its evaluation.
10. Design and creation of the shopping atmosphere of the store.
11. Financial and performance criteria for category evaluation.
12. Identification of categories in the store.
13. Store customer relationship management.

**Support literature:**

1. Weele v. A. Procurement and Supply Chain Management. Hampshire: Cengage Learning EMEA, 2022. 8. vydanie. 420 s. ISBN 978-1473779112.
2. Blokdyk, G. Category Management A Complete Guide Book. San Francisco: 5STARCOOKS, 2020. 225 s. ISBN 978-1867-468585.
3. O'Brien, J. Category Management in Purchasing. London: Kogan Page Ltd., 2019. 520 s. ISBN 978-0749-4826-19.

**Syllabus:**

1. Introduction to the category management. Basic terms. Store space management. Merchandising and category management. Assembling product groups and creating clusters.
2. Purchase-category management-supply chain relationship. Purchasing structure, function and strategy. Supply chain.
3. Characteristics of the shopping behavior of the consumer (shopper) in the store. Socio-economic environment of the buyer. Trends in shopping behavior. New consumer. Tailoring products to shopper' needs.
4. Placement of product categories in the store according to the shopping habits of the consumer. The importance and trends of consumer research. Category as a solution to the buyer's purchasing problem. Strengthening the loyalty of the buyer through the created categories to the store. The importance of the deployment plan for the store.
5. Methodology of using product group management and store preparation. Defining product categories. Category segmentation. Planning decisions about the organization of the store.
6. Defining a category and its role. How to select a category task? Change the category task.
7. Evaluation of the category and its strategy. Analysis of the development of category sales. Tests in the store. Types of category strategies.
8. Assortment management methods. Assortment. Sales Support. The price. Merchandising. Assortment reorganization.
9. Introduction of a pilot proposal for the deployment of the category in the store and its evaluation. Creating a category structure to dynamize the placement of categories. Basics of physical placement of goods. Tracing the buyer around the store. Determining the position and allocating space for shelves.
10. Design and creation of the shopping atmosphere of the store. Basics of design. Store design. Interaction between classic store design and web design.
11. Financial and performance criteria for category evaluation. Profitability and profit indicators of the store, sales area and category.
12. Identification of individual product categories in the store. Buyer needs, content and category definition. Strategy and category image. Shelf layout plan.
13. Store customer relationship management. New competitors and loyal customers. Customer satisfaction and dissatisfaction. Basics of fidelity. Management, strategies and techniques for strengthening loyalty.

<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 2					
A	B	C	D	E	FX
50.0	0.0	50.0	0.0	0.0	0.0
<b>Lecturer:</b> doc. Ing. Jozef Orgonáš, PhD., MBA					
<b>Date of the latest change:</b> 13.09.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21414/21	<b>Title of course:</b> Customer Relationship Management (CRM) (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% active participation, solving practical tasks, continuous verification of knowledge; 60% written exam	
<b>Student workload:</b> Total study load: 104 hours Attendance at seminars: 26 hours Preparation for seminars: 12 hours Preparation for continuous verification of knowledge: 26 hours Preparation for the exam: 40 hours	
<b>Teaching results:</b> The aim of the course is to provide students with a set of knowledge about CRM, its nature and principles. The course is focused on customer relationship management in relation to managerial strategy and practice. The course logically justifies the need to expand management activities in the field of customer relations, determines the structure of relationships, measuring the cost of obtaining and maintaining customer relationships, etc. Knowledge: Students can understand the issue of CRM, its importance, essence and principle, development, understand the role of CRM in the company, understand the issue of CRM application and its principles and differences in its implementation. Competences: Students will be able to work with information - search for it, select it, independently analyze and synthesize with orientation the ability to independently apply the principles and coordinate CRM functions within the company. Skills: Students will have the ability to evaluate the use of theoretical approaches to CRM in the activities of business entities; ability to apply CRM instrumentation on a specific example, critically evaluate the situation, propose solutions to tactical and strategic level problems.	
<b>Indicative content:</b> Basics of CRM concept. Customer relationship management. Advantages and disadvantages of CRM. Environment analysis for CRM. Customer and CRM. CRM and relationship management with key customers. CRM and global customers. CRM mix. Product and service as a CRM tool. Building a customer relationship management system in the company. CRM performance. Competitive environment and CRM. Customer satisfaction and methods of its measurement.	



Socially and socially responsible aspect of CRM. Customer database and database marketing and CRM. Strategic aspect of CRM. The future direction and development tendencies in CRM.

**Support literature:**

1. Pearce M. 2021. Customer Relationship Management: How To Develop and Execute a CRM Strategy. New York: Business Expert Press
2. Werner J., Reinartz, V Kumar. 2012. Customer Relationship Management: Concept, Strategy and Tools. Berlin: Springer.
3. Anderson K., Kerr C. 2001. Customer Relationship Management. United States: McGraw-Hill Education.

**Syllabus:**

1. Introduction to the issue. Basics of CRM concept.
2. Customer relationship management. Advantages and disadvantages of CRM.
3. Analysis of the environment for CRM.
4. Customer and CRM. The process of getting to know the customer. Obtaining customer information. Customer segmentation and CRM.
5. CRM and relationship management with key customers. CRM and global customers.
6. CRM mix. Product and service as a CRM tool.
7. Building a customer relationship management system in the company. CRM performance.
8. Competitive environment and CRM.
9. Customer satisfaction and methods of its measurement.
10. Social and socially responsible aspect of CRM.
11. Customer database and database marketing and CRM.
12. Strategic aspect of CRM.
13. Future direction and development tendencies in CRM.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daño, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21395/21	<b>Title of course:</b> Digital Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20 % - continuous assignments 20% - semestral test 60 % - final exam	
<b>Student workload:</b> Total study load: 130 hours Participation on lectures: 26 hours Participation on seminars: 26 hours Preparation for seminars: 13 hours Continuous assignments: 26 hours Preparation for semestral exam: 13 hours Preparation for final exam: 26 hours	
<b>Teaching results:</b> Students gain an overview of the subject in digital marketing channels and the possibilities of their use in the company's marketing mix. The course identifies digital communication channels and deals with the most used ones. The student gains theoretical knowledge and practical experience with the purchase of Internet media space, approaches to search engine optimization, content and performance management of social networks, affiliate marketing and other digital marketing channels. The graduate of the course will be oriented in the possibilities of digital marketing communication, will master the concepts of digital marketing, will be able to communicate with agencies and suppliers of digital marketing services and will be able to set a comprehensive digital strategy to fulfill a defined business plan. The application of the graduate of the course is in a wide range of companies that present themselves even partially on the Internet, that use the Internet for sales and marketing communication, or that obtain information on the Internet for strategic decisions.	
<b>Indicative content:</b> The course identifies available digital channels and explains approaches to their use for digital marketing. The student acquires orientation in the current possibilities of creating an online presence, display advertising, content distribution across available digital channels, search engine marketing, marketing in advertising networks (GDN), search engine optimization (SEM) and	

native advertising. The course also focuses on programmatic purchasing, RTB (real-time-bidding) networks, affiliate marketing, e-mailing, data mining, processing and application of big data for the needs of digital marketing and the automation of marketing processes.

**Support literature:**

1. CHAFFEY, Dave - ELLIS-CHADWICK, Fiona. Digital Marketing. Vydavateľstvo PEARSON Education Limited, 2022. 560 s. ISBN 978-12-924-0096-9.
2. KINGSNORTH, Simon. Strategie digitálneho marketingu. 1. Vydanie. Vydavateľstvo Lingea, 2022. – 384 s. ISBN 978-80-750-8714-0.
3. WINDY, Jennifer. Digital Marketing Strategy. Vydavateľstvo Jennifer Windy, 2021. 192 s. ISBN 978-17-748-5147-0.

**Syllabus:**

1. Marketing communication on the Internet
2. Identification of digital channels of marketing communication
3. Internet media space and ways of its purchase
4. Search engines and organic position in search (SEO)
5. Search engines and paid position in search (PPC)
6. Social networks as a media channel
7. Content marketing
8. Native advertising
9. Programmatic buying and RTB (real-time-bidding)
10. Affiliate marketing
11. Email marketing
12. Tools for automation in digital marketing
13. Trends in digital marketing

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 10

A	B	C	D	E	FX
60.0	40.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Martin Kuchta, PhD., MBA

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Commerce					
<b>Course code:</b> SS OF/I15_ZP033/22		<b>Title of course:</b> Diploma Thesis Defence			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 25.09.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21400/21	<b>Title of course:</b> E-commerce (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20 % - continuous assignments 20% - semestral test 60 % - final exam	
<b>Student workload:</b> Total study load: 104 hours Participation on lectures: 26 hours Participation on seminars: 26 hours Preparation for seminars: 13 hours Continuous assignments: 13 hours Preparation for final exam: 26 hours	
<b>Teaching results:</b> The Internet has fundamentally changed the way companies sell products and services. Students gain knowledge about the origin and evolution of the Internet and its function and position in the business and marketing activities of the company. Students will get acquainted with e-commerce and e-business, understand the impact of the Internet on traditional marketing and commerce, learn how to create and manage the company's presence internally and what business and distribution models a company can implement in doing business on the Internet. Thanks to the acquired skills, the graduate of the course will find employment in managerial positions in all types of modern companies, in companies with a focus on digital business, in solving managerial and marketing problems and will be able to effectively manage company resources and manage human resources oriented in their work to the digital environment. Graduates of the course will understand the importance of the Internet for the current business strategy of the company, will be able to evaluate new opportunities for the company in the digital environment, will be able to build and manage the distribution strategy of the company connected with digital technologies, will understand the importance of Internet security the Internet.	
<b>Indicative content:</b> E-commerce and E-business serve as an introduction to Internet commerce and explain the importance of the digital environment for today's business. The course explains the origin and history of the Internet, defines and explains business models and concepts of e-commerce, clarifies the infrastructure of www (world-wide-web) environment, deals with building a website, testing,	

personalization and continuous customization, clarifies online security and payment systems, defines marketing concepts and marketing communication in e-commerce, deals with ethical, social and political aspects of e-commerce, explains the electronic sale of goods and services and their promotion in digital media, categorizes social networks and defines B2B trading in the electronic environment.

