

MARKETING

FOR CREATIVE, DYNAMIC AND FRESH IDEAS

Many people equate marketing with advertising, but it is much more than that. Marketing is based on customer understanding and is trying to create a suitable, tailor made offer for the customer using inspiration and innovation. It is a way of thinking that allows organizations to build competitive advantage and better business practices even in unfavorable conditions. It is a link between the company and its customers.

Are you creative, dynamic and ambitious? Are you interested in what marketing has to offer and how to properly use marketing and its tools in today's digitalized world? Then enrollment in the graduate Marketing programme is the right choice for you.

- marketing manager / marketing manager for local, regional and international markets
- customer care / digital marketing administrator / sales manager / export agent



- trademark manager / product manager
- marketing / sales analyst / researcher

GENERAL CURRICULUM

1st year

1st semester

Managerial Economics

Research Methods and Techniques

Strategic Marketing Management

Accounting Information for Decision-Making

2nd semester

Strategic Management 2

Sales and Business Marketing Management

* integrated Marketing Communications

* Marketing and Sales Across Cultures

ELECTIVE COURSE

Business Skills Development 1

2nd year

3rd semester

Brand Management

Analysis for Marketing Decisions

** Pricing Strategies

** New Product Development

MASTER'S THESIS PROPOSAL

4th semester

ELECTIVE COURSE

Business Skills Development 2

MASTER'S THESIS

- * Student selects one of the two offered courses.
** Student selects one of the two offered courses.

CONTACTS

University of Ljubljana
School of Economics and Business
Kardeljeva ploščad 17
SI-1000 Ljubljana, Slovenia

Phone: +386 1 5892 400
e-mail: info@ef.uni-lj.si
www.ef.uni-lj.si/en