
Academic Course

Basics of Entrepreneurship and
Industrial Marketing

Level of course unit: Bachelor

ECTS: 5

Language of Instruction: English

Course Dates:

• 14.02.2022 - 13.05.2022

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Type of course: Online – virtual

Learning Outcomes:

The aim of the subject is to provide students with basic knowledge that is a prerequisite for successful entrepreneurship and, based on this knowledge, to establish a trade or business company, to develop a business plan for financing and to master the skills needed for the entrepreneur in the production area as well as in the field marketing. In order to understand its significance for overall business management, marketing tasks - market research and marketing mix and submix creation. Social Responsibility Issues in Marketing. By presenting methods and tools of modern industrial marketing, whose practical implementation enables to meet customers' needs and achieve competitive advantage of the company on the market, the student will acquire the skills necessary for proper marketing management of the company.

Course Contents:

In this course students will learn about:

- ✓ Entering Business. Subjective and objective business assumptions. Procedure for setting up trades and companies.
- ✓ Analysis of strengths and weaknesses of the company - analysis of individual analyzes: SWOT, PEST, resource analysis, SMART, SPACE - suitability / unsuitability of their use. Choosing specific areas of business, setting business goals.

- ✓ Market analysis, competition, suppliers, customers. Business plan - description of non-financial and financial part, reasons of creation. Content, structure and use. Determining the profitability of production - break-even point, profit and loss planning.
- ✓ Basic concepts of industrial marketing, marketing management, market orientation.
- ✓ Strategic planning, marketing process management and marketing planning.
- ✓ Marketing information system and marketing research - internal databases, forms of marketing research, information gathering, transmission and use of information.
- ✓ Application of industrial marketing, analysis of marketing environment, analysis of consumer markets and buying behavior, market analysis of organizations and purchasing behavior of organizations.
- ✓ Knowledge of competition. Measuring and forecasting market demand, identifying market segments. Marketing strategies for differentiating and placing a marketing offer. Development, testing and deployment of new products and services. Managing products through their life cycle, Designing marketing strategies for market leaders, challengers, followers and nichers.
- ✓ Designing product lines, brands and packaging. Management of trade in services and support services. Creating pricing strategies and programs. Selection and management of marketing distribution channels. Management of retail, wholesale and physical distribution systems.
- Creation of marketing communication strategy. International marketing - characteristics, nuances

Contact Person for registration:

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Application Deadline: 31.1.2022

Available Spots: 10

Fee: no fee



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