

BLENDING INTENSIVE PROGRAM

SUMMER SCHOOL 2023

MODERN MARKETING AND IT



international exciting fun exceptional

July 24-28 Western Galilee College, Israel

August 1-4 online

3 ECTS

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Holistic marketing

New technologies in marketing

Importance of information

Changes in buying behavior

Managing marketing campaigns

Social media

Business and marketing

Product placement



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Syllabus



- Holistic marketing. Socially responsible marketing. "Permission" marketing and CEM.
- New technologies and their impact on partial marketing strategies. Marketing mix from an organization perspective and from a customer perspective. Extended marketing mix – elected trends in product, distribution, pricing and communication policy with practical examples focused on new technologies – virtual reality, augmented reality, AI, etc.
- Importance of information and marketing research in marketing management. Market segmentation. One-to-one marketing. Sources of information, new techniques and tools of marketing research, big data, data mining, database marketing. Market segmentation.
- Changes in customer buying behaviour. Building and managing customer relationships – impact on CRM. Current approaches to market positioning and brand building, and brand management. Behaviour of selected market segments. Loyalty programs – Rewarding customers – How does it work?
- Marketing campaigns from point of view of project manager. Marketing project management. Cloud marketing.
- Digital marketing and new technologies. Self-marketing, positioning and self-branding. Marketing of popular people. Personal vision of the entrepreneur in relation to the business and marketing plan. Celebrity and influencer marketing.
- Social media and marketing. Social media threats. Specifics of marketing on selected social networks. Internet marketing. Ambush marketing. Ambient media and marketing.
- Business and marketing in the online environment. Specifics of online environment, e-commerce, e-business and online marketing. Selected analytical tools. Mobile marketing and m-commerce. Selected tools of proximity marketing. Characteristics of mobile marketing, its goals and types of campaigns. Mobile apps.
- Product placement. Types of product placement, legislation and ethical self-regulation, new possibilities of using product placement after digital transformation.

