



BBA Marketing

Modules of the specialization:

Management Theory and Practice

Personnel Management in

Organisation

Fundamentals of Financial

Management

Product and Brand Marketing

Marketing Communication and

Argumentation

Public Relations

Online Marketing

The BBA Marketing specialization offers a comprehensive overview of the individual marketing tools and PR strategies. It focuses on setting up a marketing plan, approaching the target audience and implementation not only towards the clients but also the organization. The students will be introduced to the brand promotion, effective communication in the marketing field, a correct application of various PR strategies and much more. Graduates of this program will be endowed with the knowledge of the current marketing trends and will be able to enter the marketplace with a high-quality marketing plan.

The BBA Marketing includes the following beyond the basic modules: Product and Brand Marketing, Marketing Communication and Argumentation, Public Relations and Online Marketing.

**European School of
Business & Management SE**

Londýnská 376/57, 120 00 Praha 2

IČ: 29299306, DIČ: CZ29299306

☎ + 420 221 620 232 ✉ info@esbm.cz

📞 + 420 603 836 740

🖱 www.study-esbm.com

Bachelor of Business Administration