

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Management	
Course ID: FM.KMk/043AM/17	Course title: Marketing Applications
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 2 / 2 per level/semester: 28 / 28 Form of the course:	
Number of credits: 3	
Recommended semester:	
Educational level:	
Prerequisites:	
Course requirements: 1. Continuous work on seminars - 60 % interim evaluation - active engagement and attendance of the student (in case of unjustified absence or unpreparedness to seminar, loss of 10 %) - semester work on selected and approved topic – 60 % 2. Final evaluation – 40 % - Exam – written test using selected application (MS Forms) The overall assessment of students is based on the sum of the percentages obtained for the presented semester project and active participation, as well as the percentages obtained for the exam. The semester project is prepared incrementally during individual seminars, with specific assignments provided one week in advance at each seminar. The semester project is comprehensively evaluated considering its quality, feedback from the lecturer, and other students. The semester project must be completed and submitted no later than one week before the first exam date in either printed or electronic form, or sent via email to the lecturer. Projects submitted after the specified deadline will not be accepted. The semester project is submitted without the possibility of further revisions or exchanges. The maximum length of the theoretical section is one-third of the total paper length. Proper citation of used resources according to ISO 690 and ISO 690-2 standards is required in the project. Scale of assessment (preliminary/final): The individual stages of the classification scale are awarded based on the total number of percentages/points obtained, which reflects the degree of success of the completion of the subject. Scale of assessment (preliminary/final): 60/40.	
Learning outcomes: The aim of the subject is to teach students the application of marketing in various branches of the national economy and forms of entrepreneurship with an emphasis on marketing specifics. Students will broaden their already acquired theoretical marketing knowledge about professional marketing practices in selected sectors, focusing on the most important sectors of the national economy contained in the syllabus. The lesson also includes lectures on the application of marketing in tourism and its follow-up to the spa industry or the historical view of the use of marketing in the business process in family businesses as well as at present.	

Class syllabus:**1. Introduction to the applications of marketing theory into specific industries**

Familiarizing students with the conditions for obtaining credits and with the content of lectures and seminars. Overview of topics and fulfillment of teacher's requirements. Choice of topics by students.

2. Marketing of places: country, town, village

The use of marketing in the development strategy of the territorial unit can bring many opportunities for the actors of the territory. Classification of territorial units according to NUTS and other selected criteria: size, structure of the economy, natural conditions, etc. The application of marketing also has an educational benefit for the actors of the territory. Specifics of the territory marketing application. Territory marketing applied to target groups: entrepreneurs, residents, tourists, and investors. Extended marketing mix of territory marketing. The importance of partnerships in the marketing of the territory.

3. Marketing of places: country, town, village

Application of marketing of territorial units at the state, city, and village level: specifics of marketing implementation. Examples of the application of marketing of territorial units in Slovakia and abroad.

Examples of creating city marketing partnerships or villages.

4. Marketing in the tourism

Economic importance of the industry. Classification of tourism according to selected criteria. Specifics of marketing in tourism services. The nature of the package of tourism services. Client in the tourism industry. Marketing communication of a tourism business.

5. Marketing in the tourism

Marketing communication mix of the tourism business. Travel agencies and service intermediaries. Business in tourism. Statistical data of overnight stays in Slovakia, broken down by country and nationality, current data.

6. Marketing in the spa industry

The current issue will deal with the use of marketing theory in the CR spa industry. Economics of the spa industry. Entities participating in the spa industry. The nature of the services offered to customers—spa guests, visitors, and patients.

7. Marketing in the spa industry

Slovak spa towns and spa marketing. Partnership of the city and spa companies. Spa and promotion of the region. The use of marketing in the spa industry and in spa towns.

8. Marketing in family businesses

Definition of family business according to selected EU countries. Family business and its role in the national economy. Reasons for the existence of a family business. Inheritance of the family business. Countries/continents with the largest number of family businesses. Marketing features of family businesses. The tradition and know-how of the family business. Historical genesis of family businesses.

