



**VYSOKÁ ŠKOLA OBCHODNÍ V PRAZE, o. p. s.**

**UNIVERSITY COLLEGE of BUSINESS IN PRAGUE, o. p. s.**

**COURSE CATALOGUE**

**International Mobility Programs**

**Prague, June 2018**

## I. Winter Term

<b>Course</b>	<b>Credits</b>
Literary and Film induced Tourism	5 ECTS credits
Czech Republic as a Tourism Destination	5 ECTS credits
Statistics for Business and Economics – SBE	5 ECTS credits
New Media and Marketing	5 ECTS credits
Cultural Tourism	5 ECTS credits
Tourism Marketing	5 ECTS credits
Advertising in Tourism	5 ECTS credits
Introduction into the Czech Language and Culture	No credits

## 1. Literary and Film induced Tourism

The course aims to address the role of literary and film induced tourism in destination development. Based on this course students will deal with texts and films which highlight characteristics of different destinations. They will try to understand and reproduce the main features of a text and film. Then they proceed to generalize and describe the main reasons why the particular text or film induced visitation of the destination. This might lead to innovative conclusions as to how tourism strategies for literary and/or film destinations have to be designed.

After attending the course the students will be able to exploit texts of literature and films in economic terms; identify archetypes of touristic behavior; put a structuralize approach to tourism into practice; derive marketing messages from a literary text and films; describe the relationship between literature and tourism and film and tourism development strategy of the destination; prepare a literary and film trail.

- Content tourism – defining literary and film induced tourism. Concept and typology
- Film boosted destination potential.
- Television miniseries and films as creators of tourism spaces.
- Commodification of culture and displacement in film-induced tourism.
- The complexity of authenticity and film tourism and the mixture of simulacrum.
- The relationship between fans and film induced tourism, cinematographic fantasy of déjà vu.
- Adaptation of literary texts as a means of inducing tourism.
- Literature boosted destination potential.
- Literary tourism – locating imagination. Literary trails.
- The role of co-creation in literary tourism.
- Literary tourists' motivations.
- The role of electronic devices, gamification and augmented reality in literary tourism.
- Tourism fiction.
- Sustainability of film and literature tourism.

### Mandatory literature:

- Carson, S., Pennings, M. (ed.) (2017). *Performing Cultural Tourism*. New York : Routledge. ISBN 9781138041424
- Salmon, Ch. (2017). *Storytelling: Bewitching the Modern Mind*. Paris: Verso. ISBN 978-1784786588
- Woodside, A. G. (2016). *Storytelling-Case. Archetype Decoding and Assignment Manual*. Bingley: Emerald Group Publishing Limited. ISBN-13: 978-1785602177
- Beeton, S. (2005). *Film-Induced Tourism*. Clevedon, UK: Channel View Publications. ISBN 9781845410155
- Croy, G., Heitmanns, S. (2011). *Tourism and Film*". In Robinson, P., Heitmanns, S., Dieke, P. (eds), *Research Themes for Tourism*, Wallingford UK and Cambridge MA: CABI, pp. 188-204. ISBN 978-1-84593-684-6
- Hahm, J., Wang, Y. G. (2011) *Film-Induced Tourism as a Vehicle For Destination Marketing: Is it Worth the Efforts?*, *Journal of Travel & Tourism Marketing*, 28:2, 165-179
- Anne Hoppen, Lorraine Brown, Alan Fyall *Literary tourism: Opportunities and challenges for the marketing and branding of destinations?*  
<http://eprints.bournemouth.ac.uk/23052/1/Literary%20tourism.pdf>
- James, F. B. (2013). *Role of Literature in the Sustainability of Tourism*  
<https://bennykarinattu.wordpress.com/2013/08/23/role-of-literature-in-the-sustainability-of-tourism/>
- Robinson, M., Andersen, H. Ch. (2003). *Literature and Tourism*. ISBN 9781844800742

### Optional literature:

- Hulme, P., Youngs, T. (eds) (2002). *The Cambridge Companion to Travel Writing*. Cambridge. UK: Cambridge University Press. ISBN 978-0521786522.
- Tkalec, M., Zilic, I., Recher, V. (2017). *The effect of film industry on tourism: Game of Thrones and Dubrovnik*, *International Journal of Tourism Research*, 19(6), pp.705-714. ISSN 1522-1970

## 2. Czech Republic as a Tourism Destination

The student will become familiar with the major attractions, tourist centers, climatic patterns, lodging choices, travel options and traveler motivations for travel in the Czech Republic.