**Support literature:**

1. KENNETH, C. Laudon - TRAVER G., Carol. E-commerce: business, technology, society. Nakladatel': Pearson Education Limited, 2023. 800 s. ISBN 9781292449722
2. QIN, Zheng - SHUAI, Qinghong – WANG, Guolong – ZHANG, Pu – CAO, Mengyu – CHEN, Mingshi. E-Commerce. Nakladatel': Springer, Berlin, 2022. 424 s. ISBN 9789811964374.
3. YBALLE, Genaro. Ecommerce Business Steps To Get Explosive E-Commerce Sales And Profits: E-Commerce Key Strategies. Vydavateľstvo: Amazon Digital Services LLC - KDP Print US. 2021. 250s. ISBN 9798473988734

**Syllabus:**

1. The Internet and its beginnings
2. E-commerce and business
3. The influence of the Internet on 4P
4. Building an online presence
5. Identification and testing of key website parameters
6. Internet payment systems and their security
7. Types and business models of electronic commerce
8. Marketing concepts of electronic commerce
9. Electronic commerce distribution organization
10. Social networks and consumer interaction
11. Search engines, comparators and aggregators as a necessary part of e-commerce marketing strategy
12. Creation and distribution of content and marketing communication on the Internet
13. Legal and moral aspects of electronic commerce

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 3

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Monika Matušovičová, PhD., Ing. Peter Červenka, PhD., doc. Ing. Martin Kuchta, PhD., MBA

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21398/21	<b>Title of course:</b> Financial and Price Decision Making in Trade (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 80% written exam	
<b>Student workload:</b> Workload: 104 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 10 hours Preparation for written verification of knowledge: 10 hours Preparation for the exam: 32 hours	
<b>Teaching results:</b> By completing the course, students acquire knowledge about the financial management of a business enterprise in the context of the goal or objectives of business. They will get acquainted with the connection of financial planning with business planning and marketing activities in the markets of target customers, with financial controlling and with the use of its tools and procedures in the company. They will gain knowledge about methods, procedures, indicators and their use in analysis and in predicting the financial situation of a business, in a detailed analysis of the effectiveness of marketing expenses and the impact of decisions on pricing strategies and pricing on the company's financial results. Graduates of the course will be able to perform the necessary financial analysis concerning the optimization of financial and property structure of a business, evaluate business efficiency in various areas of business, using appropriate procedures, and especially interpret calculated indicators and results in the context of economic and business goals. They will learn to predict the financial situation of suppliers and customers and then use the information obtained in business relationships. They understand the current approach to the analysis of marketing and business costs of a business and evaluation through partial and synthetic indicators such as customer profitability or profitability of marketing investments. They will be able to evaluate the effects of pricing decisions concerning the company's marketing goals. Upon successful completion of the course, students will acquire competencies that will enable them to apply in business positions operating in more complex and demanding consumer and business markets. They can connect and solve problems of a strategic and operational nature, link the	

financial aspects of business with marketing and business activities, and strengthen their readiness for business negotiations and price negotiations.

**Indicative content:**

Financial management and business development of a business enterprise; specific of commercial enterprises. Business financial management and linking financial planning with business plans and marketing activities in the marketplace; balance sheet, imbalance, net working capital, structure, use of assets and its management. Financial controlling and application of its selected activities in the company; working capital controlling, liquidity controlling, other ratios. Predicting the development of the financial situation of a business enterprise; models, indicators, quick test, Altman's Z score, creditworthiness index. Evaluation of performance as a whole and use of performance indicators of marketing and business activities of the company; economic profit, marketing costs, customer profitability, CLV, ROMI. Decision-making on pricing strategies, in pricing with an impact on the company's financial results; analysis of pricing strategies and tactics. Prices in e-commerce.

**Support literature:**

1. BERK, Jonathan – DEMARZO, Peter – HARFORD, Jarrad. Fundamentals of Corporate Finance, Global Edition, 5th edition. Harlow: Pearson Education Limited, 2022. ISBN 9781292437156.
2. WATSON, Denzil – HEAD, Antony – CHAN, Dora. Corporate Finance: Principles and Practice, 9th edition. Harlow: Pearson Education Limited, 2023. ISBN 9781292450957.
3. FRIDSON, Martin – ALVAREZ, Fernando. Financial Statement Analysis. A Practitioner's Guide, Fifth Edition. Hoboken: John Wiley & Sons Inc. ISBN 1119457149.

**Syllabus:**

1. Financial management and business development of a business enterprise.
2. Principles of financial decision-making and financial management of a business enterprise, capital and financial structure. Business asset management.
3. Basic principles and techniques in finance
4. Financial and controlling and its main activities
5. Application of selected indicators of financial controlling in a business enterprise
6. Prediction of the financial situation of the company
7. Analysis of quantitative results and evaluation of business firm efficiency.
8. Modern methods of evaluating the performance of a business enterprise
9. Performance indicators of marketing and business activities.
10. Evaluation of projects in terms of financial effects
11. Decision-making in the areas of pricing strategies, pricing and the impact on the company's financial indicators
12. Pricing in e-commerce and in specific areas of business
13. Innovations and new trends

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 3

A	B	C	D	E	FX
0.0	100.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Milan Oreský, PhD., Ing. Martin Mravec, PhD.



**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21413/21	<b>Title of course:</b> Healthcare Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% continuous semester assessment 60 % oral exam	
<b>Student workload:</b> Workload: 104 hours Attendance at seminars: 26 hours Preparation for seminars: 17 hours Preparation for the exam: 61 hours	
<b>Teaching results:</b> By completing the course, students will gain knowledge about the specifics of marketing and marketing management in medical facilities. These specifics are mainly given by the function of health care, its primary effort to help other people, the effort to save lives, to improve the quality of life. During the semester, students will get acquainted not only with the theoretical basis of health economics. They get to know the specifics of marketing and marketing management in pharmacy and medical facilities. After completing the course, graduates will acquire marketing management skills with knowledge of the specifics of marketing planning and implementation of strategies in the provision of health services. The acquired knowledge and skills of marketing management of health care will be able to apply in specific areas of health care provision. The graduate of the course will be able to understand the process of marketing management in medical facilities with the possibility of application in specific areas of health care provision. They will learn to use complex solutions of several modern marketing concepts and procedures in health services with an emphasis on improving the customer / patient experience.	
<b>Indicative content:</b> Introduction to healthcare marketing. Health services as an economic good. Health economics and healthcare economics. Pharmaceutical marketing . Specifics of pharmaceutical marketing. Case studies and practical examples. The essence and specifics of healthcare marketing . Development of healthcare marketing . Marketing trends in healthcare. The process of forming a marketing strategy in healthcare. Marketing information system in healthcare. Market segmentation in healthcare marketing. Healthcare consumers. Customer / patient and understanding his behavior. Customer / patient attitudes influencing healthcare marketing. Marketing mix in healthcare. Creating a	

marketing mix of medical equipment. Specifics of marketing communication in healthcare. Digital marketing in healthcare. Marketing management of medical facilities. Implementation of marketing and control of marketing activities of medical facilities. Social marketing. Perception of the value of health from perspective of the consumer / client. Applied health care marketing. Marketing of wellness, spa and public health.

**Support literature:**

1. Gunawardane, G.. 2020. Modern Health Care Marketing. World Scientific Publishing Co
2. Thomas, R. K.. 2020. Marketing Health Services. Chicago: Health Administration Press
3. Wooldridge, B. R., Kerri M Camp. 2018. Healthcare Marketing. Cognella. Inc.
4. Berkowitz, E.N.,2022. Essentials of Health Care Marketing. 4th Edition

**Syllabus:**

1. HEALTH basic concepts and its determinants. Basic principles of health economics.
2. HEALTH SERVICES as an economic good. Demand and supply in health care. Macroeconomic framework for health care. Health economics and healthcare economics. Public health and quality of life.
3. PHARMACEUTICAL MARKETING. Macroenvironment of pharmaceutical industry. Specifics of marketing in pharmaceutical industry. Application of marketing tools and procedures in pharmaceutical industry. Over-the-counter drugs and pharmaceuticals.
4. CASE STUDIES and practical examples for marketing in pharmaceutical industry.
5. HEALTHCARE AS A PART OF MARKETING SERVICES. The essence and specifics of marketing in healthcare. Healthcare marketing and its development. Marketing trends in healthcare.
6. THE PROCESS OF FORMING A MARKETING STRATEGY IN HEALTHCARE. Marketing analysis. Marketing information system in healthcare. Market segmentation in healthcare marketing.
7. CONSUMERS OF HEALTHCARE. Understanding the characteristics of the customer / patient, his behavior and attitudes influencing the healthcare marketing.
8. MARKETING MIX IN HEALTHCARE. Creating a marketing mix of medical equipment. Marketing mix tools. Planning a marketing strategy in the field of healthcare for each segment.
9. MARKETING COMMUNICATION IN MEDICAL FACILITIES. Specifics of the communication mix in healthcare. Planning the communication strategy of the medical facility.
10. DIGITAL MARKETING IN HEALTHCARE. Specifics of digital marketing in healthcare. Integration of digital technologies into the marketing of modern healthcare.
11. MARKETING MANAGEMENT OF MEDICAL FACILITIES. Employee involvement and internal marketing in healthcare marketing. Marketing implementation. The impact of marketing strategies on the quality of health services on the part of providers. Control of marketing activities in a medical facility.
12. SOCIAL MARKETING its role in creating socially desirable behavior in the field of public health. Current perception of the value of health on the part of the consumer / client.
13. APPLIED MARKETING OF HEALTH CARE IN SPECIFIC AREAS such as public health, spa, wellness, etc.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KM OF/OOA21410/21	<b>Title of course:</b> Human Resource Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% active participation, solving practical tasks, continuous verification of knowledge; 60% written exam	
<b>Student workload:</b> Total study load: 104 hours Attendance at seminars: 26 hours Preparation for seminars: 12 hours Preparation for continuous verification of knowledge: 26 hours Preparation for the exam: 40 hours	
<b>Teaching results:</b> <b>Knowledge:</b> by completing the course, students will acquire theoretical and practical knowledge and insights into the main areas of human resource management in a logical sequence and their systemic connection to business management. They will learn to understand and apply individual HR activities as a comprehensive system that helps in achieving the strategic goals of the organization and in meeting the specific needs of the employees. <b>Skills:</b> graduates of the course will acquire conceptual and methodological skills in the main areas of people management in the organization. They will learn to master the methods and techniques of human resource planning, staff selection, recruitment, adaptation, motivation, training and staff development. After the course they will be capable to define problems and critical points in the implementation of HR activities and specify appropriate procedures for their solution. <b>Competences:</b> by completing the course, students will gain the ability to purposefully form and develop professional competencies in the field of human resources in the intentions of the strategic goals of the organization. They will acquire competencies that will enable them to create, design and implement new human resources management programs and policies in connection with current changes in the labor market and economic and social processes.	
<b>Indicative content:</b> The essence and development of human resources management. Main human resource management activities. Consulting in human resources management. Human resources strategy, policy and procedures. Human capital planning and management. Job description and specification. Recruitment and selection of employees. Competence model. Recruitment and adaptation of employees. Adaptation process. Theories of work motivation. Basic rules of remuneration.	