Slovak family businesses and their use of marketing.

9. Marketing in family businesses

Application of marketing theory in the practice of family businesses. Practical examples of the use of marketing at the oldest family businesses in the world. Examples of the use of marketing in family businesses in selected EU countries. Generations and succession in a family business.

10. Marketing in the sport industry

The issue will be dealt with through the use of marketing theory in sport. Introduction to marketing in sports. History of the use of marketing in sports. Marketing methods and tools in sports. Brand management and sponsoring. Activation of sponsors.

11. Marketing in the sport industry

The current issue is creating and implementing a plan for marketing in a sports club. Marketing strategy in a sports club. Merchandising and fan engagement. Brand building in sports. Brand rebranding in sports.

12. Marketing in the retail

Defining retail and wholesale, the purchase process of a store, customer decision-making when choosing a product, trade margin, its use, and the method of determining the trade margin. The development of trade as an industry during the crisis years, the decline in sales for some activities and the subsequent use of marketing, the division of spaces in the trade, marketing tools used for sales support and others.

13. Marketing in the retail

Merchandising—definitions, terminology in the trade industry, explanation of technical terms in the trade industry, strategic form of selling goods, merchandising management, strategic merchandising of a retail unit, its goals and dimensions, and history of merchandising. Breakdown of merchandising.

14. Presentation of student projects.

Recommended literature:

- [1] BLACKSHAW, S. I. Sports marketing agreements legal, fiscal and practical aspects. The Hague: T. M. C. Asser Press, 2012. ISSN 978-90-6704-792-0.
- [2] BIGNÉ, E. – ZANFARDINI, M. – ANDREU, L. How online reviews of destination responsibility influence tourists' evaluations: An exploratory study of mountain tourism. Journal of Sustainable Tourism. 2021. ISSN 0966-9582.
- [3] CLARK, J. Fashion merchandising: principles and practice. Bloomsbury Publishing. 2020. ISBN 978-1352011104.
- [4] COPUŠ, L. - PAPÍK, M. - OLŠAVSKÝ, F. Corporate social responsibility and societal marketing concept in financial sector (Slovak perspective). Education excellence and innovation management through Vision 2020: From regional development sustainability and competitive economic growth, IBIMA, 2017. ISBN 978-0-9860419-7-6.
- [5] CUNHA, C. R. – LOPES, L. – MENDONÇA, V. Immersive digital marketing for smart cities focusing tourism. Marketing and Smart Technologies: Proceedings of ICMarTech 2021, Singapore : Springer Nature Singapore.
- [6] DOROKHOV, O. – KULTAN, J. – MUKHAMMEDOV, A. – DOROKHOVA, L. – MALYI, V. Comparative overview of natural and cultural components of the marketing environment for tourism in Kazakhstan and Slovakia. The Journal of VN Karazin Kharkiv National University. Series: International Relations. Economics. Country Studies. Tourism. 2020. ISSN 2313-2396.
- [7] HUDSON, S. Marketing for tourism, hospitality & events. A global & digital approach. London: Sage, 2017. ISBN 978-1-4739-2664-6.
- [8] JACKSON, T. – SHAW, D. Mastering fashion buying and merchandising management. Houndmills: Palgrave, 2001. ISBN 978-0-333-80165-9.
- [9] JONSEN, K. et al. Diversity and inclusion branding: a five-country comparison of corporate websites. The International Journal of Human Resource Management. 2021. ISSN 0958-5192.
- [10] KARIM, R. et al. The impact of 4ps marketing mix in tourism development in the mountain areas: A case study. International Journal of Economics & Business Administration. 2020. ISSN 2241-4754.
- [11] KOTLER, P. – HAIDER, D. – REIN, I. Marketing places. Free Press, 2002. ISBN 978-074-323636-2.
- [12] KUNC, J. et al. Thirty years of retail transformation in V4 countries. Warsaw: De Gruyter, 2022. ISBN 978-83-97405-05-8.