Student Learning Outcomes:

- ✓ To empower the student to understand the importance of geographic knowledge to the sale of travel.
  - ✓ To utilize this knowledge in the more efficient and effective counseling of clients' travel needs and desires, as far as Czech Republic is concerned.
- 
- Introduction. Contents of the course. History and geography of the Czech Republic.
  - Tourism regions of the Czech republic, relevant aspects of life in an area.
  - History and present of tourism, various types of tourism destinations.
  - Main natural heritage of the Czech Republic. Examples.
  - Most important culture – historical heritage of the Czech Republic. Examples.
  - Human history, protected sights, UNESCO in the Czech Republic – part1 .
  - Human history, protected sights, UNESCO in the Czech Republic – part2
  - Importance of spas, economy, medical, social. Tradition of spa destinations in the Czech Republic.
  - Wellness and the way of using it in spas and hotels in Czech Republic.Examples.
  - Spas in West and South Bohemia and Moravia. Examples.
  - Spas in Central, Eastern and North Bohemia.Examples.
  - MICE , specially events organized in the Czech Republic. Examples.
  - Gastronomy. Culinary tourism.
  - Medical Tourism in the Czech Republic.

### Mandatory literature:

- Mahoney, W. M. (2011). The History of the Czech Republic and Slovakia, Greenwood Publisher, ISBN 978-0-313-36305-4
- UNESCO Czech Heritage, <http://en.czech-unesco.org>

### Optional literature:

- Jankowski, T. (2014). Eastern Europe!: Everything You Need to Know About the History (and More) of a Region that Shaped Our World and Still Does, New Europe Books, Kindle Edition, ASIN: B00BRUPJ8A
- Lonely Planet ( 2017). Lonely Planet Eastern Europe (Travel Guide) Kindle Edition, ASIN: B075957H2N
- Medical Tourism Guide Czech Republic, <http://www.medicaltourism.cz>
- A culinary trip to the Czech Republic, <http://www.czechtourism.com/p/sc-culinary-trip-prague-czech-republic/>
- UNESCO Czechia, <https://whc.unesco.org/en/statesparties/cz>
- CzechTourism, <http://www.czechtourism.com/a/unesco/>

### 3. Statistics for Business and Economics – SBE

Bachelor course is aimed at deepening and filling in basic knowledge of statistical analysis. Particularly, it is concentrated on studying the associations between objects and ideas, some of the computational algorithms and the ability to apply them. Selected parts will be solved using Social Science Statistics calculator (<http://www.socscistatistics.com/>) and MS Excel. After successful completion of this course, students will be able to utilize the knowledge acquired in the other follow-up courses and in practice.

- Introducing the subject, elements of descriptive statistics, frequency distributions
- Central tendency, dispersion and some asymmetry characteristics
- Elements of probability theory, definitions, combinatorial analysis, factorial
- Dependent and independent events, rules for computing probabilities
- Probability distributions, binomial, Poisson, normal and derived distributions
- Sampling theory, sampling distributions, basic sample characteristics
- Estimation theory, unbiased estimates, efficient estimates, point and interval estimates
- Contingency tables, coefficient of contingency, correlation of attributes
- Correlation and regression analysis, least-squares regression lines

#### **Mandatory literature:**

- Spiegel, M.R.: Theory and Problems of Statistics. McGraw-Hill, 2nd ed., New York 1992. ISBN: 0-07-707706-7.
- Dowdy, S., Wearden, S.: Statistics for Research. Wiley, 2nd ed., New York 1991. ISBN: 0-471-85703-3.
- Manuals dealing with Social Science Statistics or Excel table processor like <http://www.socscistatistics.com/tests/Default.aspx>
- <http://www.statisticshowto.com/hypothesis-test-in-excel-for-the-population-mean-large-sample/>
- <http://www.real-statistics.com/hypothesis-testing/>
- <https://cosmosweb.champlain.edu/people/stevens/webtech/excelfiles/chap8-excel.pdf>

#### **Optional literature:**

- Wonnacott, T.H., Wonnacott, R.J.: Introductory Statistics for Business and Economics. 3rd ed., Wiley, New York 1984. ISBN: 0-471-95982-0.

Required: Social Science Statistics software, MS Excel and Calculator (no programmable calculators, cell phones, PDA's, etc.),

## 4. New Media and Marketing

The aim of the course is to introduce modern trends in information technologies – especially new media and social networks – and their use for marketing purposes. Introduction of a modern concept of website creation through open source Content Management software (CMS), followed by actual web creation and promotion through new media. The student gains a broad orientation in the world of new media and its practical use.

