

# Good practices: Marketing and Media online new study programme for senior students at UTA

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# Centre for Continuing Education

- 2004 2020 self-managing part of University
- since 1. 1. 2021 part of the Rectorate of University

#### Portfolio:

- Language and Preparatory Studies for Foreigners and Compatriots (Slovak as a foreign language) - since 1960
- University of the Third Age (UTA) since 1990
- Education for Teachers





## University of the Third Age (UTA)

- Established: 1990
- Average number of students per academic year: 2 000
- Academic year 2020/21: not opened due to pandemic
- 2021: online UTA (13 programs, 261 students)
- Academic year 2021/22: combined form (32 programs 655 students / 576 women)





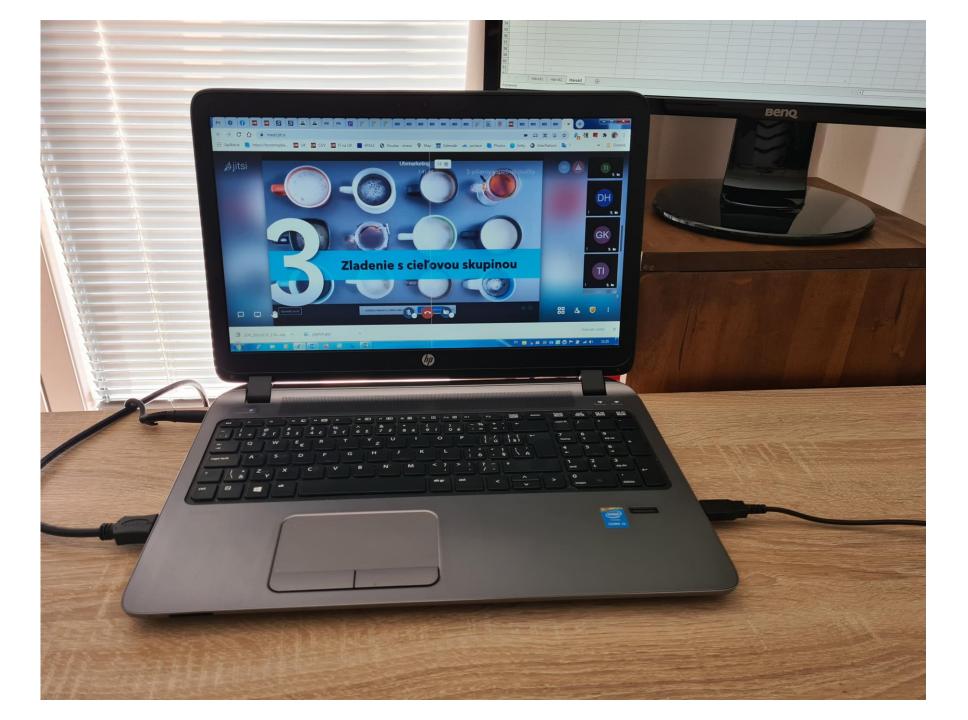
### **Online UTA**

- duration: January Jun 2021
- 10 online lectures, 261 students / 206 women.
- 13 programs:
  - archeology
  - art therapy
  - astronomy
  - human and nature
  - history of theater and clothing
  - philosophy
  - the law

- marketing and media
- museology and cultural heritage
- psychology
- regeneration of psychophysical power
- horticulture, fruit growing, medical plants
- ethnology and cultural anthropology











# Marketing and media

- 10 lectures (90 minutes)
- 8 lecturers (me, 3 from University Faculty of Management, Faculty of Mathematics, Physics and Informatics, CEO of Advertising Agency, Content & Influencer, Marketing Specialist, HR marketing trainer, Strategy director)
- 14 senior students
- Jitsi (https://meet.jit.si/)