Employee evaluation. Employee training and development. Career planning and management  
Talent management in human resource management. The concept of a learning organization.  
Working conditions and working environment. HR information system. International human  
resources management. Expatriates and their classification.

**Support literature:**

1. Armstrong, M., Taylor, S. 2020. Armstrong’s Handbook of Human Resource Management Practice. London: Kogan Page Ltd.
2. Marchington, M., Wilkinson, A., Donnelly, R. 2020. Human Resource Management at Work. London: Kogan Page Ltd.
3. Taylor, S. 2016. Human Resource Management: People and Organisations. London: Chartered Institute of Personnel&Development.

**Syllabus:**

1. Human resources management. The essence and development of HR management. Human resource management models. Main human resource management activities.
2. Consulting in human resources management. HR consulting companies and temporary employment agencies. Products of human resources consulting companies.
3. Strategic management and planning of human resources. HR strategy, policy and procedures. Human capital planning and management.
4. Work analysis. The essence and content of the analysis of the job in the company. Job description and specification.
5. Recruitment and selection of employees. Selection process and methods of employee selection. Competence model.
6. Recruitment and adaptation of employees. Agenda of the employee. Deployment of staff. Adaptation process.
7. Motivation and remuneration of employees. Theories of work motivation. Basic rules of remuneration.
8. Evaluation of employees. Importance, tasks and goals of employee evaluation. Evaluation of work performance. Evaluation criteria and methods.
9. Education and development of employees. Informal and formal approach to education. Educational methods. Employee career planning and management.
10. Talent management in human resource management. The concept and content of talent management. Talent management process. The concept of a learning organization.
11. Working conditions and working environment. Health and safety at work. Work relations. Components of the work environment. Ergonomics.
12. Technologies in HR management. HR information system. Use of the Internet in human resources.
13. International human resources management. Expatriates and their classification. Culture and cultural differences in the workplace. International human resources strategies.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21393/21	<b>Title of course:</b> Inovative Product Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 20% semester work 60% written exam	
<b>Student workload:</b> Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation of literary research: 19 hours Preparation for written verification of knowledge: 20 hours Preparation for the exam: 65 hours	
<b>Teaching results:</b> By completing the course, students will gain the latest knowledge and understanding of product innovations, their meaning, principles, goals, and innovation management from a macroeconomic perspective - society-wide and microeconomic-business. They will be able to plan, formulate and implement innovative product strategies in the Deming cycle (P-D-C-A) of continuous improvement. They will learn to identify, analyze and manage the various phases and stages of the innovation process in organizations and will be able to practically use progressive innovation-management methods and tools in quantitatively integrated development of new products (products and services) in business and marketing. Emphasis in profiling the graduates of the course is placed on increasing creativity in product innovation processes and their management intensities of smart industry, green economy and market environmentalism. By completing the course, students will gain practical skills for the management of product and service innovation in the focus not only in the field of marketing but also in the broader context of integrated management organization according to ISO standards. In the Deming cycle P-D-C-A, continuous improvement of innovation performance. Graduates will be able to model the innovation potential of the company, implement progressive methodological tools of innovative product management in various phases of the product life cycle and optimize the processes of innovation implementation.	



Graduates of the course will acquire competencies for the performance of innovative market segments. They will be competent to manage innovation teams and coordinate the organization's innovative business environment in the intensities of sustainable production, green growth and the circular economy.

**Indicative content:**

The essence and importance of innovation. Theoretical background. Methodical tools for the preparation of innovations. Innovative management as a comprehensive management tool. More progressive approaches to innovation management. Determining the position of innovation in the target market. Evaluation of competitive advantage. Modeling the innovation potential of the company. Competitiveness of innovated products. Innovative company performance and its measurement. Linking innovation and strategy. Use of modern marketing methods. Information system to support the search for innovative ideas. Search for innovative ideas according to market segments. Internal information sources for finding business ideas.

**Support literature:**

1. DANESHJO, Naqibullah. Innovation management. Košice: Publisher Petit s. r. o., 2020. 102 s. ISBN 978-80-971555-6-8.
2. DANESHJO Naqibullah. Modern methods of managing lean businesses. Košice. Publisher Equilibria, s.r.o., 2023. 113 s. ISBN 978 - 80 - 8143 - 334 – 4.
3. DANESHJO, Naqibullah – MALEGA Peter. Product and Process Innovation in Enterprises. Germany: Publisher RAM-Verlag, 2022. 211s. ISBN 978-3-96595-024-5.
4. MALEGA Peter – DANESHJO, Naqibullah. Industrial production management. Germany: Publisher RAM-Verlag, 2022. 280s. ISBN 978-3-96595-019-1.
5. ANDERSEN Ann louise, – ANDERSEN, Rasmus – BRUNOE, Thomas Ditlev – LARSEN, Maria Stoettrup Schioenning – NIELSEN, Kjeld – NAPOLEONE, Alessia, – KJELDGAARD, Stefan. Towards Sustainable Customization: Bridging Smart Products and Manufacturing Systems. Switzerland: Publisher Springer, 2021. 507s. ISBN 978-3-030-90699-3.

**Syllabus:**

1. The essence and importance of innovations, theoretical background. Basic innovation tips. Basic theses of solved technological areas. Innovations and their importance for the company. Innovative potential of the company.
2. Description of the techniques that give rise to innovation. Methodical tools for the preparation of innovations. Innovative management as a comprehensive management tool. More progressive approaches to innovation management.
3. Determining the position of innovation in the target market. Evaluation of competitive advantage. Production process innovations (process mapping, process streamlining approaches). Product innovations. Integrated product development. Creativity in the innovation process. Sources of topics in innovation.
4. Comprehensive innovation strategy. The impact of marketing on innovation strategy. Innovation of marketing activities.
5. Attributes of innovation (Product Development). Modeling the innovation potential of the company. Competitiveness of innovated products.
6. Methodical tools for the preparation of innovations. S-curve method. Model of innovation potential of a company. Innovative activity of business entities in the Slovak Republic and abroad
7. Influence of product life cycle on marketing and innovation, Innovative marketing. The importance of customer involvement in the innovation process in relation to innovation marketing.
8. Optimization of processes for the implementation of innovations. Management of innovative projects. Planning of innovative projects.

9. Retro-innovations and their market entry. The optimal combination of marketing tools. An innovative marketing tool.
10. Innovative performance of a company and its measurement. Linking innovation and strategy. Use of modern marketing methods.
11. Applications of modern marketing methods, barriers to the use of modern methods for knowledge and understanding of the market, a comprehensive innovation strategy. Its content, objectives and areas.
12. Information system to support the search for innovative ideas. Strategies according to innovative procedures.
13. Search for innovative ideas according to market segments. Internal information sources for finding business ideas.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 11

A	B	C	D	E	FX
54.55	45.45	0.0	0.0	0.0	0.0

**Lecturer:** prof. Ing. Naqibullah Daneshjo, PhD.

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KOP OF/OOE21061/22	<b>Title of course:</b> Labor Law (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40 % active forms of evaluation during semester 60 % final written exam	
<b>Student workload:</b>	
<b>Teaching results:</b> Knowledge: The student understands the importance of Labour law for practical life, understands the hierarchy of legal norms, after completing the course. The student understands the economic context of Labour law. Skills: Ability to orientate oneself in the basic legal regulations of Labour law, which relate to the future profession / business of the graduate. Ability to work with databases of legal regulations (slov-lex.sk, eur-lex.eu) Ability to choose a suitable type of contract and assessment of a simple contract. Competences: The ability to work with effective legislation and the ability to apply legislation to ordinary acts in practice. Ability to read legal norms with knowledge of basic legal concepts and institutes.	
<b>Indicative content:</b> Labour law as a fundamental branch of jurisprudence regulates relations arising in dependent employment. Terms of individual and collective relations. The subject of interest of labour law also includes relations of liability for damage / unjust enrichment and citizens' right to employment. The aim of teaching is primarily the acquisition of basic institutes that are inherent in labour law. The teaching focuses on the basic institutes of labour law, which are then practiced in solving practical case studies. Approximation of legal and illegal interdisciplinary contexts of labour law with special emphasis on economics. The teaching fully reflects the current changes in Covid-19 labour law. In addition to national legislation, emphasis is also placed on the approximation of the international and European context of labour law. Comparison of out-of-court and court settlement of disputes arising from employment relations.	
<b>Support literature:</b> 1. KROPAJ, M., BARTALSKÁ, K. Základy pracovného práva pre ekonómov. Bratislava: Ekonóm, 2. 2014, 165 s.	

3. KROPAJ, M., MAGUROVÁ, H., SLEZÁKOVÁ, A., VETERNÍKOVÁ, M., JURKOVIČOVÁ, L., WINKLER, M., VAČOKOVÁ, L. : Základy pracovného práva pre ekonómov. Wolters Kluwer, Bratislava, 2021
4. BARANCOVÁ, H., SCHRONK, R. Pracovné právo. Bratislava: Sprint 2, 2012, 677 s. ISBN. 978-80-89393-82-4
5. EU Intervention in Domestic Labour Law. 2007. Oxford: Oxford University Press.

