

## Marketing a obchod

Vygenerováno: 18. 4. 2026

<b>Fakulta</b>	Ekonomická fakulta
<b>Typ studia</b>	navazující magisterské
<b>Jazyk výuky</b>	angličtina
<b>Kód programu</b>	N0414A050002
<b>Název programu</b>	Marketing a obchod
<b>Standardní délka studia</b>	2 roky
<b>Garantující katedra</b>	Katedra marketingu a obchodu
<b>Garant</b>	doc. Ing. Vojtěch Spáčil, CSc.
<b>Oblasti vzdělávání (zaměření)</b>	Ekonomické obory
<b>Klíčová slova</b>	digital marketing, product management, business strategies, international marketing, marketing and business

### O studijním programu

The Master's program Marketing and Business follows the bachelor's degree of the field and deepens its expertise in areas that are needed for marketing influencing the market and successful implementation of business activities. Philosophy of program is primarily built on the knowledge of marketing management and marketing applications (international marketing, product management, business marketing, digital marketing) and business skills (purchasing management, business strategies, foreign trade operations). Graduates of program can work as managers in the marketing and business department of manufacturing and trading companies. You can also find them in advertising, research and media agencies or may act as spokespersons in companies and institutions.

### Dovednosti

- Analytické dovednosti
- Znalost marketingové strategie pro vstup nového produktu na trh
- Znalost pokročilých statistických metod pro marketingový výzkum
- Použití sociálních médií pro budování konkurenční pozice
- Tvorba a vyhodnocení kampaní v online prostředí
- Tvorba strategie značky a analýza úspěšnosti značky
- Znalost sociálních médií
- Řešení obchodních případů se zahraničím
- Znalost moderních nástrojů pro online marketing
- Tvorba marketingové strategie a marketingového plánu
- Znalost marketingových nástrojů na business trzích
- Znalost strategie pro vstup na zahraniční trh
- Znalost obchodní strategie a obchodního plánu
- Tvorba operací na zahraničních trzích
- Analýza marketingového prostředí na domácích i mezinárodních trzích
- Znalost klíčových slov pro SEO, content marketing, PPC

### Uplatnění absolventa

The study is focused and profiled with regard to employment of graduates in international manufacturing and trading companies, shopping centers, advertising, media or research agencies, public institutions and companies engaged in digital marketing and social

media. Graduates of the Master's program Marketing and Business can perform the following typical positions:

- manager in the marketing department of international companies
- manager in the sales department of international companies
- product (brand) manager
- purchasing manager in manufacturing or trading company
- analyst in advertising agency
- analyst in research agency
- analyst in media agency
- buyers in media agency
- social media analyst
- web analyst
- SEO consultant
- PPC specialist

## **Cíle studia**

The Master's program Marketing and Business follows on from the bachelor's program Marketing, deepening students' knowledge of issues which are necessary for active influencing markets and the successful conducting marketing and business campaigns. The aim of the Master's program is to prepare qualified professionals who will be able to perform analytical and managerial functions in marketing and business at the top and middle level of management and highly specialized activities within marketing agencies.

## **Odborné znalosti absolventa**

The philosophy of the degree curriculum is based on the potential future employment opportunities of graduates, and focuses especially on developing professional knowledge of marketing management, business strategies, international marketing, business marketing, digital marketing, marketing research, product management, foreign trade operations.

## **Odborné dovednosti absolventa**

The content of the study is to acquire professional skills in the following areas:

- creation of marketing strategy and marketing plan,
- creation of business strategy and business plan
- analysis of the marketing environment on domestic and international markets,
- formulation of a strategy for entering foreign markets,
- conducting operations on foreign markets,
- application of marketing tools on business markets,
- development and introduction of a new product into the market,
- developing a brand strategy and brand success analysis,
- creation and evaluation of campaigns in the online environment,
- keyword analysis for SEO, content marketing, PPC
- application of advanced statistical methods in marketing research,
- using social media to build a competitive position.

## **Obecné způsobilosti absolventa**

Graduates have knowledge of advanced economic theories (macroeconomics, microeconomics), expert knowledge in conducting marketing and business activities (market situation analysis, determining appropriate marketing and business strategy, application of marketing tools and business practices in various types of markets, including international markets), knowledge of more advanced statistical methods for data analysis, communication skills. They are able to solve the practical marketing and business tasks and organize their solutions team. They are able to analyze a problem, apply suitable research methods, propose a solution, present and discuss their solution. They can conduct oral and written communication in Czech and English language.

## Studijní plány

- forma prezenční (en)