# jitsi

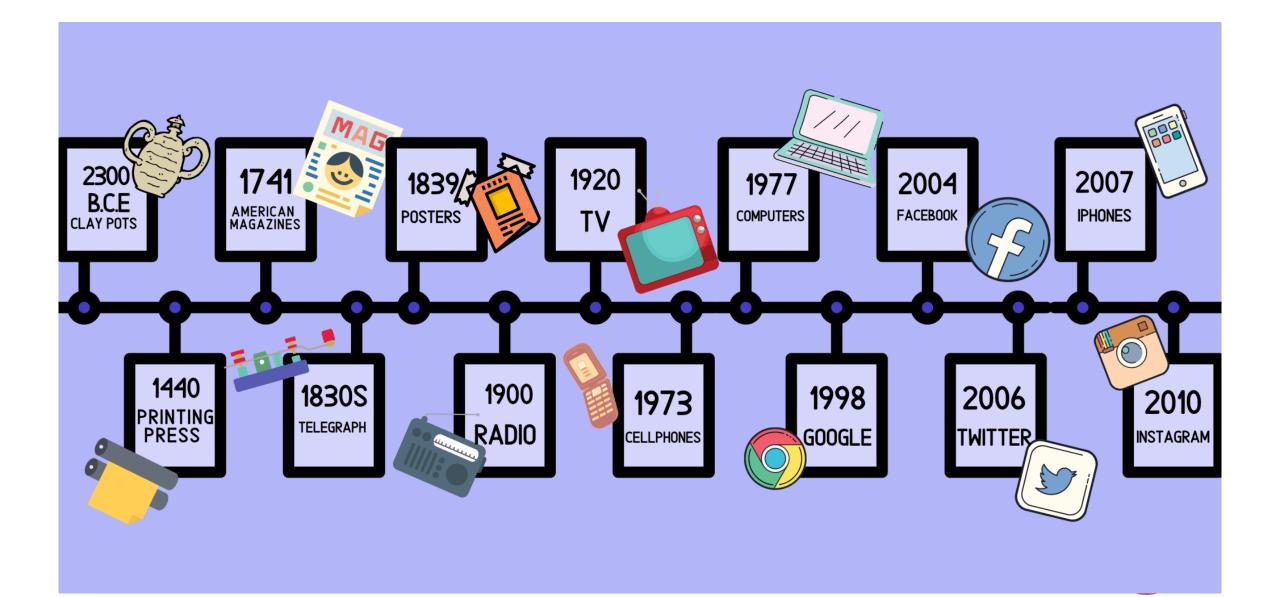


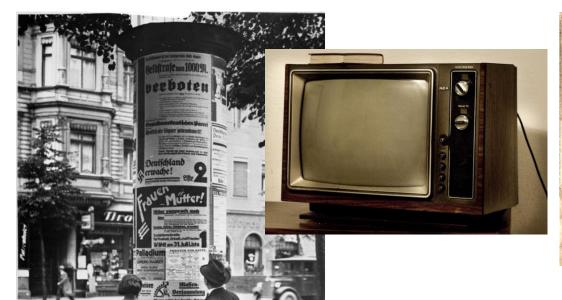


# Marketing and media / Content:

- Origin and history of marketing, basic concepts, offline vs. online marketing, media and marketing
- Marketing analysis, marketing mix, international marketing
- Brand and image building, logo, company name
- Social networks Facebook, Instagram, LinkedIn and more
- Blog, TV, video a YouTube marketing, vlog
- Celebrity branding, Influencers
- Web and e-shop design, User Experience
- Analytics tools, Google analytics, SEO, search engines, PPC advertising
- Digital marketing strategy and planning
- Psychology at marketing, soft skills at marketing, personal development







## The Boston News-Letter.

#### Bublished by Anthonity.

From Monday April 17. to Monday April 24. 1704.

London Fing-Post from Decemb. 2d. 10 4th. 1702.

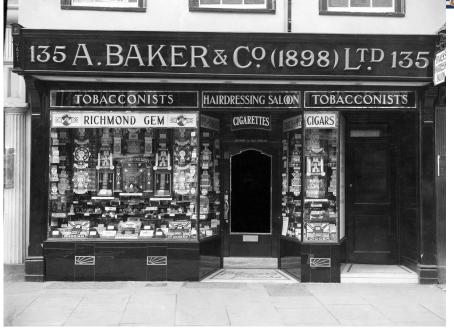
Riters from Scotland bring us the Copy of a Sheet lately Printed there, Intituled, A finitance from France, otherwise they would never be fo impudent; and he gives Reasons for his Apprehensions that the France, they would never be founded in the Country, concerning the present Danger of the Kingdom and of the Practicut Religion.

