

Master's study program

INTERNATIONAL MARKETING

Graduate profile

The marketing specialization is built on subjects such as strategic marketing management, international marketing, public relations, or dealer management which bring application knowledge relevant especially for the automotive industry. This focus and possibility of trainee stays during study distinguishes the study specialization from other engineering fields universities. The specialization is intended for creative people who like to work in an international environment.

A diploma thesis usually solves current issues of knowledge development and trends in the field.

Within the block of compulsory elective subjects, students can choose a six-week internship. The internship is intended especially for students coming from other universities so that before graduation, they acquire the necessary work experience that will help them better apply themselves to the labor market in the Czech Republic and abroad.

As part of the Erasmus+ program, students can also spend a semester or two at one of the more than sixty partner universities or in one of the partner companies abroad. Skoda Auto University also offers the opportunity to gain foreign experience from an internship or study stay in less usual destinations such as India, South Korea, Vietnam, Israel, or the USA.

Students specializing in International Marketing can apply for a double degree in cooperation with the University of Applied Sciences Upper Austria, Global Sales, and Marketing Study Program in Steyr, Austria.

A graduate of the International Marketing specialization is prepared for work in business and marketing departments of companies operating on global markets. Due to the international nature of business contacts are also equipped with the necessary language skills and intercultural competencies. Graduate specialization is ready to define, analyze, and manage company processes in an international environment because understands the strategic context of marketing, business, finance, production, and logistics decisions.

Application of graduates

Graduates work in middle and top management positions in international purchasing departments, product marketing, international marketing, Public Relations, assistants to board members of multinational companies, heads of international projects, managers in foreign branches or international companies abroad, etc.

Graduates work in positions such as sales manager; purchasing manager; specialist/manager of international marketing; specialist/manager of international projects; Spokesperson; PR specialist/manager; strategic planning specialist/manager or top management assistant and others.