



CENTRE FOR CONTINUING
EDUCATION
Comenius University
Bratislava

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/>)



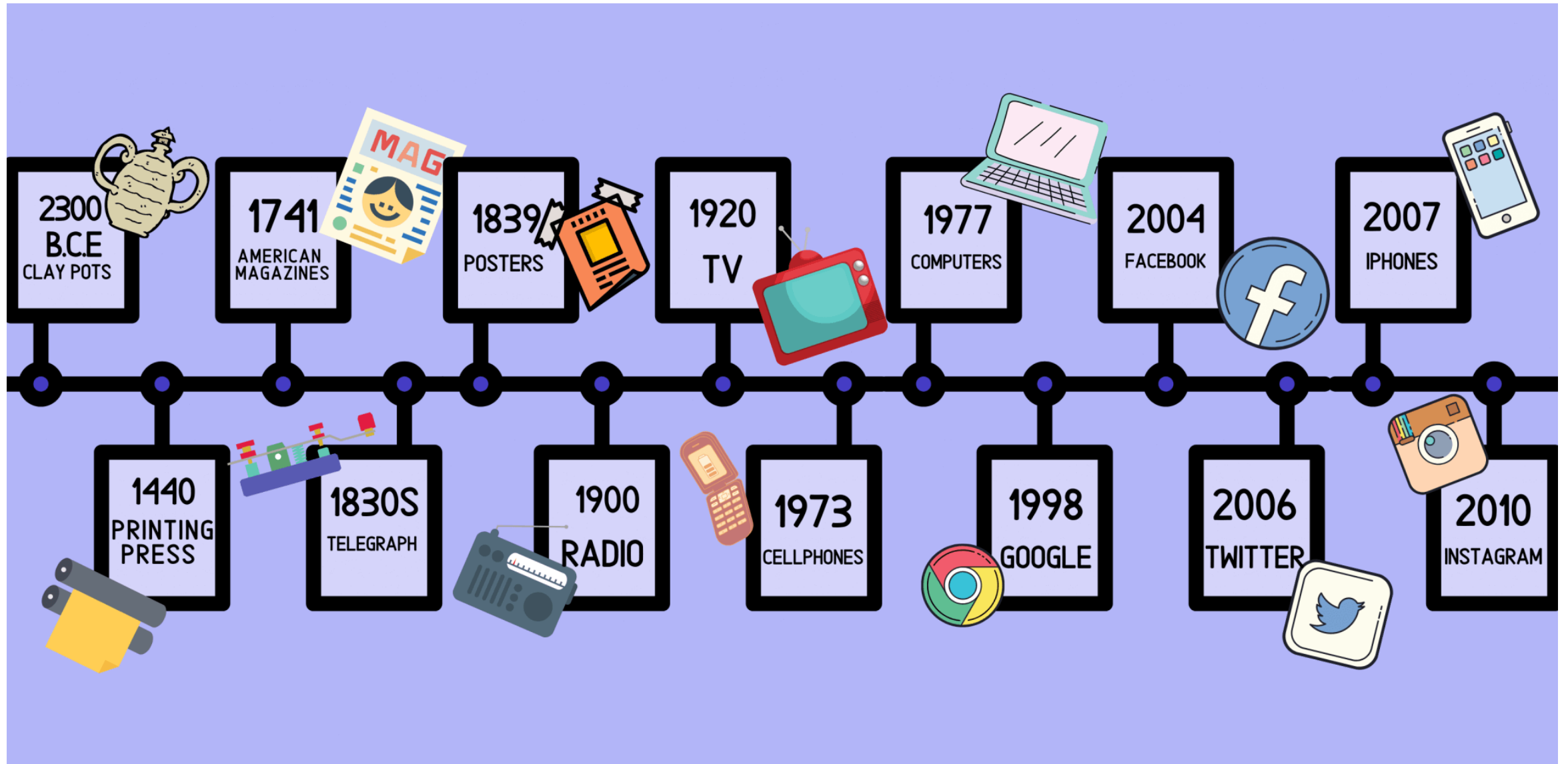
jitsi