This Letter takes Notice, That Papilts swarm in that Nation, that they traffick more avowedly than formerly, & that of late many Scores of Priests and Jesuites are come thither from France, and gone to the North, to the Highlands & other places of the Country. That the Ministers of the Highlands and North gave in large Lists of them to the Committee of the General Assembly, to be laid before the













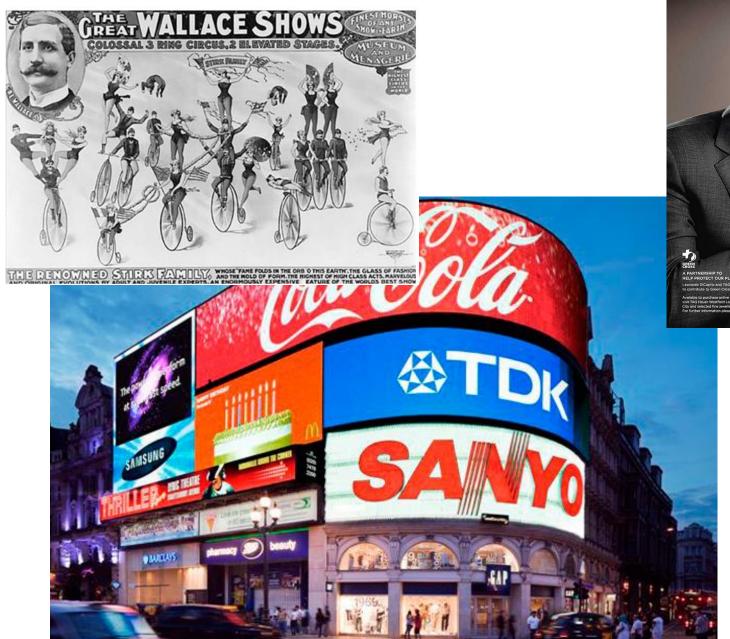
Marlboro







让每根睫毛 享受独立的美













#### Marketing mix- 4P's



Transport

- Quality
- Branding













LEVI STRAUSS & CO.

It's no use they can't be ripped!"



You Tube

RÖMERQUELLE









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Services







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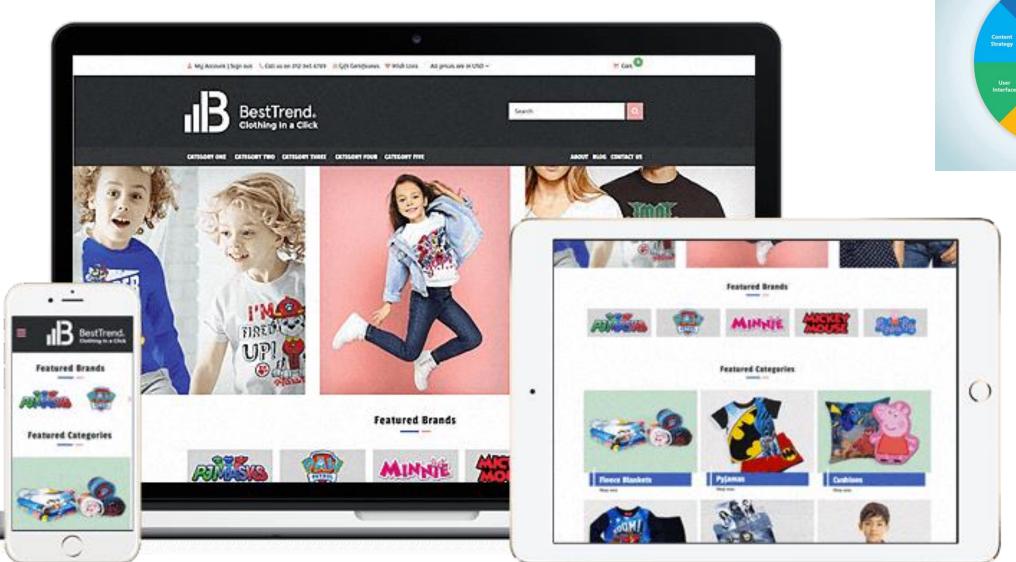






