



Syllabus of Module

4. Marketing and Public Relations

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Module Annotation

Working in marketing is time and resource consuming. The biggest pitfall is to properly understand what we are selling, why and who our customers are, so that we can prepare a marketing plan based on this knowledge to reach our target group and successfully implement this plan not only towards customers, but also inside our organisation. The key to success are motivated employees, a great and quality product, a brand, loyal customers and, last but not least, our profit, which we can then reinvest in other activities of the company.

Module Objective

The aim of the module is to familiarise students with modern trends in the theory and practice of marketing communication and Public Relations. The module will present not only the MKT mix and practice of marketing communication in advertising, sales promotion, public relations, personal sales and direct marketing, but also new marketing techniques such as WOM, viral, guerrilla, internet, mobile marketing and product placement.

Students will understand the role of PR in the branding system, as well as the importance of managed reputation in non-branded fields or communication in crisis situations. After completing the module, students should be familiar with the possibilities of using a wide range of public relations tools, and understand the principles and specifics of working with advertising, media and PR agencies or journalists.

Literature

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