

Study program: marketing management of business
 Study field: **6284 business economics and management**
 Degree: Second/Master
 Type of study: combined

Recommended study plan		Workload				Semester
Code	Title	Credits	Σ	Direct education	Number of Hours	
Compulsory courses		74	2220		38	
D_2_DPS	Tax and tax system	5	150	52	4	3.
D_2_DP	Diploma Thesis with Defence	20	600			4.
D_2_DS	Diploma Seminar	4	120	26	2	3.
D_2_FM1	Financial Management 1	5	150	39	3	3.
D_2_Kontr	Controlling	4	120	39	3	3.
D_2_Log	Logistics	5	150	52	4	3.
D_2_Makro2	Macroeconomics 2	5	150	52	4	2.
D_2_MVsZ	Customer Relationship Management	5	150	39	3	2.
D_2_MMaM	International Management and Marketing	6	180	52	4	1.
D_2_MISaMV	Marketing Information System and Marketing Research	5	150	52	4	2.
D_2_RHZ	Brand value management	4	120	39	3	1.
D_2_SMaM	Strategic Management and Marketing	6	180	52	4	1.
Compulsory optional courses		30	900		18	
Block A - Marketing		30	900		18	
D_2_IS	Information systems	5	150	39	3	2./4.
D_2_KaKVvP	Qualitative and Quantitative Research in an Enterprise	5	150	39	3	1./3.
D_2_MarSl	Marketing of Services	5	150	39	3	1./3.
D_2_MarKom	Marketing Communication	5	150	39	3	2./4.
D_2_MeU	International accounting	5	150	39	3	1.
D_2_PM	B-2-B marketing	5	150	39	3	2./4.
Block B - Management		30	900		18	
D_2_ManKom	Managerial communication	5	150	39	3	1./3.
D_2_ManKv1	Quality Management 1	5	150	39	3	2./4.
D_2_MI	Management of innovations	5	150	39	3	2./4.
D_2_MeU	International accounting	5	150	39	3	1.
D_2_PrM	Project Management	5	150	39	3	1./3.
D_2_SZP	Socially Responsible Business	5	150	39	3	1./3.
Optional courses		16	480		8	1.-4.
TOTAL		120	3600		64	