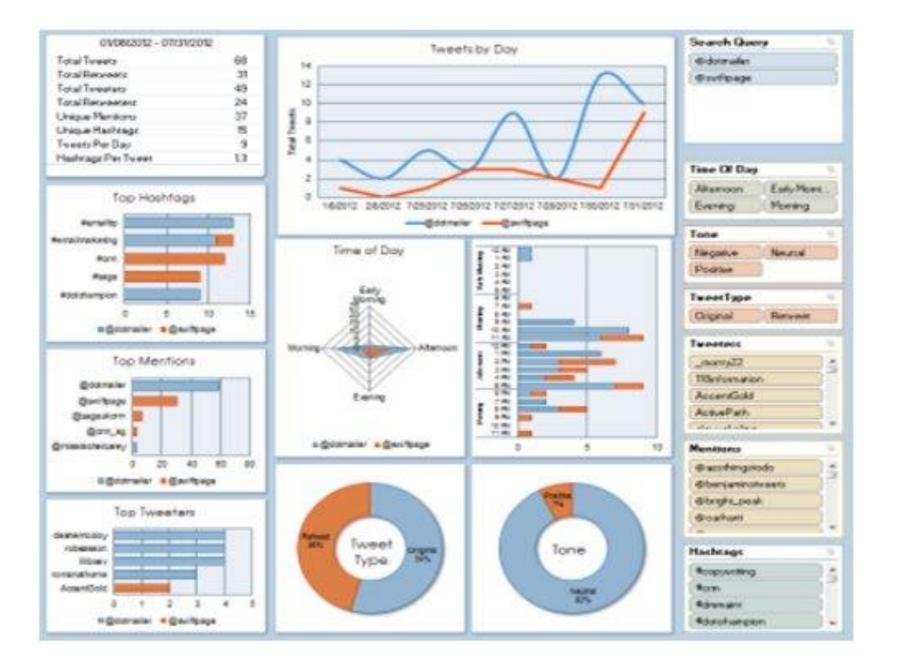






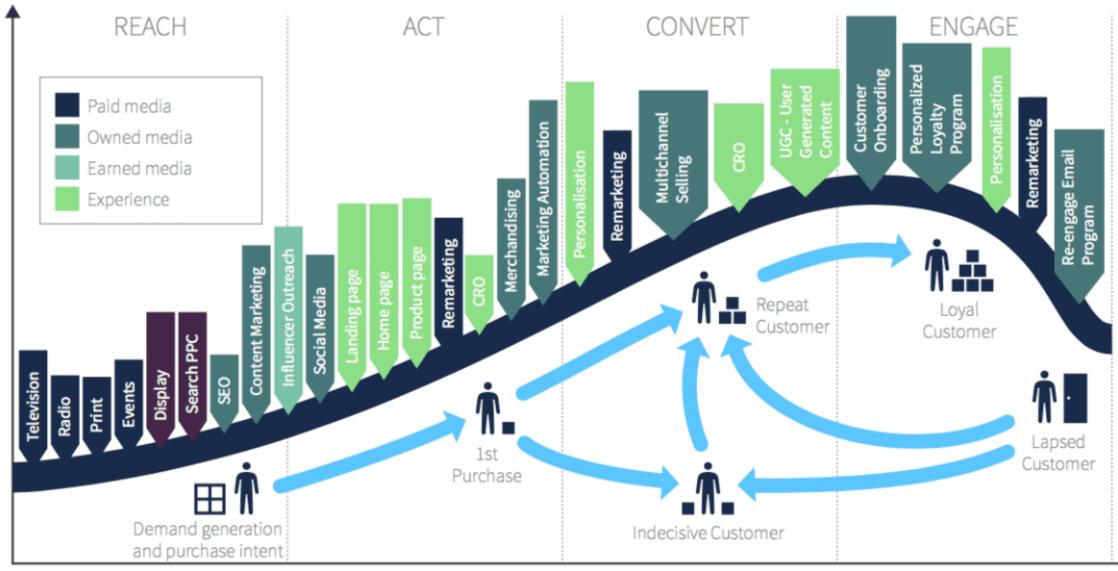












Time





## Online UTA at Slovak Media









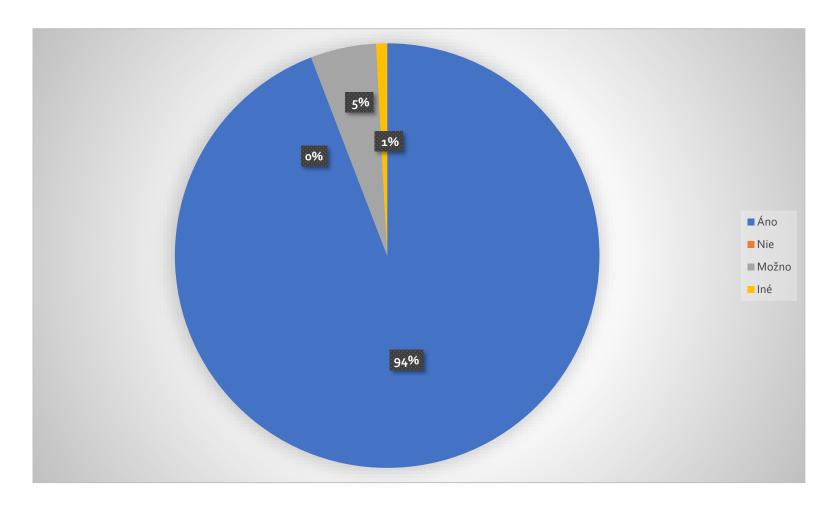
# **Satisfaction Survey**

• 110 responses





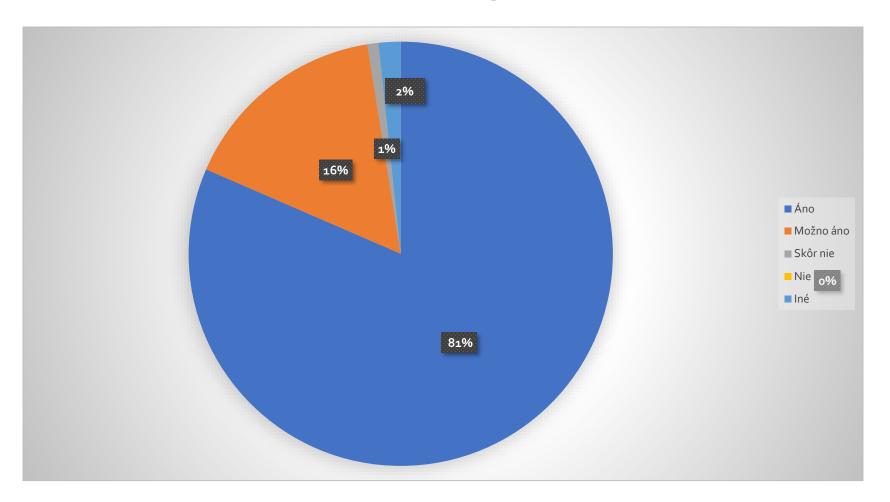
# 1. Are you interested in continuing your studies at the University of the Third Age?







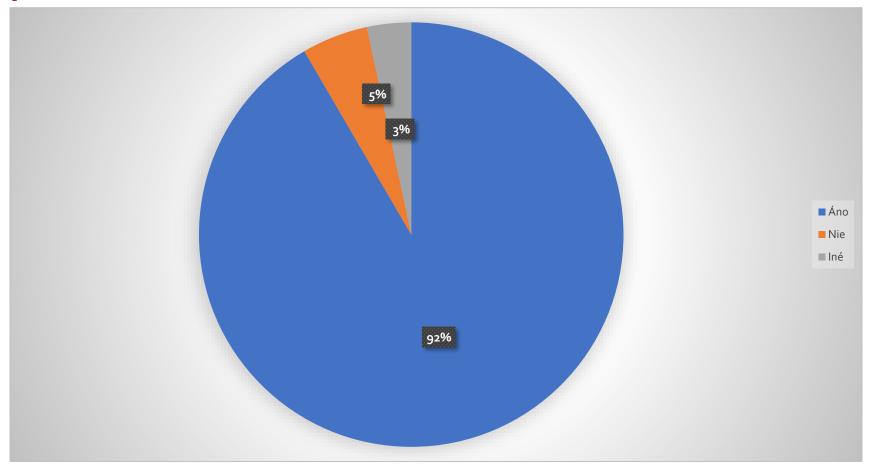