**Syllabus:**

1. Labour law in the system of law - concept, subject, function
2. Interdisciplinary contexts of Labour law - private and public law, legal and non-legal aspects of Labour law, Labour law system
3. Sources and scope of Labour law - normative legal acts, collective agreements, internal normative legal acts, technical norms and good morals, material, personal, temporal and territorial scope
4. International and European Labour law - reasons for origin: social, economic, political, legal, international organizations, EU law
5. Principles of Labour law - social rights, liberty of contract and equal protection of the law
6. Subjects of Labour law and legal acts - Labour law subjectivity - employee and employer
7. Labour relation - concept, elements, types of employment
8. Labour contract - creation, change, termination
9. Termination of employment - legal act, legal event, official decision, law - agreement, termination, termination of employment during the probationary period, immediate termination of employment
10. Invalid termination of employment - deadlines, procedural issues
11. Maternity and parental leave - conditions, times, meaning
12. Liability for damage and unjust enrichment - functions, presumptions of liability for damage and unjust enrichment
13. Agreements on work performed outside the employment relationship - agreement on the performance of work, agreement on work activities, agreement on temporary work of students

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 3

A	B	C	D	E	FX
0.0	66.67	33.33	0.0	0.0	0.0

**Lecturer:** JUDr. Ing. Martin Winkler, PhD.

**Date of the latest change:** 31.05.2023

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KOP OF/OOE21073/21	<b>Title of course:</b> Law in Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 4 <b>Per course:</b> 52 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 10 % active participations in seminars 10 % project presentation (presentation of semestral theses) 20 % semestral written test 60 % final written test	
<b>Student workload:</b> Study load: 104 Participation in seminars: 13 Preparation for seminars: 13 Preparation for project presentation (presentation of semestral theses): 19 Preparation for semestral written test: 19 Preparation for final written test: 40	
<b>Teaching results:</b> After completing the course, the student has practical legal information in the field of marketing management, marketing communication, product management, public relations, IT and trade. <b>Knowledge:</b> In a broader context, the student understands more complex legal institutes that relate to marketing and business activities in general, especially in the following areas: <ul style="list-style-type: none"><li>- marketing management and marketing communication,</li><li>- product management,</li><li>- public relations,</li><li>- IT technologies in marketing and</li><li>- trade.</li></ul> <b>Practical Skills:</b> The student understands that the regulation of marketing and business activities is subject to legal regulation, both private law and public law. He/she understands the latest trends in legal regulation and knows how to follow them (European regulation). In a broader context, he/she understands the complexity of the legal regulation of selected marketing and business activities (e.g. online marketing includes aspects of licensing agreements, personal data protection, intellectual property protection, but also the regulation of infrastructure and media). He/she can write a simple contract and identify its essentials.	

**Competencies:**

The student will gain the ability to work with applicable legislation governing marketing and business activities. The student is also able to work with databases of European legislative acts (<https://eur-lex.europa.eu>) and Slovak legislation ([www.slov-lex.sk](http://www.slov-lex.sk)), can find the relevant legislation concerning the regulation of marketing and business activities and can read it with the knowledge of basic legal concepts and institutes.

**Indicative content:**

- intellectual property law
- media law (Act on advertising, Act on audiovision, Act on Broadcasting and Retransmission, Press act etc.),
- protection of personal rights,
- protection of personal Data (GDPR)
- unfair competition
- legal regulation of e-commerce and IT,
- retail sales legislation,
- distribution and logistics regulation,
- legal regulation of the market introduction of products,
- legal regulation of pricing,
- basic contract types used in the field of marketing consulting and communication, public relations and trade

**Support literature:**

1. WINKLER, Martin a kol. Basics of Law. Bratislava: Vydavateľstvo Ekonóm, 2020. 290 s. ISBN 978-80-225-4781-9.
2. AQUINO, Robert David. Introduction to Law. Quezon City: CentralBooks, 2020. 526 s. ISBN 978-621-02-1105-4.
3. GERSEN, Jacob – STECKEL, Joel. The Cambridge Handbook of Marketing and the Law. Cambridge: Cambridge University Press, 2023. 500 s. ISBN 978-11-0847-001-8.
4. GOLDMAN, Eric – TUSHNET, Rebecca. Advertising and Marketing Law: Cases & Materials. California: CreateSpace Independent Publishing Platform, 2020. 813 s. ISBN 979-86-7144-551-0.
5. JORDAN, Paul – BUTCHER, Andrew. International Advertising Law: A Practical Global Guide. Woking: Globe Law & Business Ltd., 2021. 640 s. ISBN 978-17-8742-390-9.
6. LEŠKA, Rudolf. Managing Copyright: Emerging Business Models in the Individual and Collective Management of Rights. Praha: Wolters Kluwer ČR, 2023. 288 s. ISBN 978-80-7676-521-4.

**Syllabus:**

1. The concept, subject and sources of Law in marketing
2. Protection of intellectual property (copyright and rights related to copyright)
3. Protection of intellectual property (industrial rights – designs, trademarks)
4. Media law (Act on advertising, Act on audiovision, Act on Broadcasting and Retransmission, Press Act etc.),
5. Protection of personal rights, personal data protection in marketing communication and in the online marketing
6. Legal regulation of unfair competition
7. Legal regulation of e-commerce and electronic communications
8. Legal regulation of retail sales, provision of services and pricing
9. Legal regulation of distribution, logistics and market introduction of products 1
10. Legal regulation of distribution, logistics and market introduction of products 2
11. Legal regulation of environmental aspects of products and circular economy

12. Contract types used in trade and marketing 1

13. Contract types used in trade and marketing 2

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 13

A	B	C	D	E	FX
76.92	23.08	0.0	0.0	0.0	0.0

**Lecturer:** JUDr. Mgr. Eva Tináková, PhD., JUDr. Ľubomír Zlocha, PhD.

**Date of the latest change:** 14.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KM OF/OOA21399/21	<b>Title of course:</b> Management in Distribution (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 20% semester work 60% written exam	
<b>Student workload:</b> Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Semester project processing: 40 hours Preparation for written verification of knowledge: 26 hours Preparation for the exam: 64 hours	
<b>Teaching results:</b> By completing the course, students gain knowledge about the importance of decision-making in distribution and logistics, the nature and main tasks of distribution management and its connection to other processes of marketing management. They will get acquainted with the basic areas of decision-making and individual types of decisions at the acquisition and logistics level of the distribution system. They will gain an overview of the formalization of the decision-making process, its algorithmization and the application of basic decision-making criteria in the selection of the most suitable alternatives for the implementation of decisions. They will gain knowledge about decision-making in assortment policy, retail sales policy, retail localization policy, basic methods of territorial analysis of retail, criteria for evaluation of distribution channels and distributors in these channels, institutionalization of conflict management, as well as main social and partnership relations and their manifestations in distribution systems. Graduates of the course will be able to prepare and then implement the necessary decisions in the field of acquisition and logistics distribution system, will be able to evaluate the main factors affecting the implementation of these decisions, use the results of marketing analysis, plans and strategies and transform them into appropriate decisions. They will understand the importance of distribution controlling in the process of evaluating the effectiveness of decisions taken and their effectiveness. They understand a comprehensive marketing and technical-technological system for evaluating the performance of the distribution system as a whole.	



Upon successful completion of the course, students will acquire competencies that will allow them to apply in managerial positions, especially manufacturing and business enterprises, in solving the tasks of distribution management. They will apply as managers in various organizational concepts of distribution management - as distribution channel managers, product managers or customer managers. They can solve problems of strategic and operational nature in the territorial analysis of retail and the selection of a suitable location for retail. They will acquire professional flexibility and acquire a systematic, innovative and proactive approach to various situations, their evaluation and solution.

**Indicative content:**

The nature and tasks of distribution management. Areas of decision-making on distribution policy. Decision-making on the acquisition and logistics distribution system. Situational analysis in distribution, distribution goals and strategies, organization of distribution system. Outsourcing in distribution and logistics. Distribution system as an economic and social system. Distribution controlling.

**Support literature:**

1. GWYNNE, Richards. Warehouse Management: The Definitive Guide to Improving Efficiency and Minimizing Costs in the Modern Warehouse, 4th Edition. London: Kogan Page, 2021. 536 p. ISBN 978-1789668407.
2. CHRISTOPHER, Martin. Logistics and Supply Chain Management, 6th Edition. FT Publishing International, 2023. 360 p. ISBN 978-1292416182.
3. MANGAN, John – LALWANI, Chandra, CALATAYUD, Agustina. Global Logistics and Supply Chain Management 4th Edition. Wiley, 2020. 336 p. ISBN 978-1119702993
4. RUSHTON, Alan – CROUCHER, Phil – BAKER, Peter. The Handbook of Logistics and Distribution Management: Understanding the Supply Chain, 7th Edition, Kindle Edition. London: Kogan Page, 2022. 824 p. ISBN 978-1398602045.

**Syllabus:**

1. Theoretical basis of distribution management. The essence, meaning, peculiarities and tasks of distribution management. Organizational concepts of distribution management.
2. Distribution in the marketing mix - mutual connections.
3. Elements and areas of decision-making on distribution policy. Basic model of decision theory in distribution decisions.
4. Situational analysis in distribution, its tasks and methods.
5. Distribution goals, distribution strategies and distribution design.
6. Deciding on the choice of corporate form of intermediaries, deciding on sales policy.
7. Deciding on site selection.
8. Decision-making on assortment policy, assortment strategies, category management.
9. Decision making on logistics. Distribution and logistics centers and their tasks.
10. Modern approaches in distribution management (ECR, Outsourcing, SCM, ...).
11. Distribution system as an economic and social system, evaluation criteria of distribution systems.
12. Social and partnership relations in distribution, conflicts and power in distribution systems.
13. Distribution controlling, functions, distribution controlling process.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 3

A	B	C	D	E	FX
0.0	100.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Peter Drábik, PhD., MSc., doc. Ing. Róbert Reháč, PhD., Ing. Dominika Škerlíková, PhD.

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KM OF/OOA21405/21	<b>Title of course:</b> Management of business firm (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% active participation, solving practical tasks, continuous verification of knowledge; 60% written exam	
<b>Student workload:</b> Total study load: 104 hours Attendance at seminars: 26 hours Preparation for seminars: 12 hours Preparation for continuous verification of knowledge: 26 hours Preparation for the exam: 40 hours	
<b>Teaching results:</b> <b>Knowledge:</b> by completing the course, students will acquire a set of knowledge in the field of management in commerce companies according to the latest approaches, which integrate individual specific disciplines into one comprehensive unit. They will get acquainted with the basic sequential and continuous management functions in the business environment, as well as with the soft determinants of management. They will also acquire knowledge that will enable them to orient themselves in the field of process management and business operation management. <b>Skills:</b> graduates of the course will acquire practical skills of managerial competencies in the field of corporate planning, organization, human resources management, control and decision-making system in a commerce company. They will learn to critically analyze and creatively apply the acquired knowledge in the context of practical definition of business problems of tactical and strategic level. <b>Competences:</b> by successfully finishing the course, students will acquire professional competencies that will allow them to analyze and interpret the individual functional areas of commerce management. They can then understand their advantages and disadvantages when used in practical situations in order to increase the overall prosperity of the company in the conditions of trade globalization. They will be able to creatively apply the acquired knowledge in practice and independently manage business processes.	
<b>Indicative content:</b> The nature and specifics of the business company. Commerce and its perspectives. Development trends of world and European trade. The essence and importance of retailing as internationally understood retail business. International commerce strategies. Management and its functions in	

a commerce company. Planning as a managerial function. Organizing in a commerce company. Organizational structure of a commerce company. Human resource management as a managerial function. Leadership and management of people in a business firm. Groups and teams in commerce management. Conflicts and their resolution. Internal control system of a commerce company. Controlling as a management tool. Decision making in the management process. Retail and wholesale operations. Frequency of customers and its measurement. Social responsibility and business ethics.