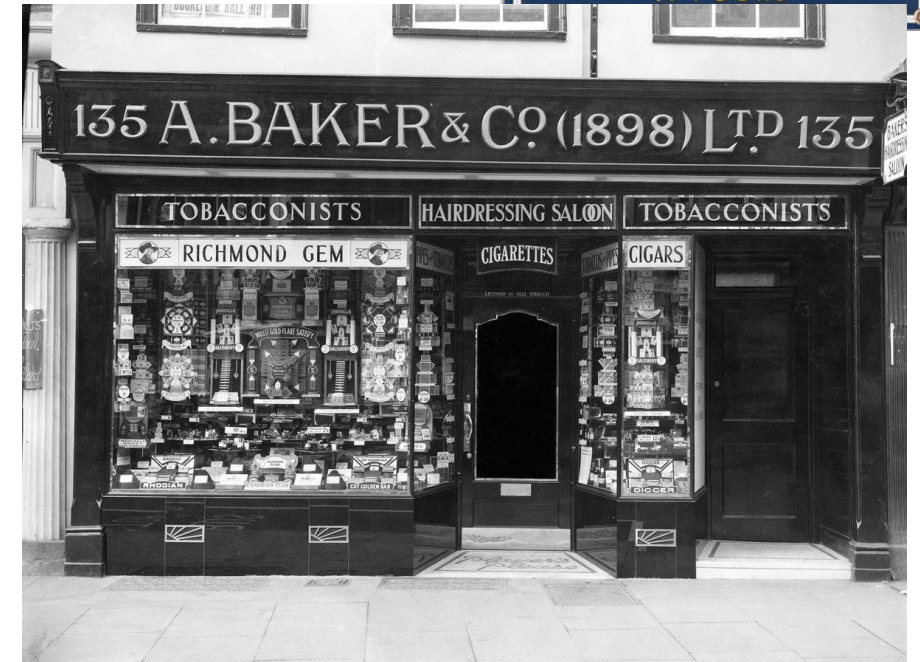
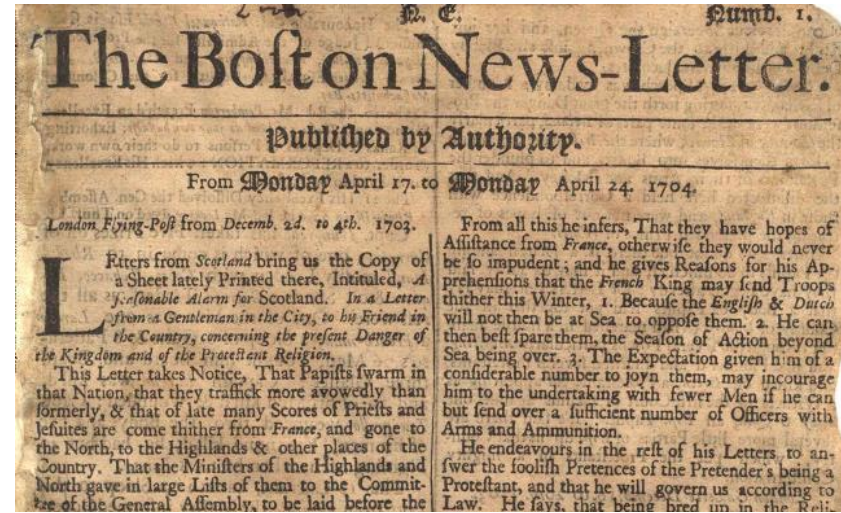


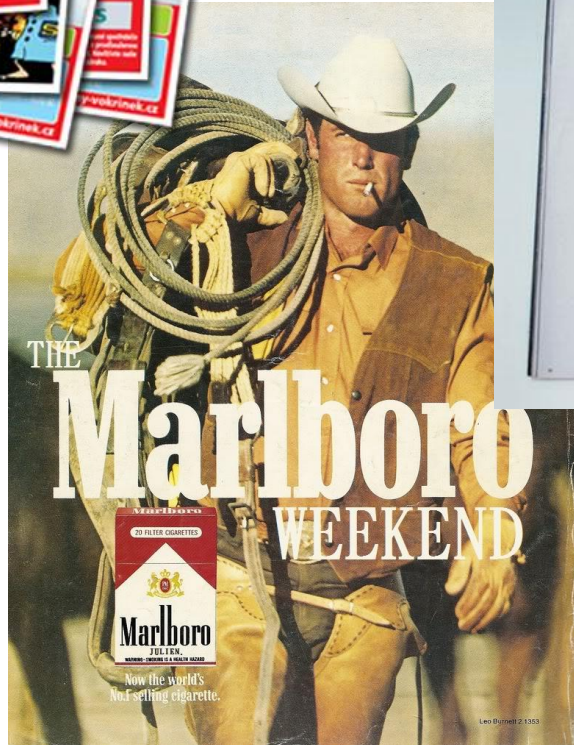
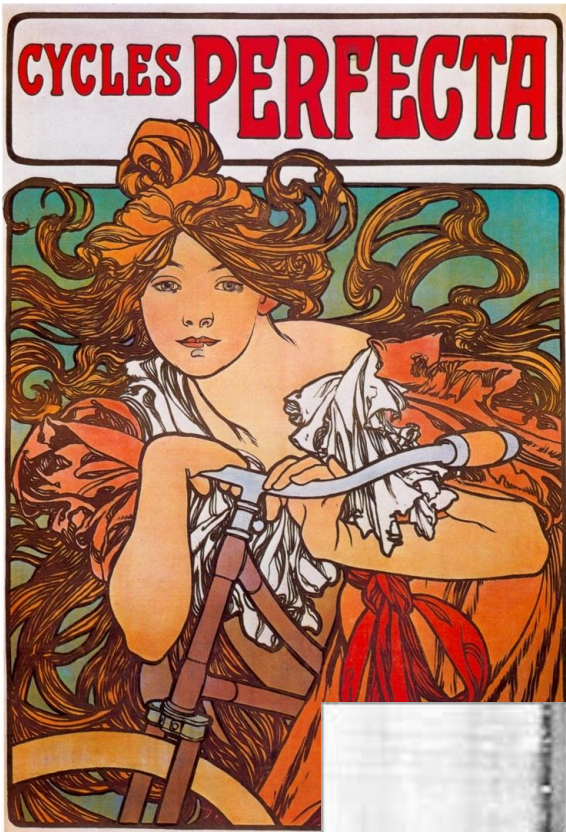
Marketing and media / Content:

