

BLENDDED INTENSIVE PROGRAM

SUMMER SCHOOL 2024

MODERN MARKETING – NEW TRENDS AND IT TOOLS

international exciting fun exceptional

July 1-5 Faculty of Management, Comenius University, Bratislava, Slovakia

July 8-12 online

5 ECTS

Michal Greguš, Faculty of Management, Comenius University, Slovakia
Lucia Kočíšová, Faculty of Management, Comenius University, Slovakia

Holistic marketing

New technologies in marketing

Importance of information

Changes in buying behavior

Managing marketing campaigns

Social media

Business and marketing

Product placement