**Support literature:**

1. Zanjat, S. N., Karmore, B. S. 2020. Retail management. Saarbrücken: LAP Lambert Academic Publishing.
2. Grewal, D. 2018. Retail Marketing management. New York: Sage Publications Ltd.
3. Berman, B., Evans, J., Chatterjee, P. 2017. Retail Management: A Strategic Approach. London: Pearson Education.

**Syllabus:**

1. The nature and specifics of commerce company’s activities. Nature and characteristics of trade. The meaning and function of commerce. Commerce and its perspectives.
2. Development trends of world and European commerce. Importance of individual development tendencies, signs and their manifestations on the market.
3. International expansion of commerce companies. The essence and importance of retailing as an internationally understood retail. International business strategies.
4. Management and its functions in a commerce company. Sequential and continuous managerial functions. Tools and techniques of modern management.
5. Planning as a managerial function. Basic types of plans and their content in a commerce firm.
6. Organizing in a commerce company. Organizational structure of a commerce company. Main forms of organizational structuring.
7. Human resources management as a managerial function. The main activities of human resource management in a commerce firm.
8. Leadership and management of people in a commerce firm. Manager competencies and management styles. The essence and techniques of time management.
9. Groups and teams in commerce management. Group formation and structure. Types of teams. Conflicts and their resolution.
10. Control in a commerce firm. Process and types of control. Internal control system of a commerce company. Controlling as a management tool.
11. Decision making in the management process. Classification of decision - making processes. Methods and styles of decision making. The main decisions of a commerce firm.
12. Business and operational operations. Retail and wholesale operations. Frequency of customers and its measurement.
13. Business ethics. Ethics in management. Ethics as a part of the organizational culture of a business company.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21397/21	<b>Title of course:</b> Managerial Decision Making in Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 20% semester work 60% written exam	
<b>Student workload:</b> Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation of literary research: 19 hours Preparation for written verification of knowledge: 20 hours Preparation for the exam: 65 hours	
<b>Teaching results:</b> Knowledge: Graduates of the course will learn to work with the most complex and at the same time the most important stage of marketing management, which is a decision-making. The graduate of the course will gain knowledge about qualitative and quantitative methods used in marketing management. The subject is taught in seminars on the basis of solving practical situations with a focus on the chosen industry (e.g., decide on which segments the company should focus on, whether advertising will be effective for the company in relation to costs; similar situations). Graduates will also be introduced to simple predictions in marketing. Competences: The graduate will be able to formulate a research question and design a research for its examination using empirical methods. They will be able to make decisions based on data analysis and will be familiar with individual marketing areas and tools. Skills: The graduate can decide on the choice of method of data collection and their detailed analysis. They will master the methods of data processing, can use R software for their decision-making in empirical research. They will be able to independently develop their knowledge in statistical methods and to use modern software, understand empirical studies in marketing and be able to use them in new areas.	
<b>Indicative content:</b>	

The concept and essence of decision making, situations in decision making. Qualitative methods: brainstorming and its modifications, creative techniques, Delphi method, scenarios. Quantitative methods: logistic regression, decision trees, factor analysis, cluster analysis. Predictions in time series.

**Support literature:**

1. BLACK, Ken. Business statistics: for contemporary decision making. Danvers : John Wiley & Sons, 2023. 832 s. ISBN 978-11-199-0546-2.
2. HAIR, Joseph et al. Essentials of Business Research Methods. New York : Routledge, 2023. 508 s. ISBN 978-10-324-2628-0.
3. HEUMANN, Christian – SCHOMAKER, Michael. Introduction to Statistics and Data Analysis. Cham : Springer Nature. 584 s. ISBN 978-30-311-1833-3.
4. PACZKOWSKI, Walter. Business Analytics. Data Science for Business Problems. Cham : Springer Nature, 2021. 387 s. ISBN 978-30-3087-023-2.
5. WICKHAM, Hadley – CETINKAYA-RUNDEL, Mine – GROLEMUND, Garrett. R for data science. Sebastopol : O'Reilly Media, 2023. 578 s. ISBN 978-14-920-9736-5.

**Syllabus:**

1. Introduction to decision-making. The concept and essence of decision making and its importance in the process of marketing management. Situations in decision making. Decision styles. Conflicts in decision making.
2. Qualitative methods in decision making, concept, essence, typology. Delphi method. Scenario method. Panel discussion.
3. Creative techniques in decision making, concept, essence, typology. Brainstorming and its modification. Mind map. Thought chairs. Thought hats.
4. Data mining, machine learning, statistical classification – basic concepts, goals, tasks and methods.
5. Introduction to the program R. Data preparation for analysis (coding, work with missing values, standardization).
6. Decision trees (entropy, information gain, Gini index), branching based on chi-square test.
7. Principal component analysis (use, interpretation of results).
8. Exploratory and confirmatory factor analysis (introduction, use, interpretation of results).
9. Cluster analysis (introduction, clustering procedures and clustering methods).
10. Cluster analysis (introduction, clustering procedures and clustering methods).
11. Logistic regression (introduction, binary logistic regression, model with continuous variables, multiple logistic regression).
12. Logistic regression (introduction, binary logistic regression, model with continuous variables, multiple logistic regression).
13. Introduction to time series forecasting.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 3

A	B	C	D	E	FX
0.0	0.0	100.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Eduard Baumöhl, PhD., Ing. Marián Čvirik, PhD., Ing. Marek Kukura, PhD.

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21404/21	<b>Title of course:</b> Marketing Consulting and Outsourcing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 6	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 20% semester work 60% written exam	
<b>Student workload:</b> Workload: 156 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Elaboration of a semester project: 13 hours Preparation for written verification of knowledge: 26 hours Preparation for the exam: 52 hours	
<b>Teaching results:</b> By completing the course, students gain knowledge about the essence of marketing consulting and its position in economic consulting and other consulting disciplines. They will get acquainted with individual approaches to counseling, procedures used in counseling and with counseling entities. They will gain knowledge about the positions and types of marketing consultants as bearers of consulting performance and their professional flexibility. They will get acquainted with the possibilities of marketing outsourcing as part of consulting. Graduates of the course will be able to implement the necessary counseling performance using appropriate counseling metrics and models. They will learn to design and evaluate the effectiveness of outsourcing marketing operations and programs. They understand the complex counseling process. They can solve various tasks and problems of clients related to marketing and business management using appropriate consulting metrics and outsourcing approach. Upon successful completion of the course, students will acquire competencies that will enable them to apply in consulting positions in all types of consulting organizations, in specialized marketing entities or as individual consultants. They will be able to solve problems of strategic and operational nature of companies. They will acquire a systematic, innovative and proactive approach to various business, managerial and marketing situations, their evaluation and solution. They will acquire professional flexibility and ethics.	
<b>Indicative content:</b>	

Introduction to marketing consulting. Economic, management and marketing consulting. industry and market consulting. Approaches to counseling. Consulting entities. Management and marketing of consulting entities. Consulting models. Consulting metrics. Typology of marketing consulting. Outsourcing. Benefits and risks of outsourcing. Models and outsourcing management. Outsourcing as consulting.

**Support literature:**

1. BAAIJ, Marc G. Introduction to Management Consultancy. SAGE Publications Ltd., 2022. 376 p. ISBN 1529758424
2. CALVERT, Markham. Art of Consultancy. Legend Press Ltd, 2020. 288 p. ISBN 1789550815
3. GALFORD, Robert – GREEN, Charles. The Trusted Advisor: 20th Anniversary Edition. FREE PR, 2021. 336 p. ISBN 1982157100
4. GALLIMORE, Derek. Inside Outsourcing: How Remote Work, Offshoring & Global Employment is Changing the World. Outsource Accelerator, 2022. 472 p. ISBN 978-1739623005
5. WICKHAM, Louise – WILCOCK, Jeremy. Business and management Consulting. Sixth Edition. Pearson, 2020. 310 p. ISBN 978-1-292-25949-9

**Syllabus:**

1. Consulting - concept, essence, meaning and use. Economic, management and marketing consulting. History of consulting. Approaches to modern consulting. Critique of consulting.
2. Sectoral approach to counseling. Consulting services market. Business environment of consulting entities. Clients of consulting entities.
3. Consulting organizations. Breakdown of consulting organizations. Consulting organizations as professional companies. Specialized consulting organizations.
4. Counselors as holders of counseling. Typology of advisors. Marketing consultant. Consulting competencies. Consulting performance.
5. Professional flexibility and ethics of the consultant. Counselor training.
6. Counseling models and counseling process.
7. Consulting metrics.
8. General marketing consulting.
9. Specialized marketing consulting.
10. Outsourcing - concept, essence. History of outsourcing. Breakdown of outsourcing.
11. Strategic and operational benefits and risks of outsourcing. Outsourcing risk management model.
12. Outsourcing process. Outsourcing process models. Outsourcing management. Outsourcing contract.
13. Areas of use of outsourcing in marketing. Trends in marketing outsourcing.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 2

A	B	C	D	E	FX
50.0	50.0	0.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development

and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21396/21	<b>Title of course:</b> Marketing Management (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 8	
<b>Recommended semester/trimester of study:</b> 1.	
<b>Degree of study:</b> II., N	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% continuous semester assessment 20% semester work 60% written exam	
<b>Student workload:</b> Workload: 208 hours Attendance at lectures: 26 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Elaboration of a semester project: 26 hours Preparation of literary research: 19 hours Preparation for written verification of knowledge: 20 hours Preparation for the exam: 65 hours	
<b>Teaching results:</b> By completing the course, students gain knowledge about the essence of marketing management and its position in other management processes in the company. They will get acquainted with the individual stages and tools of marketing management and with specific management systems that are related to management processes in marketing. They will gain knowledge about the positions of marketing manager and marketing controller as carriers of processes, tools and systems of marketing management and about their professional flexibility. Graduates of the course will be able to implement the necessary marketing analyzes, compile marketing predictions, plans and strategies and put them into practice. They will learn to predict various marketing situations, evaluate the effectiveness of marketing operations, programs and tasks and control them. They understand a comprehensive marketing system for evaluating business performance. They can coordinate individual departments in the company in terms of key elements of business and entrepreneurial activity, t. j. customers and competitors and participate in projects of various orientations. Upon successful completion of the course, students will acquire competencies that will enable them to apply in managerial positions in all types of companies, in solving tasks of marketing and managerial nature, as well as in working with human and other available corporate resources based on appropriate managerial communication, flexible organization and application. appropriate	

decision-making styles with regard to the sustainability and social responsibility of marketing and managerial activities of companies. They can solve problems of strategic and operational nature. They will acquire professional flexibility and acquire a systematic, innovative and proactive approach to various business and entrepreneurial situations, their evaluation and solution.