- [13] LABANAUSKAITĖ, D. – FIORE, M. – STAŠYS, R. Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives*. 2020. ISSN 2211-9736.
- [14] Les Henokiens – International organisation of family businesses, case studies at: www.leshenokiens.com
- [15] LIM, W. M. – YAP, S. F. – MAKKAR, M. Home sharing in marketing and tourism at a tipping point: What do we know, how do we know, and where should we be heading?. *Journal of business research*. 2021. ISSN 1873-7978.
- [16] MARECKI, Ł. J. Green Marketing: Sustainability Is Already a Reality in Marketing. *Handbook of Research on Achieving Sustainable Development Goals With Sustainable Marketing*. IGI Global, 2023. ISBN 978-1668486818.
- [17] NEZAMOVA, O. – OLENTSOVA, J. The role of marketing in increasing competitiveness of the region. *Proceedings of the 2nd International Scientific Conference on Innovations in Digital Economy*. 2020. ISBN 978-1-4503-8831-3.
- [18] OLŠAVSKÝ, F. The importance of country of origin in buying behaviour of slovak consumers in selected product categories. *Hradec economic days: double-blind peer reviewed proceedings of the international scientific conference Hradec economic days*. Hradec Králové: Gaudeamus, 2016. ISBN 978-80-7435-636-0.
- [19] RATHER, R. A. Customer experience and engagement in tourism destinations: The experiential marketing perspective. *Journal of Travel & Tourism Marketing*. 2020. ISSN 1054-8408.
- [20] ROGGEVEEN, A. L. et al. Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. *Journal of Retailing*. 2021. ISSN 0022-4359.
- [21] RUST, R. T. The future of marketing. *International Journal of Research in Marketing*. 2020. ISSN 0167-8116.
- [22] SIGALAT-SIGNES, E. et al. Transition towards a tourist innovation model: The smart tourism destination: Reality or territorial marketing?. *Journal of Innovation & Knowledge*. 2020. ISSN 2444-569X.
- [23] VANGELOV, N. Digital marketing and outdoor advertising in smart cities. *Smart Cities and Regional Development*. 2022. ISSN 2537-3803.
- [24] ZELLWEGER, T. *Managing the family business theory and practice*. Cheltenham: Edward Elgar, 2017. ISBN 978-1-78347-070-9.
- [25] *Journal of International Marketing*
- [26] *Marketing Science and Inspirations journal*
- With regard to new and available resources, supplementary literature will be updated on a continuous basis.

Languages necessary to complete the course:

English language

Ethics:

The syllabus lists knowledge, skills, competences and transferable skills that the students will acquire by successfully completing the course. These will impact on their personal development and can be used both in their future careers and in their lives as active citizens in democratic societies.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Internal system of ensuring the quality of higher education of the Comenius University Bratislava, *each student consistently achieves his/her study results honestly during his/her studies; does not cheat or use dishonest procedures during any form of verification of his study knowledge and*

knowledge. Cases of violation of this provision can be assessed as a violation of obligations arising from legal regulations (...). Such an assessment may be associated with applying relevant legal consequences on an academic, (...) or disciplinary level.

Following the provisions of Internal Regulation of the Comenius University Bratislava - Disciplinary regulations of the Comenius University Bratislava for students, *a student's disciplinary offence is any form of writing off or illegal cooperation or hinting during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the course, or the use of technical devices or any information carriers in a way other than permitted during the written or oral evaluation of study results (knowledge verification) or during preparation for it within the subject*. Some of the disciplinary measures may be imposed on the student for a committed disciplinary offence: reprimand, conditional expulsion from studies or expulsion from studies.

Notes:

Past grade distribution

Total number of evaluated students: 74

Hodnotenie predmetu sa zobrazí až v prípade zaradenia predmetu do nejakého študijného plánu.

Lecturers: Mgr. František Olšovský, PhD., doc. JUDr. PhDr. Katarína Gubíniiová, PhD.

Last change: 14.04.2026

Approved by: