

Business Management – block MARKETING

Note: The study plan is scheduled for studies beginning in the **SPRING SEMESTER!**

Academic year: 2023/2024

Study programme: Business Management - block MARKETING

Department: Department of Business Management

Study form: Follow-up Master's full-time single-subject

Study plan

The Study Plan contains a list of courses that students must complete during their studies.

Students must obtain **at least 120 ECTS** to complete the master's degree programme. At the same time, it is necessary to pay attention to the **Study and Examination Regulations**, which say that:

- To enrol in the next semester, every student is obliged to obtain at least 20 ECTS per semester or 45 ECTS in two previous semesters together.
- At the same time, the student is obliged to complete all repeated courses enrolled in the current semester successfully.

Students have to pass the following types of courses:

Compulsory courses

During their studies, students are obliged to complete all courses listed in the table below. Students verify their completed courses using control templates in the IS MU (Student - During studies - Check my studies).

Elective courses

Students enrol in elective courses up to the required minimum number of 120 ECTS. They may choose from courses offered by any faculty. The **list of elective courses** is to be found **here**. Please note that in the list, students may find courses that are compulsory in their study programme. In such a case, they have to choose another elective course. Also, they have to make sure to search for courses in the correct term and read the information about the course to make sure that the level of the course corresponds to their study level.

Diploma thesis

Students of the Marketing block have to choose a Marketing-related topic for their Diploma thesis.

Information about studies

Students are obliged to study the **Students** section on the ECON MUNI website, which is full of essential information about their studies.

Study advisors

Do you have questions about courses, theses, state final exams, or other study-related issues? At that point, it's time to contact your study programme advisor. More information **here**.

1. year

1. semester (spring)

| COMPULSORY COURSES | | | | |
|--------------------|--|----|--------|-----|
| MPE_ACMA | Seminar in macroeconomics | z | 5 ECTS | 0/2 |
| | <i>Čapek, Kachur, Žídek</i> Prerequisites: (! MPE_CMAE) && (! NOWANY (MPE_CMAE)) | | | |
| MPE_AMA2 | Macroeconomics 2 | zk | 4 ECTS | 2/0 |
| | <i>Čapek, Tomeš, Žídek, Kachur, Krčál</i> Prerequisites: (! MKE_MAE2) && (! MPE_MAE2) && (! NOWANY (MPE_MAE2 , MKE_MAE2)) | | | |
| MPF_AFAP | Corporate Finance | zk | 6 ECTS | 2/2 |
| | <i>Hvozdenká, Lyócsa, Hvozdenká, Lyócsa</i> Prerequisites: (! NOWANY (MPF_FAPA , MPF_FAAP , MPF_FIFI)) && (! MPF_FAPA) && (! MPF_FAAP) && (! MPF_FIFI) | | | |
| MPH_AIMA | International Management | zk | 4 ECTS | 0/2 |
| | <i>Žáková Talpová, Pirožek, Šafrová Drážilová, Částek, Částek, Žáková Talpová, Kubíčková, Žák</i> Prerequisites: ! MPH_MEMA | | | |
| MPH_STMA | Strategic Management | zk | 4 ECTS | 0/2 |
| | <i>Marciánová</i> Prerequisites: (! NOWANY (MPH_STRP , MPH_ASTM)) && (! MPH_STRP) && (! MPH_ASTM) | | | |
| MPJ_PJPSFS | Presentation Skills for Foreign Students | zk | 4 ECTS | 0/2 |
| | <i>Punčochářová, Pojslová</i> Prerequisites: (! studijni_skupina (AJ_N)) | | | |

2. semester (autumn)

| COMPULSORY COURSES | | | | |
|--------------------|---|----|--------|-----|
| MPE_ACMI | Seminar in microeconomics | z | 5 ECTS | 0/2 |
| | <i>Fumarco, Kachur, Krčál, Tomeš</i> Prerequisites: (! MPE_CMIE) && (! NOWANY (MPE_CMIE)) | | | |
| MPE_AMI2 | Microeconomics 2 | zk | 4 ECTS | 2/0 |
| | <i>Fumarco, Krčál, Tomeš, Čapek, Čellárová, Kachur, Kosíková, Menšík</i> Prerequisites: (! MPE_MIE2) && (! MKE_MIE2) && (! NOWANY (MKE_MIE2 , MPE_MIE2)) | | | |

| | | | | |
|-----------------|---|----|--------|-----|
| MPH_ACOP | Consultancy Project | k | 8 ECTS | 1/3 |
| | Čech, Smutný, Čech, Smutný Prerequisites: (! MPH_ACPR) && (! NOWANY (MPH_ACPR)) | | | |
| MPH_ADTH | Diploma thesis assignment | z | 3 ECTS | 0/0 |
| | Suchánek Prerequisites: semestr (2) | | | |
| MPH_COSR | Corporate Social Responsibility | zk | 4 ECTS | 1/1 |
| | Klapalová, Molander, Jirásek Prerequisites: (! MPH_SPOF) ! NOWANY (MPH_SPOF) | | | |
| MPV_ACAD | Academic writing | z | 4 ECTS | 0/2 |
| | Guzi Prerequisites: ! XPX_ACAD | | | |

2. year


3. semester (spring)

| COMPULSORY COURSES | | | | |
|--------------------|--|----|---------|-----|
| MPH_ACMS | Corporate Management System | zk | 8 ECTS | 2/2 |
| | Částek, Částek, Škapa, Zareravasan, Zareravasan, Smutný, Smutný, Klapalová, Klapalová | | | |
| MPH_ADS1 | Diploma seminar 1 | z | 12 ECTS | 0/2 |
| | Částek, Jirásek, Klapalová, Krčál, Němec, Suchánek, Škapa, Žáková Talpová Prerequisites: MPH_ADTH | | | |
| MPH_DMSM | Digital marketing and social media analysis | zk | 6 ECTS | 2/2 |
| | Kalia, Mladenović | | | |

4. semester (autumn)

| COMPULSORY COURSES | | | | |
|--------------------|--|----|---------|-----|
| MPH_ADS2 | Diploma seminar 2 | z | 12 ECTS | 0/2 |
| | Klapalová, Krčál, MacRae, Němec, Smutný, Suchánek, Škapa, Žáková Talpová Prerequisites: MPH_ADS1 | | | |
| MPH_AINT | International Trade | zk | 4 ECTS | 1/1 |
| | Žáková Talpová, Šafrová Drážilová, Kyselovská, Žáková Talpová, Kubičková | | | |
| MPH_CSMR | Business Research | zk | 5 ECTS | 1/2 |
| | Kalia, Mladenović, Prygara, Škapa, Zareravasan, Kalia, Mladenović, Monashev, Prygara, Škapa, Zareravasan | | | |
| MPH_IMAR | International Marketing | zk | 5 ECTS | 2/0 |
| | Mladenović, Prygara | | | |

Legend

 Compulsory courses

Explanatory notes

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| z | credit (“zápočet”) |
| k | colloquium (“kolokvium”) |
| zk | examination (“zkouška”) |

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