**Indicative content:**

Introduction to marketing management. Marketing analyzes: situation analysis, industry analysis, market analysis, customer and segmentation analyzes, competitive analysis, benchmarking; product portfolio analysis; analysis of internal resources. Marketing planning: hierarchy of marketing plans; strategic marketing plan / execution marketing plan; creation of marketing strategies: customer strategies, competitive strategies / competitive advantage/value chain; value and its creation; creation of marketing programs; evaluation of marketing strategies. Marketing implementation: process, corporate culture, human resources, implementation tools. Controlling: types of marketing control, strategic and operational control, Balanced scorecard. Organizing and making decisions. Marketing controller and marketing manager and their professional competencies.

**Support literature:**

1. KOTLER, Philip – KELLER, Kevin Lane. Marketing Management. 16th Edition. Pearson, 2021. 832 p. 978-1292404813
2. PALMATIER, Robert. Marketing Strategy: Based on First Principles and Data Analytics. Red Globe, 350 p. ISBN 9781352011463
3. SCHÜLLER, Katharina. Marketing Analytics. Berlin and Heidelberg: Springer-Verlag GmbH & Co. KG, 2021. 261 p. ISBN 3658338083
4. SPENCER, Santino. Marketing Metrics: 3-in-1 Guide to Master Marketing Analytics, Key Performance Indicators (KPI's) & Marketing Automation (Marketing Management). Ingram Spark, 2023. 184 p. ISBN 978 -1088204818
5. THAICHON, Park – QUACH, Sara. Artificial Intelligence for Marketing Management. New York: Taylor & Francis Group, 2023. 145 p. ISBN 9781003280392

**Syllabus:**

1. Marketing management - essence and stages. Origin and development of marketing management. Strategic marketing and its position in marketing management. Trends in marketing management.
2. Strategic situation analysis in marketing management. External situation analysis. Internal situation analysis.
3. Customer analysis. The essence and methods of customer analysis. Segmentation analyzes as part of customer analyzes. Importance of customer analyzes.
4. Competition, concept, essence, typology. Competitive analyzes and their methods in marketing management. Value string. Competitive advantage. Sources of competitive advantage. Value as a source of competitive advantage.
5. Portfolio analysis in marketing management.
6. Marketing planning. Types and hierarchy of marketing plans. Marketing planning process.
7. Marketing strategies. Typology of marketing strategies. Creation of marketing strategies and programs. Evaluation of marketing strategies.
8. Implementation of marketing plans and strategies. Implementation process as a part of marketing management. Conditions of the implementation process as a part of marketing management, corporate culture, availability of resources, corporate flexibility.
9. Marketing control and controlling. Types of marketing control and responsibility. Marketing controlling, nature and types. Strategic marketing controlling. Operational marketing controlling.
10. Organizing as a managerial function in marketing.
11. Decision making as a managerial function in marketing. Prediction in marketing management.

12. Organization and institutionalization of marketing management. Marketing manager and marketing controller, profile and professional competencies. Marketing department. Marketing controlling department. Marketing outsourcing.  
13. Modern marketing management systems. Benchmarking. Balanced scorecard.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 12

A	B	C	D	E	FX
58.33	16.67	25.0	0.0	0.0	0.0

**Lecturer:** Ing. Martin Mravec, PhD.

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21412/21	<b>Title of course:</b> Marketing of Cities (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% elaboration of semester assignments 60% written exam	
<b>Student workload:</b> Workload: 104 hours Attendance at lectures: 0 hours Attendance at seminars: 26 hours Preparation for seminars: 16 hours Elaboration of a semester assignments: 20 hours Preparation for the exam: 42 hours	
<b>Teaching results:</b> By completing the course Marketing of Towns and Municipalities, students acquire knowledge about the process of implementing marketing instruments at the level of local government. In particular, students will get acquainted with the concepts of marketing of cities and municipalities, reforms of modernization of local government, strategic and development documents of cities and municipalities. The knowledge that students acquire is based on selected areas of marketing, strategic marketing, regional policy, financial policy and is applied from the perspective of a marketing manager. Graduates of the course will learn to analyze and evaluate the process of applying marketing tools, identify target groups, consumer purchasing decisions, interpret it and formulate recommendations for managerial decisions. Students are able to formulate thought units, prepare in teams, but also independently written documents evaluating the impact of internal and external factors on the behavior of target segments of cities and municipalities. Graduates will also acquire skills in the implementation of case studies focused on marketing management of local government. Upon successful completion of the course, students will acquire competencies that will enable them to analyze the needs of target groups of cities and municipalities, process strategic and marketing documents, prepare and manage development projects, participate in international and inter-municipal cooperation.	
<b>Indicative content:</b> Background and history of marketing cities and municipalities. Typology of towns and villages. Reforms and modernization of territorial self-government in the Slovak Republic. Analysis of the	

marketing environment of cities and municipalities. Targeted marketing. Strategic and marketing planning at the level of local government. The product of the city and the municipality. Price - revenues, expenditures, sources of financing of cities and municipalities. EU regional policy and financing of cities and municipalities through EU structural funds. Availability. Transport and technical infrastructure of towns and villages. Marketing communication of towns and villages. International and inter-municipal cooperation of cities and municipalities

**Support literature:**

1. Baker, B. 2019. Place Branding for Small Cities, Regions and Downtowns. Ouray: AxiaCreative.
2. Cathelat, B. 2019. Smart Cities: Shaping The Society of 2030. Paris: UNESCO Publishing.
3. Bobek, V. 2017. Management of Cities and Regions. Rijeka: IntechOpen.
4. Girard, L. F. 2016. Sustainable City and Creativity. New York: Routledge.

**Syllabus:**

1. Marketing of cities and municipalities. Background and history of marketing of cities and municipalities. Definition of basic terms. Importance and role of territorial self-government.
2. Typology of towns and villages. Concepts of marketing of cities and municipalities. Reforms and modernization of territorial self-government in the Slovak Republic.
3. Analysis of the marketing macroenvironment of cities and municipalities - starting points and trends in the future development of demographic, economic, technological, natural, cultural and political-legal environment.
4. Analysis of the marketing microenvironment of towns and municipalities with emphasis on understanding the individual components of the internal and external microenvironment at the level of towns and municipalities.
5. Targeted marketing in the environment of cities and municipalities. Market segmentation and definition and identification of target groups of cities and municipalities.
6. Strategic and marketing planning at the level of local government. Strategic and development documents of cities and municipalities.
7. Product of the city and municipality. Examples and presentation of successful products of the area for individual target segments operating in cities and municipalities.
8. Price. Revenues and expenditures of local government. Sources of financing public needs. City / municipal budget.
9. EU regional policy and financing of cities and municipalities through EU structural funds. Examples and presentation of successful projects financed from EU funds.
10. Place. Distribution. Availability. Transport and technical infrastructure of towns and villages. Industrial parks.
11. Marketing communication of cities and municipalities. Online marketing communication. Examples and presentation of successful and effective marketing communication of cities and municipalities.
12. International cooperation of cities and municipalities. Foreign partnerships of cities and municipalities. Examples and presentation of successful cross-border projects.
13. Inter-municipal cooperation. Partnerships of cities and municipalities. Examples and presentation of successful inter-municipal projects..

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0



A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:**

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21411/21	<b>Title of course:</b> Media relations (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% - continuous semester assessment 20% - semester paper 60% - written examination	
<b>Student workload:</b> Workload: 104 hours Attendance at lectures: 0 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Elaboration of a semester project: 35 hours Preparation for the exam: 30 hours	
<b>Teaching results:</b> By completing the course of media relations, students gain a wide knowledge of the work of journalists and understand the operation of the media. They will learn to perceive the principles of effective media work and impact. They will understand how journalists work, how they obtain information and how they process it. They will realise the importance of the media in shaping public opinion. Students will learn to work with individual media relations tools in order to communicate effectively. They will understand the differences between traditional and new media on the Internet. They will get acquainted with the media approach and start to use and communicate with every type of media so that the organization on behalf of which they communicate benefits. Students will write a press release on the chosen topic. They will learn how to prepare to communicate with a journalist and to conduct communication as such. They will know the principles of crisis communication in the media and the possibilities offered by such crisis communication. At the same time, they will gain an overview of media legislation, especially the press law and the tools of protection of both the media consumer and the journalist. Graduates of the course will be able to plan, conduct and evaluate communication with the media. They will understand the specifics of different forms of media communication, their possibilities and risks. They are able to write good and media interesting products for the media, in order to acquire expected media outputs. They can communicate with the media through journalists fully and effectively. In the case of crisis communication, they will perceive not only its risks, but also the opportunities that bring good relations with the journalists and an understanding of their work.	

Graduates will understand not only the possibilities of traditional, but also new media, and they will be able to prepare tailor-made media outputs for each type of media.

Upon successful completion of the course, students acquire competencies that will enable them to apply in various positions in the field of internal and external communication at the level of the organization as well as a specialized agency. They can solve problems of strategic and operational nature. They will acquire professional flexibility and acquire a systematic, innovative and proactive approach to various business and media situations, their evaluation and solution. They will be ready to work in junior positions in communication and PR departments on the part of clients as well as specialised PR and communication agencies. The completion of the course will provide them with the knowledge for further professional growth, with a medium-term perspective to act as spokesperson or PR manager, possibly also as a journalist.

**Indicative content:**

Media relations definitions. Journalists and media in Slovakia. Media environment. Traditional versus new media. Media on the Internet. Press release. Press conference. Individual work with journalists. Agenda setting. Content marketing and native advertising. Write a press release. How and when to hold a press conference. Media-PR relationship. Work of spokesperson/PR manager. Principles of effective communication with journalists. Preparation to communicate with the media. Crisis communication in the media. Media legislation. Press law.

**Support literature:**

1. Kurtz, H. 2018. Media Madness. New Jersey. Regnery Publishing.
2. Johnston, J. 2012. Media Relations. Routledge.
3. Williams, J. 2016. Social Media: Marketing Strategies for Rapid Growth Using: Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube. Create Space Independent Publishing Platform.
4. Pomerantsev, P. 2019. This is not Propaganda. London: Faber&Faber Limited. 2019.

