

Title	Marketing 2		
Code	A-boMK-002	Teacher	Doc. PhDr. Pavel Horňák, PhD., mim.prof.
ECTS credits	3	Hours weekly	1/1
Prerequisites		Semester	1/Summer
Assessment	Assessment Course completion: Continuous assessment: processing and presentation of the project, the successful completion of a written test		
Content	<p>Aims and Objectives: Philosophy of marketing doctrine, the essence, the basic principles applying marketing tool. The idea is to empower students in their application for future professional career, whether in the practice of marketing communications at the enterprise level or approaches to a variety of activities in the business sector.</p> <ol style="list-style-type: none"> 1. Introduction to the study. 2. Social fundamentals of marketing. 3. Marketing plan 4. Marketing Information System and Marketing research 5. Marketing Analysis 7. Marketing Strategy 8. Marketing Programs 9. Product 10. Price 11. Distribution 12. Marketing Communication 13. Marketing Control 		
Bibliography	<p>Literature: Kita, J. et al. : Marketing, IURA, Bratislava, 2002 Kotler, Ph. : Marketing according to Kotler, Grada, Prague 2000 Kotler, Ph. : Marketing Management, Victoria, Prague 1999 Mc Carthy, W. : Introduction to Marketing, Victoria Publishing, Prague 1994 Elbe, H. : Marketing Communication, coca Bratislava, 1998 Horňák, P. et al. : Marketing Communication. Book & Book, Bratislava 2007 Economic periodicals: Trend, Hospodárske noviny, Slovak Profit, Strategies in Slovakia.</p>		

Title	Public relations 1		
Code	A-boMK-002	Teacher	Mgr. Filip Púchovský
ECTS credits	3	Hours weekly	1/1
Prerequisites		Semester	1/Winter
Assessment	press release, final written exam continuous/final rating: 30/70		
Content	<p>This course is offering basic theoretical knowledge of public relations. Students will acquaint with history and the main approaches and principles of public relations. After graduating students will be able to prepare press release, press conference, communication plan including all its relevant parts and will have the basic knowledge of communication with media and media relations.</p> <p>Course plan: Historical background of public relations Personalities of public relations PR communication planning Public Relations Tools Media Relations Preparation of press release and press conference Crisis communication Sponsorship Internal communication</p>		
Bibliography	LESLY, Ph.: Public Relations. Victoria Publishing, Praha 1995, 280 s. NĚMEC, P.– LITTOVÁ, J.: Komunikace korporací. [Corporate communication] VŠE Praha 1999, ŽÁRY, I.: Public Relations. UK Bratislava, 1996, 129 strán SVOBODA, V.: Public relations moderně a účinně. [Public relations modern and efficient] Grada Publishing, Praha 2006 POSPÍŠIL, P.: Efektivně public relations a media relations. [Efficient public relations and media relations] Computer press, Praha 2002 SMITH, P.: Moderní marketing. [Modern marketing]Computer Press, Praha 2000		

Title	Public Opinion and Advertisement		
Code		Teacher	Vladimír Repčík, PhDr.
ECTS credits	2	Hours weekly	1/1
Prerequisites		Semester	1/Winter
Assessment	Assignment		
Content	<ol style="list-style-type: none"> 1. Legislative Framework Of Advertising 2. Acts Regarding Advertising 3. Advertising Act – General Principles And Regulations 4. Act On Broadcasting And Retransmission – General Principles And Regulations 5. Advertisement – Integral Component Of Television And Radio Broadcasting, Internet And Social Networks 6. Advertising Council / Rada Pre Reklamu / - Selfregulatory And Ethical Body Regulatory Bodies And Institutions European Directives And Advertising Environment 7. Entry To Copyright Law And General Principles Of Copyright Act 8. Intellectual Property And Advertisement 9. Advertisement – Subject Of Copyright Act 10. Advertising Policy In Scope Of Legislation . Present And Future Trends 		
Bibliography	Autorský zákon / Copyright Act / Zákon o reklame / Advertising Act / Zákon o vysielaní a retransmisii / Act On Broadcesting And Retransmission /		