

## GENERAL DATA

Program title	<b>MBA - International Business</b>
Course	<b>Management Marketing</b>
Course ID <input type="text"/>	Year of study: 2018/2019
NAME OF LECTURERS:	Ing. Petr Král, Ph.D. (guarantor, lecturer)

## COURSE DESCRIPTION

In this course, students will apply marketing theory to a range of managerial decision-making situations typical in today's international market and in the future. Students will work individually and in teams to analyze marketing case studies and then devise and recommend marketing strategies. Course topics covered include marketing foundations, marketing opportunity analysis, planning market strategies, and developing, integrating and managing marketing programs in international and e-business environments.

## LEARNING OUTCOMES

Upon completion of this subject, students are able to

- explain fundamental marketing theories and principles
- analyze consumer and business markets to identify competitors and potential market segments nationally and internationally
- develop strategies to position new market offerings nationally and internationally
- devise product and branding strategies that are appropriate for different cultures and markets worldwide
- develop pricing strategies in the context of a competitive environment
- establish promotion and other marketing communication strategies, taking into account consumer privacy concerns and cultural issues
- manage the firm's global marketing function after analyzing the impact of its functional areas and the globalization for economies, markets and industries on its marketing effort

## REQUIRED READINGS

The relevant information can be found in the study package and consists of the courseware for this course. Additionally, there are articles and a recommended textbook for this subject.

- Kotler, P. and K. L. Keller (2012). Marketing Management. 14th ed. New Jersey: Prentice Hall.

### **DIDACTICS, TEACHING METHOD, EXAM PROCEDURE**

Course: 5 ECTS = 125 hours of study load (1 ECTS = 25 hours of study load)

Two intensive weekend blocks – 50 contact hours

Intensive teaching: lectures 30%, discussion 40 %, case studies presentations 30%

Assignments: pre-readings and readings 20%, case studies team analysis 30%, final project 50%