

MBA

MARKETING MANAGEMENT
AND INTERNATIONAL
BUSINESS



C E M I



ABOUT STUDY PROGRAMME

Duration of study:
1 year

Degree:
MBA

Modules:
10

Termination:
Diploma Thesis

Language:
English



C E M I

The Marketing Management and International Business (MMIB) programme is suitable for all who deal with international business and marketing activities in companies of all sizes and all fields. It is a two-semester programme, taught in English, fully online. It contains 10 study modules.

MAIN BENEFITS IN THE FIELD OF PRACTICE

- ✓ you will learn **international on-line marketing techniques**
- ✓ you will become familiar with **processes of introducing new products** onto a global market
- ✓ you will explore **the possibilities of innovation and change as a main competitive advantage**
- ✓ you will learn about **the challenges of cartel agreements** and the abuse of a dominant position
- ✓ you will master the issues of **consumer protection, time-sharing and distance sales**
- ✓ you will become familiar with important methods of **strategic planning in your business**

TESTIMONIALS OF OUR GRADUATES

Anastasija Zapletalova, MBA



**Sales and Marketing
Consultant**
Randstad Holding

"One of the most important reasons why I chose CEMI was to allow me to **study without the necessary attendance of the lectures**. The lecturers were great, coming from different countries, so they had a different cultural background, which was interesting."

Christopher Seviour, MBA



Bunker Trader
ARTE Bunkering

"I would like to say that the topics were extremely focused on what I was doing. These are Strategic planning and Intercultural communications, which will help me in my future role. **I definitely gained new theoretical and practical knowledge.**"

Vladimira Babakova, MBA



Business Director
Banking University

"The lecturers were great, they are **people with real experience** that they can pass on to us and that cannot be found in books, but in their interesting and exciting experiences. The tutors were absolutely amazing. I could feel that they were **professionals with experience**. I think all the tutors were very qualified. It pushed me forward in the area of strategic management and controlling."

Sarka Richterova, MBA



Customer service
ArcelorMittal Tubular Products

"The international lecturers from various disciplines, their conception of given issues and subsequent application in **everyday practice taught me to be a better and more efficient member of a large working team**. I started using a lot of theoretical information right away in practice and thanks to the knowledge I gained, I am more decisive and I can clearly define goals."

TESTIMONIALS OF OUR GRADUATES

Ditta Hlavackova, MBA



**Tax advisor
HLB Proxy**

"I was pleasantly surprised with the tutors; I liked that **they were strict, always online, very supportive and motivating**, and I especially **liked their international approach**."

Jiri Rada, MBA



**Sector Sales Manager
Indesit**

"I chose CEMI for my studies because it **offers an elaborate e-learning system** that enabled me to combine my busy work schedule with my studies. I can say that all the tutors I communicated with made a **good impression on me** thanks to their **professional and academic quality**. I would definitely recommend studying at CEMI. It was a great benefit to me and it will be a good asset to my future career."

Lucie Ciskova, MBA



**Commercial Director
Business Lease Slovakia**

"**I see the greatest benefit of my study in my diploma thesis**, in which I devoted myself to setting a strategy for the next two years for the company I am currently working in. I would definitely recommend CEMI to my friends and colleagues. I consider this experience very helpful in my job!"

SOME OF OUR CORPORATE CLIENTS



OUR TUTORS



Kester Osahenye, PhD, MMP

Mr Osahenye became a Master of Managerial Psychology (MMP) at the University of Ibadan, Faculty of **Social Science** and continued at the University of Strathclyde, UK. Mr Osahenye has also received a PhD in **Management**. He presently combines lecturing at CEMI with his work at a global telecoms and ICT company. He is responsible for **managing marketing communications and strategies, executing lock-in strategies** for all the addressable markets and branding for the EMEA Region.



Alvaro Aznar, MBA

Mr Aznar successfully finished his two-year **Doctoral Core Research Methods Training (DCRMT)** Programme at Cranfield University. In the professional sphere, Mr Aznar has worked as a **Business Controller** and **Strategy Director in multinational companies in the pharma, paper and industrial sectors for 10 years**. He currently works as strategy and organisation & process management **lecturer at CEMI and Universidad Europea de Madrid**. He previously lectured for 8 years on the same subjects at the International School of Management (Germany).



Joelle Bhullar, MBA

Ms Bhullar achieved her MBA degree at the University of Wisconsin Eau Claire, Faculty of Business. Currently, Ms Bhullar is working on **developing market strategies** for a retail organization to **maximize profitability through analyses of trends, elasticity and competitor data**. "I thoroughly enjoy working with the CEMI staff and interacting with my students. I look forward to helping each student reach their full potential and achieve their academic goals."



Professor Guillaume Finck

He studied in France to achieve his BBA degree at IMEA University, Besançon Faculty, International Executive study programme. Guillaume Finck is the **CEO of Excellent Triangle Company**, an education services consulting firm, and is currently working on his **doctorate degree at the Paris School of Business**. Presently Mr. Finck is the **Professor of Business Strategy, Business Economics and International Business at Paris Dauphine University** for the following courses: **Business Opportunities in the Current Economic Crisis**, **The Art of War Applied to Market Warfare**, **Geopolitics and Business Strategy**, **Perspectives in Europe**, **The Currency Wars** and many others.

