

MARKETING (5 ECTS)

The course is a mixture of lectures and case studies. The topics discussed on lectures will be covered with the continuous usage of various examples from the real world, through homework, seminars and similar. There is a possibility of different ad hoc quizzes during the semester as a knowledge test. Students will study literature (books) from the field of marketing and prepare themselves for lecturers and exams. They will participate in online lectures in a discussion form and come on individual consultations where in a form of mentoring, business cases will be explained to them. Students are required to come prepared to classes and read all the materials ahead. Class participation is strongly encouraged and welcomed as a best method of student knowledge comprehension. Students will be also examined during the lectures with different questions regarding the topics covered. They are also encouraged to listen to the dialogues from their colleagues. Communication with students will be encouraged. We are always open for questions, discussions and student's suggestions during lecturers as well as via other communication possibilities: E-mail, phone or during consultations. The lectures and seminars will be held in English.