# 2. Were you satisfied with the content of the education in your chosen program?







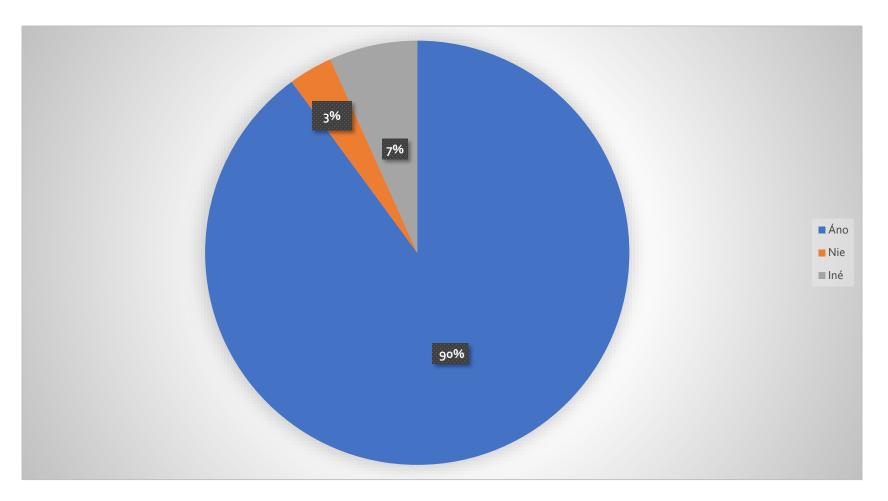
# 3. Did the Online University help you spend your time meaningfully at home isolation during pandemic?







# 4. Were you satisfied with the technical support during the online lessons?









# Thanks for your attention ©