OUR TUTORS



Dr Pietro Andrea Podda, PhD

Mr Podda was a **tutor at Anglo-American University** and he currently teaches at the University of New York in Prague. He also lectured at the University of Vienna in the **Advanced International Financial Accounting** programme, at the University of Northern Virginia, at Victoria University in Prague and at the College of Finance and Administration. He devotes himself to teaching **Business, Financial** and Legal subjects to undergraduate and postgraduate (MBA, LL.M) students.



Claire Jacqueline Manning, BA, MBA, PGCE

Mrs Manning leads core modules and **Professional Skills Courses** at Leeds University. "We are tutors and we have been practitioners in your fields. We are dedicated to providing **teaching that is practice-focused** – aimed at giving you the specialised skills and knowledge needed for a successful **transition into a real-life legal practice**. I have delivered lectures and seminars to over **1 000 students internationally**.



Ing Jiri Matousek

He studied International Trade at the University of Economics in Prague. He focuses mainly on management, **marketing and management, marketing and sales** skills, customer service, **external communication and PR skills (including media crisis communication)**. Among other things, he was the **Chairman of Central European Private Aviation (CEPA)** Association of Central European Business Air Transport Professionals. He also served as the **Executive Director** of a company providing private and corporate events or conferences. He speaks English, German, Spanish and Russian.



STUDY PLAN



C E M I

1st semester



Business Enterprise **Claire Jacqueline Manning, BA, MBA, PGCE**

The aim of this subject is to enable students to develop the **appropriate skills and knowledge** to contribute effectively to the creation of an appropriate business with prospects for long-term survival and growth.



Intercultural Communication **Ing Jiri Matousek**

The aim of this module is to learn about **intercultural communication**. The goal is to gain **intercultural competence**, meaning the active possession of qualities that contribute to **effective intercultural communication** and can be defined in terms of three primary attributes: knowledge, skills and attitudes. This module will deal with all three of these elements.



Marketing Management **Joelle Bhullar, MBA**

This module is designed to give a broad understanding of how marketing professionals **develop** and implement marketing strategies to meet the **needs of their customers** while achieving their business objectives. This course will explore issues including consumers, **customer segmentation**, products and services, **pricing strategies** and **managing new technology**.



International Marketing and Social Media **Kester Osahenye, PhD, MMP**

An industry overview and structural analysis of marketing as it relates to **international marketing** and **internationalising**. It examines the **social media impact** on the activities involved in delivering goods and services to consumers through the various **channels of social media**. The trends of international marketing through **digital media** and intrusive new media channels and its attendant effects on the **marketing value chain/processes**.



Competition Policies for Business **Dr Pietro Andrea Podda, PhD**

This MBA course familiarizes students with the **regulation of economic competition in the EU** and also in countries relatively new to **regulating competition** like Russia and China. Students should acquire deep knowledge of the **regulation of cartel agreements**, abuse of dominant position, concentrations and state aids.



STUDY PLAN

2nd semester




Strategic Planning

BC Alvaro Aznar, MBA

This MBA study module will cover the main schools of thought in strategic planning, the general objectives and **stages of strategic management**, the **tools** and the challenges in **strategic implementation**. Lectures, slides and business cases will be provided to ensure a solid understanding of the subject and to be able to participate in active online sessions focused on connecting and applying knowledge.




International Business Strategy
Professor Guillaume Finck

 This MBA course is designed to give students the necessary keys to master **business strategy** by developing their understanding of their **economic environment** and the fundamental principles of **strategy and tactics**. It will then concentrate on the overall principles of **rupture strategies** by describing the processes that some businesses may use to **open new strategic spaces**.



Managing Innovation
Claire Jacqueline Manning, BA, MBA, PGCE



This module explores the importance of **innovation and change**. It discusses what we mean by 'innovation', its contribution to a **competitive advantage** and its significance in an increasingly globalized and competitive world. The module focuses on those elements – **leadership**, organisational structures and **processes**, **culture** (national and corporate) and political systems – which shape and promote (or hinder) innovation.




Consumer Protection Policies for Business Companies

Dr Pietro Andrea Podda, PhD

Students will become familiar with **consumer protection** provided by the European Union and by other economic realities like Russia (and other former Soviet Republics) and China. Topics include unfair terms in **consumer contracts, deceptive and unfair commercial practices, product safety**, consumer claims and sales returns, **liability of producers and sellers** and the protection of consumers in specific transactions. All business operators must be aware of these policies in an economy oriented towards consumers. Consumers in specific transactions (time-sharing, distance selling, consumer credit, etc.).



Strategic Marketing and Product Management
Kester Osahenye, PhD, MMP

 **Strategic planning**, the development and launch of new products and the management of brands from a marketing manager's perspective are included in this material. The course content is **Marketing Strategies** and **Product Strategies, Pricing Strategies, Distribution Strategies** and **Promotion Strategies**. Upon the completion of the course, the MBA students will have a working knowledge of the product development process, will understand the tools and skills involved in new product development, and will be able to evaluate these development efforts.

**ARE YOU INTERESTED
IN THE OFFER OF STUDIES?**

**DO YOU HAVE ANY
ADDITIONAL QUESTIONS?**

CONTACT US!



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