- New Media in the Modern World – introduction, features and possibilities
- Preparing own website- Drupal, Joomla, WordPress Content Management Systems
- Preparing own website - Introducing individual CMS and basic CMS Wordpress installation
- Preparing own website - CMS Wordpress - working with templates and plug-ins
- Preparing own website - specifics of e-shops
- Preparing own website - Content Marketing
- Foundations of Search Engine Optimization - SEO and applications on the upcoming site
- Implementing Google Analytics for the upcoming site
- Optimization for conversions
- Fundamentals of marketing in social media - using Facebook and others
- PPC Campaigns - AdWords and Sklik
- E-mail marketing as a website promotion tool
- Repetition, conclusion

### **Mandatory literature:**

- Safko, L. (2012): The Social Media Bible: Tactics, tools&strategiesfor business success. New York: Wiley. ISBN 978-1-118-26974-9

### **Optional literature:**

- Sterne, J. (2010): Social media metrics: How to measure and optimizemyour marketing investment. New York: Wiley. ISBN 978-0470-58378-4
- Friedmann, A. (2010): WritingforVisual Media. Berlin: Elsevier. ISBN 978-0-240-81235-9

## 5. Cultural Tourism

The aim of the course is to provide students with a comprehensive overview of cultural tourism. Attention is paid to the basic terminology, actors, institutions and legislation of cultural tourism. Students will get an orientation in the issue of management of cultural tourism and cultural tourism products.

- Definition of culture. Cultural Capital. The role of culture. Film projection.
- The cultural and creative sector.
- Definition of cultural tourism. Forms of cultural tourism.
- Definition of cultural tourism. Forms of cultural tourism. Case study analysis.
- Cultural and historical potential. Specifics, breakdown, protection. Authenticity and commodification.
- Typology of cultural tourists. Segmentation. Case study analysis.
- Cultural destinations and their actors. Student presentations.
- The possibilities of cooperation. Territorial aspect, forms of cooperation. International and cross-border cooperation.
- Cultural tourism products. Basic delimitation. Theory of experience. Creation and innovation.
- Student presentations. Case study analysis.
- Challenges and obstacles to the development of cultural tourism.
- Financial resources. Legislation.
- Excursion.

### **Mandatory literature:**

- McKercher B., du Cros H. (2015): Cultural Tourism. Oxon: Routledge. ISBN 978-0415833974
- Richards, G. (2007): Cultural Tourism. Global and Local Perspectives. ISBN 978-078-90311-6-7

### **Optional literature:**

- Swarbrooke J., Horner S. (2007): Consumer Behavior in Tourism. Oxford. ISBN 978-07-506-673-5-7

## 6. Tourism Marketing

The main objectives of this course are to develop an ability to evaluate, implement and lead effective marketing programs in companies and organizations operating in tourism. The subject is based on academic literature and case studies.

### Learning Outcomes

- ✓ Define and explain tourism marketing concepts, including the tourism marketing mix (8P)
  - ✓ Consider the key elements underpinning the essence, planning and implementation of marketing plans and strategies in organization operating in the tourism market
  - ✓ Evaluate case studies, identifying and analyzing problems and then making recommendations for practical implementation;
  - ✓ Working and communicate effectively individually or/and in teams
  - ✓ Report from field trip
- 
- Defining Marketing and Specifics of Tourism Marketing
  - Customer behavior
  - Analysis of Competition
  - Positioning in Tourism
  - Marketing Segmentation in Tourism
  - Marketing Research in Tourism
  - Branding
  - Marketing mix in Tourism; Product and product strategy
  - Costs and pricing strategy
  - Distributing the Tourism Product; People
  - Marketing Communication in Tourism
  - Marketing Management for Tourism; Marketing Information System in Tourism
  - Field Trip

### Mandatory Literature:

- Lumsdon, Les. (2016). *Marketing for Tourism.*, Palgrave Macmillan UK. ISBN: 978-1-349-21946-9
- Nilanjan, R., Das, D. K., & Raj, K. (2017). *Tourism marketing: a strategic approach. Tourism marketing: a strategic approach.*

### Optional Literature

- Királová, A (ed)., (2017). *Driving Tourism through Creative Destinations and Activities.* IGI Global.
- Kotler, Philip; Bowen, John T.; Makens, James C. *Marketing for hospitality and tourism.* Prentice Hall, 2009.
- Fisk, R. P., Grove, S. J., & John, J. (2008). *Interactive services marketing.* Boston: Houghton Mifflin.



