



EUROPEAN UNION
European Structural and Investment Funds
Operational Programme Research,
Development and Education



Marketing Communication and Sales for Start-ups - Study Guide

Activity at lectures / seminars / seminars

- The student actively participates in the seminar, discussing and asking questions.
- The by the students will be prepared from available sources and by their own reflection
- Participation in lectures with guests is mandatory (arrival to class on time)
- Students actively engage in exercises, discuss within the seminar and perform assigned tasks

Semestral work and its presentation

- Students in pre-established teams will devise and process a complex marketing communication project for the selected start-up.
- At the end of the semester, each team presents their experience and implementation. The presentation will last about 10 minutes.
The space will be further discussed, about 5 minutes.
- Ideally students should prepare the communication strategy of a star-up project that they really want to implement.

The final presentation will include the following:

- Introducing the start-up (vision and mission of the project), communication goals and the character of the target group, selection and application of important elements of promotional materials
- Properly chosen communication mix tools, form, media, style, tone,
- Elements (slogan, logo, etc.) while maintaining a uniform style and in favor of the brand
- Content strategy
- Personal sales strategy

Physical output will be:

- Logo, slogan
- Web presentation (e.g. use of Webnode web 2.0 platform is possible)
- Flyer
- Press Release + Contact List to Media to Address
- Sales support forms
- Direct mail suggestions (with options for working with databases)

- Video (optional)

Criteria for evaluation:

- Original idea and design
- Difficulty of execution (quality, "professionalism")
- Ability to find your target group and work with it
- Select more relevant tools and their integrity
- Ability to engage

Passing the final / final test

- Students individually pass two knowledge tests
- The extent of knowledge is given by the subject matter and prescribed literature, see the syllabus.

Recommended literature

Z	OSTERWALDER, A. -- PIGNEUR, Y. -- CLARK, T.	Business model generation : a handbook for visionaries, game changers, and challengers	Hoboken	John Wiley & Sons
D	LEVINSON, J C.	Guerilla marketing	Brno	Computer Press
D	KOTLER, P. -- KELLER, K L.	Marketing management	Praha	Grada Publishing



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