

Study programme — 2 st degree of study Marketing and Trade Management (in English)

Studie field: economics and management

Form of study: daily study

Block - Profile subjects					
Title	Recommended study plan				
	number of credits	1. s	2. s	3. s	4. s
Marketing Management	8	2/2 S			
Innovative Product Management	7	2/2 S			
Digital Marketing	8		2/2 S		
Management of Distribution	8		2/2 S		
Business Intelligence	8		2/2 S		
Credits for profile subjects	39				
Block - Other compulsory subjects					
Title	Recommended study plan				
	number of credits	1. s	2. s	3. s	4. s
Quality Management	5	2/2 S			
E-commerce	5	2/2 S			
Internal Marketing Management and Leadership	5	2/2 S			
Managerial and Marketing Consulting	6			2/2 S	
Brand Management	6			2/2 S	
Neuromarketing and Neuromanagement	6			2/2 S	
Financial and Price Decision-Making in Business	6			2/2 S	
Entrepreneurship in Practice 2	4			0/2 S	
Seminar for the Final Thesis 1	2			0/2 Z	
Business Marketing	3				2/2 S
Seminar for the Final Thesis 2	2				0/2 Z
Final Thesis and Defense	10				
Final State Exam	10				
Total other compulsory subjects	70				
Total compulsory subjects (profile and other compulsory)	109				
Block - Compulsory elective subjects					
Title	Recommended study plan				
	number of credits	1. s	2. s	3. s	4. s
Management of Commerce Company	3		0/2 S		
Social Media Management	3		0/2 S		
Search Engine Management	3		0/2 S		
Human Resources Management	3		0/2 S		
Digital Assistance in Business	3				0/2 S
Category management	3				0/2 S
Digital Media	3				0/2 S

Team Coaching	3				0/2 S
Total compulsory elective subjects	6				

Block - Elective subjects					
Title	Recommended study plan				
	number of credits	1. s	2. s	3. s	4. s
Optional subject 1	3		0/2		
Optional subject 2	2				0/2
Total optional subject	5				
Total subjects	120	0	0	0	0
Elective course offerings					
Title	Recommended study plan				
	number of credits	1. s	2. s	3. s	4. s
according to the current offer in the given academic year					