## 7. Advertising in Tourism

The goal of this course is to inform about the basic structure of the advertising market, about the work of the advertising agencies and creative studios, about decision-making in the process of election advertising and media strategy, the majority of applications of non-verbal communication in creative strategy, the construction and the course of the advertising campaign on a national and international level. On the basis of information from the field of creative advertising, students will analyze current advertising campaign and create their own campaign for the selected product.

- Introduction to advertising and advertising industry
- Marketing communication and advertising strategy
- Advertising challenges
- Advertising research
- Creativity in advertising
- Advertising Appeals
- Advertising media
- Advertising models and approaches in tourism
- The role of brand in advertising
- Planning and organizing an advertising campaign in tourism
- Evaluation of advertisement campaign in tourism
- Advertisement campaign for the global market
- Future of advertising in tourism

### **Mandatory literature:**

- Morgan, N., Pritchard, A. (2013). Advertising in Tourism and Leisure. London: Routledge. ISBN 9781136430558

### **Optional literature:**

- McCabe, S. (2008). Marketing Communications in Tourism and Hospitality: Concepts, Strategies and Cases. New York: Butterworth-Heinemann. ISBN 978-0750682770

## II. Summer Term

<b>Course</b>	<b>ECTS Credits</b>
Cultural Tourism	5 ECTS credits
Destination Management and Marketing	5 ECTS credits
Sport Tourism	5 ECTS credits
Territorial Aspects of Tourism Development	5 ECTS credits
Specifics of Tourism – A Quantitative Approach	5 ECTS credits
New Media and Marketing	5 ECTS credits
Introduction into the Czech Language and Culture	No credits

## 1. Cultural Tourism

The aim of the course is to provide students with a comprehensive overview of cultural tourism. Attention is paid to the basic terminology, actors, institutions and legislation of cultural tourism. Students will get an orientation in the issue of management of cultural tourism and cultural tourism products.

- Definition of culture. Cultural Capital. The role of culture. Film projection.
- The cultural and creative sector.
- Definition of cultural tourism. Forms of cultural tourism.
- Definition of cultural tourism. Forms of cultural tourism. Case study analysis.
- Cultural and historical potential. Specifics, breakdown, protection. Authenticity and commodification.
- Typology of cultural tourists. Segmentation. Case study analysis.
- Cultural destinations and their actors. Student presentations.
- The possibilities of cooperation. Territorial aspect, forms of cooperation. International and cross-border cooperation.
- Cultural tourism products. Basic delimitation. Theory of experience. Creation and innovation.
- Student presentations. Case study analysis.
- Challenges and obstacles to the development of cultural tourism.
- Financial resources. Legislation.
- Excursion.

### **Mandatory literature:**

- McKercher B., du Cros H. (2015): Cultural Tourism. Oxon: Routledge. ISBN 978-0415833974
- Richards, G. (2007): Cultural Tourism. Global and Local Perspectives. ISBN 978-078-90311-6-7

### **Optional literature:**

- Swarbrooke J., Horner S. (2007): Consumer Behavior in Tourism. Oxford. ISBN 978-07-506-673-5-7

## 2. Destinations Marketing and Management

Upon completion of the course the student will be able to: orientate in principles of marketing and management of tourism destination; to prepare and conduct market segmentation and positioning; compile destination marketing mix; compile a marketing plan for the destination; orientate in the current trends of marketing and destination management in the Czech Republic and abroad; use information technology in marketing and destination management; apply the principles of sustainability of tourism development in the destination; to carry out marketing analysis of the destination; analyze, control and evaluate the success of marketing tools in managing the destination; orientate in the current issue of managing destinations in the EU; orientate in the principles of creation and legislation affecting the creation of destination management organizations (DMOs); to focus on networking principles between the public, private and non-profit sectors.

- Concept of management and marketing of destination - management, marketing, planning
- Creating partnerships in a destination. Relationships with stakeholders and residents
- DMO. Governance and leadership in the destination
- Management of sustainable tourism in the destination
- Competitiveness of the destination and its measurement
- Marketing research. Marketing information system
- Creation of marketing strategies
- Marketing planning
- Visitor behavior in tourism. Segmentation and positioning
- The marketing mix of the tourist destination. Product mix
- Pricing policy of the destination. The distribution mix. People
- Communication mix of destination. ICT in Destination. Branding destinations
- Future Trends and Challenges for tourism and DMOs.

