BLENDED INTENSIVE PROGRAM

SUMMER SCHOOL 2026
MODERN MARKETING & IT

international exciting fun exceptional

June 29 - July 3 at the Faculty of Management
Comenius University Bratislava, Slovakia
July 6-10 online
5 ECTS

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Introduction to Modern Marketing & IT

Data-Driven Marketing and Consumer Insights

AI, Automation, and Personalization in Marketing

Emerging Technologies in Marketing

Agile Project Management in Marketing

Digitalization, E-Commerce, and Platform Strategies

Cybersecurity Risks in Digital Marketing

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Arrival

You can come to Bratislava by **train, bus or plane.**

The **airports** you can reach Bratislava from are **Bratislava and Vienna** (there is a bus connection directly to Bratislava and the ride takes approx. 1 hour) If you want to use a taxi from Vienna airport, book in avance here www.transportschwechat.sk

For transportation within the city you can use Bolt, Uber or public transportation

The summer school starts on Monday, June 29, 2026 so we advise you to come Bratislava on Sunday.

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Accommodation

Accommodation will not be provided

You can book your stay via booking or airbnb (there are more students coming from each university so you might find a person to share your accommodation with)

there also are private dorms, you can check with them

https://www.studentresidence.sk/en/

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Course format

You can find detailed information about the course here Faculty of Management Summer Course

Course format: Blended intensive program (29.6. - 3. 7. 2026 in Bratislava, 6.7. - 10. 7. 2026 online)

Students need to participate in both online and physical part

The extent of the course is 5 ECTS which will be recognized by the sending institution based on students learning agreement

The course is open and free of charge for all students. Erasmus+ network students will get a grant for the physical stay, applications for blended mobility funding are submitted via the home institution's International Office. Students from other countries need to cover their travel, visa, accommodation, and other related costs

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Syllabus

This course provides an in-depth exploration of how modern marketing strategies integrate with emerging IT trends. Students will gain knowledge about digital marketing, AI, data analytics, cybersecurity, and agile marketing methodologies. The course emphasizes practical applications through case studies, project work, and hands-on exercises. Upon completing this course, students will develop a comprehensive understanding of both traditional and digital marketing strategies. They will gain proficiency in applying emerging IT tools such as AI, Blockchain, and VR/AR to enhance marketing efforts. Additionally, students will be equipped to conduct data-driven marketing research and consumer analysis, enabling informed decision-making. They will also learn to implement Agile and SCRUM methodologies in marketing project management, ensuring efficiency and adaptability. Furthermore, students will be able to analyse customer behaviour and digital transformation trends while identifying and mitigating cybersecurity risks in digital marketing.

- **Introduction to Modern Marketing & IT**

• The evolution of marketing: From Production Concept to Holistic Marketing
• The 4Ps vs. Digital 4Ps: Personalization, Platforms, Process, and Performance
• Digitalization in marketing: Opportunities and challenges
• Key IT trends transforming marketing

- **Data-Driven Marketing and Consumer Insights**

• Importance of marketing research: Data sources, collection methods
• Consumer decision-making models: Routine, limited, extensive, and impulsive buying
• Data Analytics in marketing: How businesses use data for market segmentation and targeting
• Social media listening & sentiment analysis

- **AI, Automation, and Personalization in Marketing**

• Artificial Intelligence (AI) in marketing: Data-driven decision-making
• Marketing automation tools: Chatbots, AI-driven content creation, automated ad campaigns
• Personalization strategies: AI-driven recommendations and real-time user experiences
• Case studies: AI implementation in Amazon & Google

- **Emerging Technologies in Marketing**

• Virtual Reality (VR), Augmented Reality (AR), and Mixed Reality (MR)
• Applications in industries: Retail, Healthcare, Fashion, and Entertainment
• Blockchain technology: Enhancing transparency in advertising, influencer marketing verification, and smart contracts
• Future trends and ethical considerations

- **Agile Project Management in Marketing**

• Agile methodology vs. traditional project management
• SCRUM framework in marketing: Roles, sprints, backlog management
• Case study: Agile marketing campaigns
• Practical workshop: Kanban board setup & sprint planning

- **Digitalization, E-Commerce, and Platform Strategies**

• How digitalization transforms marketing and business models
• E-commerce strategies and omnichannel marketing
• SEO and digital branding strategies
• Measuring performance: KPIs, ROI, and analytics

- **Cybersecurity Risks in Digital Marketing**

• Threats in digital marketing: Phishing, malware, DDoS attacks
• Social engineering & data privacy concerns
• Regulations and compliance (GDPR, CCPA, etc.)
• Risk management strategies for marketing campaigns

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How to find us

Faculty of Management, Comenius University Bratislava

Address: Odbojarov 10, 82005 Bratislava

Bus stop: Tipos Arena (busses nr 39,47,53, 60, 61, 63, 78, 163)

Tram stop: Ceska (tram nr 4)

https://imhd.sk/ba/public-transport

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Contact

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BLENDED INTENSIVE PROGRAM

SUMMER SCHOOL 2025
MODERN MARKETING & IT

Program

Location: Faculty of Management, Comenius University, Odbojárov 10, Bratislava, (Big green building)

Monday, June 29

09:00–10:00 | Welcome Breakfast (we'll meet in front of the building at 9:00)

10:00–13:00 | Opening Lectures

17:00 | Guided City Tour

18:00 | Welcome Dinner at Flagship Restaurant (location: Námestie SNP nr 8)

Tuesday, June 30

09:00–13:00 | Academic Sessions

Wednesday, July 1

09:00–13:00 | Academic Sessions

Thursday, July 2

09:00–12:30 | Academic Sessions

12:30–13:30 Lunch

13:30 | Trip to Červený Kameň Castle (return at around 19:30)

Friday, July 3

09:00–13:00 | Final Lectures

13:00 | Farewell & Certificate Ceremony