**Syllabus:**

1. Introduction to media relations. Characteristics of basic concepts at media relations. Media relations as important part of PR communication.
2. Media environment in Slovakia. Media developments to the present day.
3. Traditional versus new media – characteristics. The system of work and the differences between the two types of media. Media on the Internet.
4. Map of media relations tools. Press release. Press conference. Agenda settings. Advertorials. Native advertising. Content marketing.
5. Press release definition. Relevant topics for writing press release. Act of writing. Communication with journalists after the sending-off. Good and bad examples of press releases. Write your own press release.
6. Press conference definition. Importance of a press conference in media relations. Principles of organizing of the press conference.
7. Individual work and communication with journalists – principles.
8. Media vs. PR - description of the relationship. Flow of information between these two parties. Mutual cooperation vs. rivalry.
9. The work of a journalist - a daily schedule. System of work in the editorial office. Information gathering, resource protection. Facts checking. Editing.
10. The role of spokesperson and PR manager - in the context of media relations. Position of spokesperson and manager in the structure of the organization. Spokesperson/PR Manager vs. Journalist relationship. Principles of effective communication.
11. Preparation for communication with journalists, especially for media appearances. Media training.
12. Crisis communication in the media.

13. Media legislation in Slovakia. Media ethics. Regulators. Press law – right of rectification, right of reply and right of additional notification.					
<b>Language whose command is required to complete the course:</b> English					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Katarína Ožvoldová, PhD.					
<b>Date of the latest change:</b> 13.09.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21406/21	<b>Title of course:</b> Multimedia in Trade (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% active participation, solving practical tasks, continuous verification of knowledge; 60% written exam	
<b>Student workload:</b> Total study load: 78 hours Attendance at seminars: 26 hours Preparation for seminars: 12 hours Preparation for continuous verification of knowledge: 13 hours Preparation for the exam: 27 hours	
<b>Teaching results:</b> The student will be familiar with the topic of multimedia in terms of media types and in terms of media formats. The course explains the ownership structure of selected types of media, trends in the consumption of selected media by consumers, the extent of use of media types for marketing purposes and defines trends that affect the development of selected types of media. The graduate of the course acquires an overview of the Slovak media market, is familiar with the pricing of the media space and is able to identify suitable media channels for the company's communication strategy. The graduate will also gain practical experience with selected media formats and understand the possibilities of their use for marketing and advertising purposes. Thanks to the acquired knowledge, the graduate of the course can apply for a job position in a wide range of companies that use the media space of defined types of media for the execution of advertising campaigns and marketing communication.	
<b>Indicative content:</b> The media as a provider of media space is an integral part of marketing communication. The course focuses on media types television, radio, print, out of home, cinemas and the Internet. It explains the history of mass media in Slovakia, the current ownership structure, the method of purchasing media space, formulas and calculations of media space prices, formulas and calculations of the most important indicators of mass media performance and last but not least the impact of digitalization on particular types of media. The course also identifies the basic media formats, which can include text, stable image, audio and video. It explains the use of defined formats in the mass media, how to prepare for their creation, production and distribution across selected media channels.	

**Support literature:**

1. Turow, J. (2019). Media Today: Mass Communication in a Converging World. Milton: Routledge.
2. McDougall, J., & Pollard, C. (2019). Media Studies: The Basics (2nd ed.). Routledge.
3. Ott, B. L., & Mack, R. L. (2020). Critical media studies: An introduction. John Wiley & Sons.
4. Miller, C.H. (2019). Digital Storytelling: A creator's guide to interactive entertainment (4th ed.). CRC Press.
5. Lacombe, P., Feraud, G., & Riviere, C. (2019). Writing an Interactive Story (1st ed.). CRC Press.
6. Friedmann, A. (2014). Writing for Visual Media (4th ed.). Routledge.

**Syllabus:**

1. Two point of views on multimedia
2. Categorization of media in terms of media types
3. Television as a media channel
4. Radio
5. Print media
6. Out of home advertising space
7. Cinemas
8. The impact of digitization on selected types of media
9. Categorization of media in terms of media formats
10. Text
11. Pictures
12. Videos
13. Audio

**Language whose command is required to complete the course:**

English

**Notes:****Assessment of courses**

Total number of evaluated students: 0

A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Martin Kuchta, PhD., MBA

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21228/21	<b>Title of course:</b> Project Management in Marketing (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week: 2 Per course: 26</b> <b>Method of study:</b> present	
<b>Number of credits:</b> 3	
<b>Recommended semester/trimester of study:</b> 2.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% semester work 60% written exam	
<b>Student workload:</b> Workload: 78 hours Attendance at lectures: 0 hours Attendance at seminars: 26 hours Preparation for seminars: 6.5 hours Semester project processing: 6.5 hours Preparation for written verification of knowledge: 0 hours Preparation for the exam: 39 hours	
<b>Teaching results:</b> By completing the course, students gain knowledge in the field of project management in the areas of marketing. They will have an overview of the principle of preparing projects for the needs of marketing goals. They will gain knowledge about the form of writing project applications, project management, financing, budgeting, evaluation of project activities and its successful completion. After completing the course, students should be able to apply the knowledge in the field of middle management for the field of project management. They will be able to submit the project, determine its funding - budgeting and evaluate its results. By completing the course, students will acquire competencies, based on which they will be able to search for opportunities in the market as well as respond to market challenges.	
<b>Indicative content:</b> Project characteristics and peculiarities of marketing projects, project management, team project management, formulation of topics, methods and procedures of evaluation of marketing projects, indicators and procedures focused on operational goals and company-wide financial goals, methods and procedures of evaluation of customer perception, marketing indicators and procedures focused on for customers, methods and procedures for evaluating pricing strategies, groups of indicators and procedures focused on the product and product portfolio, methods for evaluating marketing activities in advertising media, evaluation of sales support, sales and distribution channel management, processing of summary evaluation of marketing project, evaluation of processing assignments and tasks to simulate the evaluation of marketing projects.	

**Support literature:**

1. Artiukhov, A., Reháč, R.: Project Management in Marketing, skriptum – v spracovaní, plán vydania do decembra 2024

**Syllabus:**

1. Project characteristics, project categories, innovative projects. Peculiarities of marketing projects, management in design.
2. Project management, team project management, principles and design process, project phases.
3. Formulation of topics, assignments and focus of marketing projects to simulate the use of marketing project evaluation methods
4. Methods and procedures of evaluation of marketing projects. Indicators and procedures focused on operational goals as well as company-wide financial goals.
5. Methods and procedures for evaluating the share of customer perception, market share and competitive position.
6. Marketing indicators and procedures focused on customers, profitability and customer value for the company.
7. Methods and procedures for evaluating pricing strategies
8. Groups of indicators and procedures oriented to the product and product portfolio.
9. Methods of evaluating marketing activities in advertising media, on the Internet and through social media.
10. Evaluation of sales support, sales and management of distribution channels
11. Elaboration of a summary evaluation of a marketing project
12. Evaluation of processing assignments and tasks to simulate the evaluation of marketing projects.
13. New procedures and trends in the field of evaluating the success of marketing projects.

**Language whose command is required to complete the course:**

Slovak

**Notes:**

- selected lectures will be presented by representatives of practice

**Assessment of courses**

Total number of evaluated students: 2

A	B	C	D	E	FX
100.0	0.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Ing. Milan Oreský, PhD., doc. Ing. Róbert Reháč, PhD.

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21409/21	<b>Title of course:</b> Public relations (in English)
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 4	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 20% - continuous semester assessment 20% - semester paper 60% - written examination	
<b>Student workload:</b> Workload: 104 hours Attendance at lectures: 0 hours Attendance at seminars: 26 hours Preparation for seminars: 13 hours Elaboration of a semester project: 35 hours Preparation for the exam: 30 hours	
<b>Teaching results:</b> By completing the course, students gain a wide knowledge about the essence of public relations, as one of the effective and strategic tools of reputational management. They will get acquainted with the most important tools of public relations, gain knowledge about the planning and process of PR communication, including its evaluation. They will also become familiar with the both basic parts of PR - internal and external communication. As part of external communication, they will acquire overview of the most important media relations tools and techniques. They will also gain knowledge about the principles and characteristics of crisis communication, as well as communication in terms of public affairs and lobbying. They will learn about the work of PR professionals in various positions. They will gain knowledge of PR communication tools in the online space, with an emphasis on the specifics of new media and communication channels – blogs, podcasts, social networks. Graduates of the course will be able to analyze, plan, conduct and evaluate effective strategic PR communication. They will understand the specifics of different forms of PR communication, their possibilities and risks. They can write brief for an external PR agency. They are also able to communicate fully and effectively either with the management in their organisation, or with the media. In case of crisis communication, they perceive not only its threats, but also its opportunities. They understand new trends in PR, have the competence to communicate and benefit from new media in the online space.	

Upon successful completion of the course students will acquire competences that will enable them to apply in various positions in the field of internal and external communication in all types of companies, both on the client's site and in the agencies. They can solve problems of strategic and operational nature. They will acquire professional flexibility and acquire a systematic, innovative and proactive approach to various business and communication situations, their evaluation and solution. They will be ready to work in junior positions in communication and PR departments on the part of clients as well as specialised PR and communication agencies.

**Indicative content:**

Introduction to public relations. PR in the past. Place PR in the marketing and communication mix. Public relations tools and their use. Communication process in PR. Internal communication and its characteristics. Media relations in the context of the work of both a journalist and a PR communicator. Principles of effective communication and working with the media. Principles of effective crisis communication. The spokesperson, roles and responsibilities. Job of PR manager. Public affairs. Lobbying. Online PR. Specifics and tools of online communication. New media. Web sites. Blogs. Social networks. Podcasts. Place of PR in the business organization. Work in PR – inhouse PR department, outsourcing. Evaluation of PR process.

**Support literature:**

1. Bowen, S. A.; Martin, T. R.; Rawlins, B.. 2019. An Overview of the Public Relations Function. Hampton: Business Expert Press.
2. Erdemir, A. 2018. Reputation Management Techniques in Public Relations. Hershey: IGI Global.
3. Thurlow, A.. 2019. Social media, organizational identity and public relations: the challenge of authenticity. Routledge.