### **Mandatory literature:**

- Királ'ová, A. (2017). Driving Tourism through Creative Destinations and Activities. Hershey, IGI Global: A volume in the Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series. ISBN13 9781522520160.
- Királ'ová, A. (2015). Sustainable Tourism Marketing Strategy: Competitive Advantage of Destination, In N. Ray (Ed.) Emerging Innovative Marketing Strategies in the Tourism Industry (pp. 54-81), Hershey, IGI Global: A volume in the Advances in Hospitality, Tourism, and the Services Industry (AHTSI) Book Series ISBN13: 9781466686991
- UNWTO (2015). Repository of National Master and Marketing Plans.

### **Optional literature:**

- Kotler, P. T., Bowen, J. T., Makens, J. (2013). Marketing for Hospitality and Tourism. New York: Prentice Hall, ISBN 9780132784023
- Balanced Score Card. New York: John Wiley and Sons. ISBN 978-0132784023

### 3. Sport Tourism

The aim of the course is to give an overview of sport tourism activities related to tourism, their structure and basic features, and to think about the creative use of sport tourism activities in tourism and to learn how to modify them in practice for practical purposes. Students will be able to define the concept of sport tourism together with its subcategories, and to assess the position of sport tourism in the world, European and Czech tourism.

- Basic definitions of sports tourism.
- Historical development.
- Types of sports tourism.
- Sport-oriented tourist. Selected segments of tourists and their relation to sport-oriented tourism.
- The importance of sports tourism.
- The position of sport tourism in tourism in terms of demand.
- The position of sports tourism in tourism in terms of supply.
- The position of sport tourism in tourism from a seasonal point of view.
- The position of tourism in the world and Europe (selected activities and destinations).
- The position of tourism within the Czech Republic.
- Specifics of sports management.
- Specifics of marketing in sport.
- Current issues of sports tourism.

#### **Mandatory literature:**

- Edersen, P. M. (2011). Contemporary sport management. 4th ed. Champaign, IL: Human Kinetics. ISBN 9780736081672.
- Gibson, H. (2006). Sport tourism: concepts and theories. New York, London: Routledge. ISBN 978-04-1534-809-6
- Hinch, T., Higham, J. E. S. (2011). Sport tourism development. Buffalo: Channel View Publications. ISBN 978-1-84541-195-4.

#### **Optional literature:**

- Garrod, B., Fyall, A. (2013). Contemporary Cases in Sport: Volume 1. Oxford: Goodfellow Publishers. ISBN 978-1-908999-21-4.

## 4. Territorial Aspects of Tourism Development

The course aims to develop critical understanding of tourism geography. The discussion strives to connect tourism to key geographical concepts relating to globalization, mobility, new geography of production and consumption, postindustrial and urban change, and sustainability.

- Geography and tourism
- Statistics in tourism and their interpretation, region and regionalization
- Tourism potential assessment
- Production and consumption in tourism
- Impact of tourism on the local economy and the environment
- Impact of tourism on local culture
- Tourism and Place / Destination lifecycle / Tourism and Regional Development
- Role of globalization in tourism
- Urban tourism in changing world
- Impact of tourism in Prague - case study
- Impact of tourism in Prague - case study
- Presentation of the case study
- Discussion, feedback, evaluation of the seminar

### **Mandatory literature:**

- Hall, C. M., Page, S. J. (1996). *The Geography of Tourism and Recreation. Environment, Place and Space*. London: Routledge. ISBN 978-0415335614
- Shaw, G., Williams, A., M. (2002). *Critical issues in Tourism: a Geographic Perspective*. Malden: Blackwell Publishers. ISBN 06-312-2414-9

### **Optional literature:**

- Weaver, D. B.(2006). *Sustainable tourism: Theory and practice*. London: Routledge. ISBN 978-0-7506-6438-7
- Williams, S. (2009). *Tourism Geography: a New Synthesis*. London: Routledge. ISBN 978-0-415-39426-0

## 5. Specifics of Tourism – A Quantitative Approach

The aim of this course is to increase knowledge of the essentials of mathematical and statistical theory and to inform students about some problems and their solutions in the tourism field. The significant part is devoted to a collection of statistical data, in particular to publicly available statistical databases (e.g. Eurostat and Czech Statistical Office) and to process them in Scilab environment (<http://www.scilab.org/>). From the theoretical point of view, primarily, this course is aimed to regression and correlation analyses, trend estimations, multivariate approach of dependency analysis, essentials of interval estimates and selected chapters of inequality phenomena. Upon successful completion of this course, students will be able to utilize selected statistical methods in tourism field. It also serves as a significant contribution to the diploma theses, project solutions, etc.



