



MBA <

Marketing

Modules of the specialization:

Management

Business Financial Management
and Investment Decisions

Strategic Management

Project Management and Planning

Human Resource Management

Marketing Communication

Modern Trends in Marketing

Marketing Strategies and Planning

Optional Module 1

Optional Module 2

The MBA Marketing is provided online in English.

The specialization offers students a comprehensive overview of individual marketing tools in communication, the latest marketing trends and PR strategies.

As part of their studies, students will try to formulate corporate marketing goals, set up an effective PR strategy and much more.

Great emphasis is placed on the effective application of acquired knowledge in practice. After completing 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** includes the following beyond the basic and optional modules: Marketing Communication, Modern Trends in Marketing a Marketing Strategies and Planning.

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Master of Business Administration