**Syllabus:**

1. Introduction to the issue. History of PR. Definitions.
2. PR in marketing communication. Public relations tools. Reputation management.
3. Planning process in PR. Preparing for PR communication. PR process in the organization. Case studies.
4. Internal communication. The place and the role of internal communication in the company's communication. Principles of internal communication. Internal communication tools. Case studies.
5. Media relations. Place and role of media relations in PR communication. Media relations tools. Case studies.
6. Principles of effective communication with the media. Agenda setting. Writing, preparation of effective texts. Case studies.
7. Crisis communication. Definition of the crisis. Principles of effective crisis communication. Case studies.
8. Spokesperson – role, responsibilities. PR manager. Crisis manager. Case studies.
9. Public affairs. Lobbying. Public opinion. Case studies.
10. Online PR. Specifics of online PR communication. Content marketing. Native advertising. Case studies.
11. New communication channels and new media in PR process – web, blogs, podcasts, social networks. New vs. traditional media. Case studies.
12. The place of PR in the organizational structure of the company. Outsourcing of PR activities. The work of the PR agency. Case studies.
13. Evaluation of PR communication process. Effective PR campaign. Creativity in PR. Case studies.

**Language whose command is required to complete the course:**

English					
<b>Notes:</b>					
<b>Assessment of courses</b>					
Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b> Ing. Katarína Ožvoldová, PhD.					
<b>Date of the latest change:</b> 13.09.2022					
<p><b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.</p>					

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> KMr OF/OOA21403/21	<b>Title of course:</b> Quality Management
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Lecture / Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 / 2 <b>Per course:</b> 26 / 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 5	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> 40% team presentation of a semester project 60% written exam	
<b>Student workload:</b> Workload: 130 hours Attendance at seminars: 26 hours Preparation for seminars: 26 hours Preparation of a semester project: 13 hours Preparation for the exam: 65 hours	
<b>Teaching results:</b> <b>Knowledge</b> By completing the course, students gain knowledge about the importance, historical development and trends in the future direction of quality management; accordingly on quality management and assurance principles, tools or methods; on the interrelationship between quality management and international ISO standards; or the application of quality management standards on the example of specific industries - e.g. automotive industry. <b>Skills</b> Students' skills are demonstrated by their understanding of the nature and importance of the integration of quality management systems, environment and occupational safety/health; mastering basic concepts and approaches of quality management (e.g. TQM = Total Quality Management); understanding the requirements of ISO 9001, 14001, 45001 and the ability to implement them in practice; respectively the ability to identify possible economic benefits of applying quality management systems. <b>Competences</b> By completing the course, students will acquire competences related to the process of applying individual tools and techniques of quality management in practice; or using the acquired knowledge related to the importance of the human factor - employees and customers - in the process of quality management (for example, in measuring customer satisfaction, as one of the starting points for quality assurance/improvement).	
<b>Indicative content:</b>	

The course deals with the issue of quality management - its essence, importance and trends in the future; quality standards; diverse quality management concepts, methods and tools; the importance of the human factor - employees and customers - in the process of quality management and assurance; and, last but not least, the interrelationships and links between quality, environmental and occupational safety management.

**Support literature:**

1. FURTERER, Sandra. The ASQ certified quality process analyst handbook. 3th Edition. Milwaukee : ASQ Quality Press, 2022. 495 s. ISBN 978-1951058388.
2. LAMAN, Scott. The ASQ certified quality engineer handbook. 5th Edition. Milwaukee : ASQ Quality Press, 2022. 670 s. ISBN 978 -1-63694-028-1.
3. PARSONS, Shane. Quality Management for Organizational Excellence. 1st Edition. New York : Clanrye International, 2022. 193 s. ISBN 978-1-64726-089-7.
4. TANG, Herman. Quality planning and assurance : Principles, approaches, and methods for product and service development. 1st Edition. New York : John Wiley & Sons, 2021. 331 s. ISBN 9781119819295.
5. TRICKER, Ray. Quality Management Systems: A Practical Guide to Standards Implementation. 1st Edition. Abingdon : Routledge/Taylor & Francis Group, 2020. 239 s. ISBN 978-0-367-22353-3.

**Syllabus:**

1. The essence and importance of quality management. Development stages of quality management. Important representatives of quality management. Trends and directions of quality management. Quality 4.0.
2. Quality Management Concept (TQM).
3. Principles of quality management. Process approach in quality management systems. Risk based approach.
4. Quality management system according to the international standard ISO 9001: 2015.
5. Environmental management system according to the international standard ISO 14001 and the Community eco-management and audit scheme (EMAS).
6. Occupational health and safety management system according to the international standard ISO 45001.
7. Integration of quality management systems, environment and occupational safety.
8. Quality management systems according to industry standards (e.g. food industry, automotive industry and others).
9. Audit of management systems according to international ISO standards (Types of audits. Management of audit program. Performance of audits. Competences and evaluation of auditors). The importance of the human factor in quality management.
10. Service quality management. Measuring customer satisfaction.
11. Economic aspects of quality management.
12. Accreditation. Authorization. Notification. International and national organizations supporting accreditation. Certification of management systems, personnel and products.
13. Tools, methods and techniques of quality management and assurance.

**Language whose command is required to complete the course:**

English

**Notes:**

**Assessment of courses**

Total number of evaluated students: 5

A	B	C	D	E	FX
80.0	20.0	0.0	0.0	0.0	0.0

**Lecturer:** doc. Dr. Ing. Malgorzata Agnieszka Jarossová

**Date of the latest change:** 13.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> D OF/ OOZ21009/22	<b>Title of course:</b> Seminar for the Final Thesis 1
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 3.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none"><li>- elaboration of bibliography for the final work</li><li>- elaboration of a project that captures the key areas of processing the final work</li><li>- choice of final work methods</li><li>- elaboration of the structure of the main chapters and subchapters of the final work</li><li>- preparation of the defense of the final thesis - presentation of the final thesis</li></ul>	
<b>Student workload:</b> Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
<b>Teaching results:</b> <ul style="list-style-type: none"><li>- to point out the possibilities of applying theoretical knowledge in the final work on specific examples</li><li>- creatively formulate assumptions for solving the problem</li><li>- choose appropriate procedures, research questions and hypotheses</li><li>- learn to interpret (in writing and in words) the acquired knowledge</li></ul> After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none"><li>- collect, interpret and process professional literature</li><li>- formulate problems</li><li>- creatively design procedures for solving research problems</li><li>- apply the acquired knowledge in solving related professional problems</li><li>- Demonstrate the stylizing skills needed to write a professional text</li></ul>	
<b>Indicative content:</b> Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense.	
<b>Support literature:</b>	

Literature according to the topic of the final work.  
Internal Directive No. 11/2019 on final, rigorous and habilitation theses and its annexes No. 1 to 12.

**Syllabus:**

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 1

NZ	Z
0.0	100.0

**Lecturer:**

**Date of the latest change:** 25.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.



## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava	
<b>Faculty:</b> Faculty of Commerce	
<b>Course code:</b> D OF/ OOZ21010/22	<b>Title of course:</b> Seminar for the Final Thesis 2
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> Practical <b>Recommended load of course ( number of lessons ):</b> <b>Per week:</b> 2 <b>Per course:</b> 26 <b>Method of study:</b> present	
<b>Number of credits:</b> 2	
<b>Recommended semester/trimester of study:</b> 4.	
<b>Degree of study:</b> II.	
<b>Prerequisites:</b>	
<b>Requirements to complete the course:</b> individual work, written work, project Ongoing evaluation of the procedures entered at individual meetings: <ul style="list-style-type: none"><li>- elaboration of bibliography for the final work</li><li>- elaboration of a project that captures the key areas of processing the final work</li><li>- choice of final work methods</li><li>- elaboration of the structure of the main chapters and subchapters of the final work</li><li>- preparation of the defense of the final thesis - presentation of the final thesis</li></ul>	
<b>Student workload:</b> Study Workload: 52 hours Attendance at seminars: 26 hours Preparation of the final work: 26 hours	
<b>Teaching results:</b> <ul style="list-style-type: none"><li>- to point out the possibilities of applying theoretical knowledge in the final work on specific examples</li><li>- creatively formulate assumptions for solving the problem</li><li>- choose appropriate procedures, research questions and hypotheses</li><li>- learn to interpret (in writing and in words) the acquired knowledge</li></ul> After completing the seminar for the final work, the student will be able to: <ul style="list-style-type: none"><li>- collect, interpret and process professional literature</li><li>- formulate problems</li><li>- creatively design procedures for solving research problems</li><li>- apply the acquired knowledge in solving related professional problems</li><li>- Demonstrate the stylizing skills needed to write a professional text</li></ul>	
<b>Indicative content:</b> Elaboration of basic professional literature on the given topic of the final thesis, its interpretation, formulation of research problems and hypotheses, choice of methods of elaboration of the final thesis, determination of the time schedule of works on individual parts of the final thesis, elaboration of individual parts of the final thesis, preparation of the final thesis defense.	
<b>Support literature:</b>	

Literature according to the topic of the final work.  
Internal Directive No. 11/2019 on final, rigorous and habilitation theses and its annexes No. 1 to 12.

**Syllabus:**

**Language whose command is required to complete the course:**

Slovak

**Notes:**

**Assessment of courses**

Total number of evaluated students: 0

NZ	Z
0.0	0.0

**Lecturer:**

**Date of the latest change:** 25.09.2022

**Approved by:** Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.

## DESCRIPTION OF COURSE

<b>University:</b> University of Economics in Bratislava					
<b>Faculty:</b> Faculty of Commerce					
<b>Course code:</b> SS OF/I21_ZP034/22		<b>Title of course:</b> State Exam			
<b>Type, load and method of teaching activities:</b> <b>Form of course:</b> <b>Recommended load of course ( number of lessons ):</b> <b>Per week: Per course:</b> <b>Method of study:</b> present					
<b>Number of credits:</b> 10					
<b>Recommended semester/trimester of study:</b>					
<b>Degree of study:</b> II.					
<b>Prerequisites:</b>					
<b>Requirements to complete the course:</b>					
<b>Student workload:</b>					
<b>Teaching results:</b>					
<b>Indicative content:</b>					
<b>Support literature:</b>					
<b>Syllabus:</b>					
<b>Language whose command is required to complete the course:</b>					
<b>Notes:</b>					
<b>Assessment of courses</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0.0	0.0	0.0	0.0	0.0	0.0
<b>Lecturer:</b>					
<b>Date of the latest change:</b> 25.09.2022					
<b>Approved by:</b> Person responsible for the delivery, development and quality of the study programme doc. Ing. Eduard Baumöhl, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Eva Hanuláková, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Ferdinand Daňo, PhD., Person responsible for the delivery, development and quality of the study programme prof. Ing. Naqibullah Daneshjo, PhD., Person responsible for the delivery, development and quality of the study programme doc. Ing. Peter Drábik, PhD., MSc.					