



## MBA

# Marketing and Promotion Management

### Modules of the specialization:

Management

Strategic Management

Financial Management

Marketing and Public Relations

HR Management

Strategic Marketing

PR Strategy and Current Trends

Brand Management

Optional Module (1)

Optional Module (2)

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**The MBA Marketing and Promotion Management** offers students a comprehensive overview of individual marketing tools and PR strategy.

In practical seminars, students will learn about brand promotion, try to formulate corporate marketing goals, set up an effective PR strategy and much more. Great emphasis is placed on effective application of acquired knowledge in practice.

Upon completion of this program, students will have knowledge of current marketing trends, will be able to design appropriate marketing strategies and will learn to face the business market with a well-developed marketing plan "in hand".

**The MBA Marketing and Promotion Management** includes the following beyond the basic and optional modules: Strategic Marketing, PR Strategy and Current Trends and Brand Management.

Master of Business Administration