VSB TECHNICAL UNIVERSITY OF OSTRAVA | FACULTY OF ECONOMICS

Marketing and Business

Generated: 16. 11. 2026

Faculty	Faculty of Economics
Type of study	Follow-up Master
Language of instruction	English
Code of the programme	N0414A050002
Regular period of the study	2 years
Cost	50,000 CZK per semester
Coordinating department	Department of Marketing and Business
Coordinator	doc. Ing. Vojtěch Spáčil, CSc.
Keywords	digital marketing, product management, business strategies, international marketing, marketing and business

About study programme

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.

Graduate's employment

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

Study aims

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.

Graduate's knowledge

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.

Graduate's skills

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.

Graduate's general competence

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.

Hard skills

- Knowledge of the strategy for entering the foreign market
- Creation and evaluation of campaigns in the online environment
- Knowledge of business strategy and business plan
- Creating a marketing strategy and marketing plan
- Knowledge of keywords for SEO, content marketing, PPC
- Knowledge of marketing tools in business markets
- Knowledge of marketing strategy for entering a new product on the market
- Analysis of the marketing environment in domestic and international markets
- Solving trade cases with foreign countries
- Analytical skills
- Creation of operations on foreign markets
- Creating a brand strategy and analysis of the brand success
- Knowledge of modern tools for online marketing
- Knowledge of advanced statistical methods for marketing research
- Knowledge of social media
- Using social media to build a competitive position

Study curriculum

- form Full-time (en)