- Introductory, tourism as an economical object, specifics of the Czech Republic
- Scilab environment, installation of program, basic functions and matrix operations
- Scilab consoles, loading data from Excel, graphics
- Descriptive characteristics, point and interval estimates in Scilab
- Tourism specifics in the Czech Republic – illustrative examples in Scilab
- Some measures of inequality, Lorenz curve and Gini coefficients
- Tourism specifics in the Czech Republic – illustrative examples in Scilab
- Extension of mathematical apparatus – matrix eigenvalues and eigenvectors
- Principal component analysis, coefficients, principal components and significance
- Tourism specifics in the Czech Republic – illustrative examples in Scilab
- Trends in time series, point and interval estimates of future trend
- Tourism specifics in the Czech Republic – illustrative examples in Scilab

### Mandatory literature:

- Basman, R.L., Hayes, K.J., Slotje, D.J.: Some New Methods for Measuring and Describing Economic Inequality. London, JAI Press 1993. ISBN: 15-5938-38-52.
- Gomez, C.: Scilab for beginners. Scilab Enterprises, France. Versailles 2013. URL: <http://www.scilab.org/resources/documentation/tutorials>
- Hindls, R., Hronová, S. Seger, J., Fischer, J.: Statistika pro ekonomy (osmé vydání). Professional Publishing, Praha 2007. ISBN: 978-80-86946-43-6.
- Jolliffe, I.T.: Principal Component Analysis (2nd ed.). New York, Springer 2002. ISBN: 0-387-95442-2. URL: [http://f3.tiera.ru/2/M\\_Mathematics/MV\\_Probability/MVsa\\_Statistics%20and%20applications/Jolliffe%20I.%20Principal%20Component%20Analysis%20\(2ed.,%20Springer,%202002\)\(518s\)\\_MVsa\\_.pdf](http://f3.tiera.ru/2/M_Mathematics/MV_Probability/MVsa_Statistics%20and%20applications/Jolliffe%20I.%20Principal%20Component%20Analysis%20(2ed.,%20Springer,%202002)(518s)_MVsa_.pdf)
- Meloun, M., Militký, J., Hil, M.: Statistická analýza vícerozměrných dat v příkladech (druhé vydání). Academia, Praha 2011. ISBN: 978-80-200-2071-0.
- Jílek, J., Moravová, J.: Ekonomické a sociální indikátory. Futura, Praha 2007. ISBN: 978-80-86844-29-9.
- Palatková, M., Zichová, J.: Ekonomika turismu. 2., aktualizované a rozšířené vydání. Grada Publishing, Praha 2014. ISBN: 978-80-247-3643-3.
- Vaculíková, M.: Manuál k programu Scilab. Scilab 2008. URL: <http://scilab.ic.cz/>

### Optional literature:

- Bartsch, H.-J.: Matematické vzorce. Academia, Praha 2008. ISBN: 80-200-1448-9.

## 6. New Media and Marketing

The aim of the course is to introduce modern trends in information technologies – especially new media and social networks – and their use for marketing purposes. Introduction of a modern concept of website creation through open source Content Management software (CMS), followed by actual web creation and promotion through new media. The student gains a broad orientation in the world of new media and its practical use.

- New Media in the Modern World – introduction, features and possibilities
- Preparing own website- Drupal, Joomla, WordPress Content Management Systems
- Preparing own website - Introducing individual CMS and basic CMS Wordpress installation
- Preparing own website - CMS Wordpress - working with templates and plug-ins
- Preparing own website - specifics of e-shops
- Preparing own website - Content Marketing
- Foundations of Search Engine Optimization - SEO and applications on the upcoming site
- Implementing Google Analytics for the upcoming site
- Optimization for conversions
- Fundamentals of marketing in social media - using Facebook and others
- PPC Campaigns - AdWords and Sklik
- E-mail marketing as a website promotion tool
- Repetition, conclusion

### **Mandatory literature:**

- Safko, L. (2012): The social media bible: Tactics, tools&strategies for business success. 3. vydání. New York: Wiley. ISBN 978-1-118-26974-9

### **Optional literature:**

- Sterne, J. (2010): Social media metrics: How to measure and optimize your marketing investment. New York: Wiley. ISBN 978-0470-58378-4
- Friedmann, A. (2010): Writing for Visual Media. Berlin: Elsevier. ISBN 978-0-240-81235-9