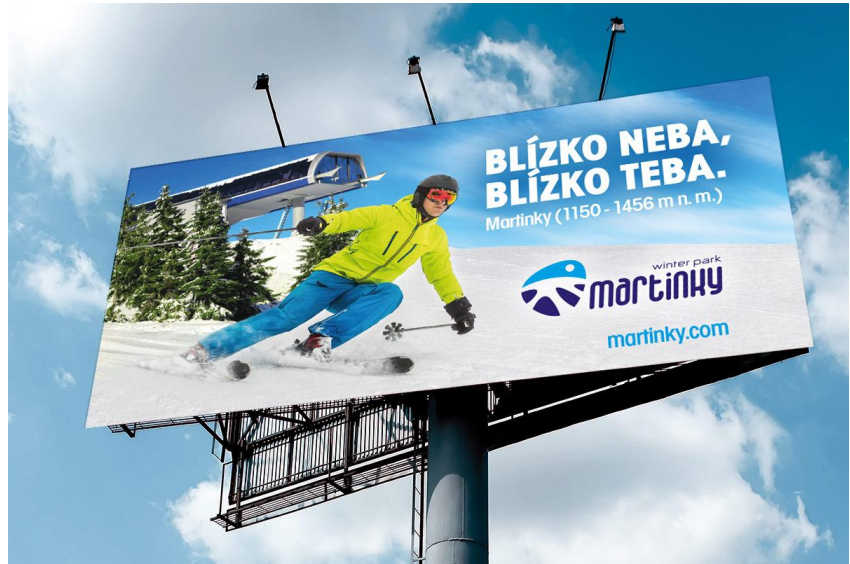
- Origin and history of marketing, basic concepts, offline vs. online marketing, media and marketing
- Marketing analysis, marketing mix, international marketing
- Brand and image building, logo, company name
- Social networks - Facebook, Instagram, LinkedIn and more
- Blog, TV, video a YouTube marketing, 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





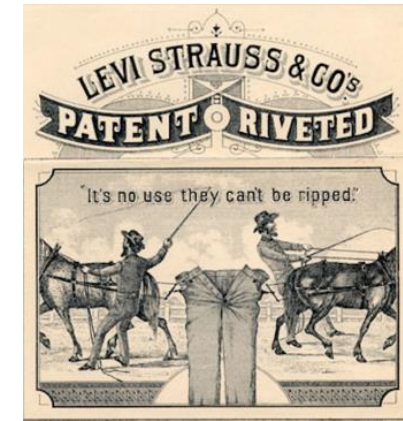
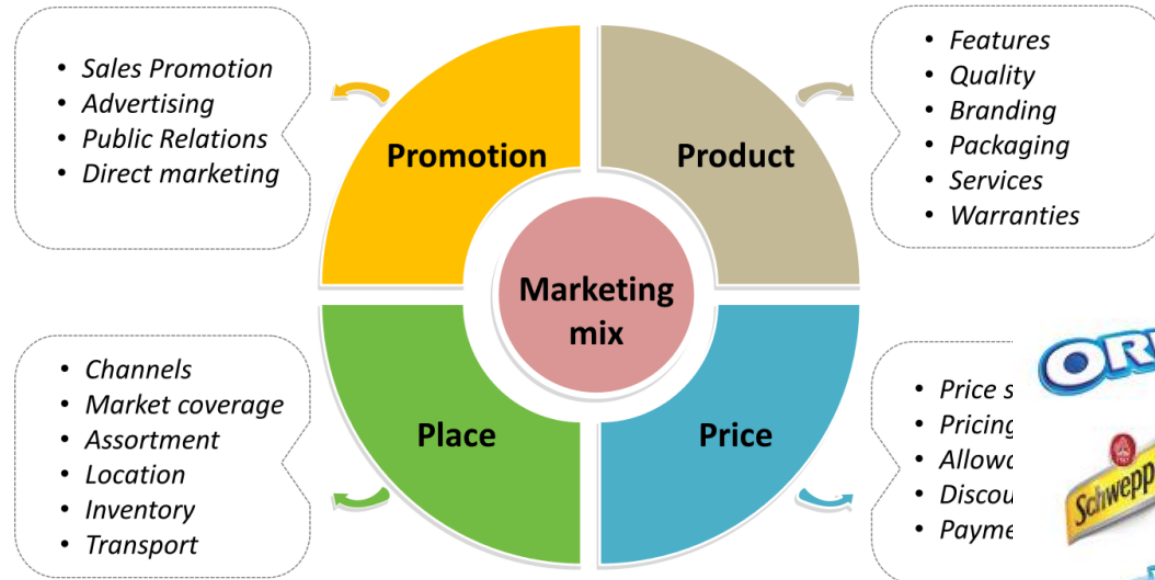








Marketing mix- 4P's

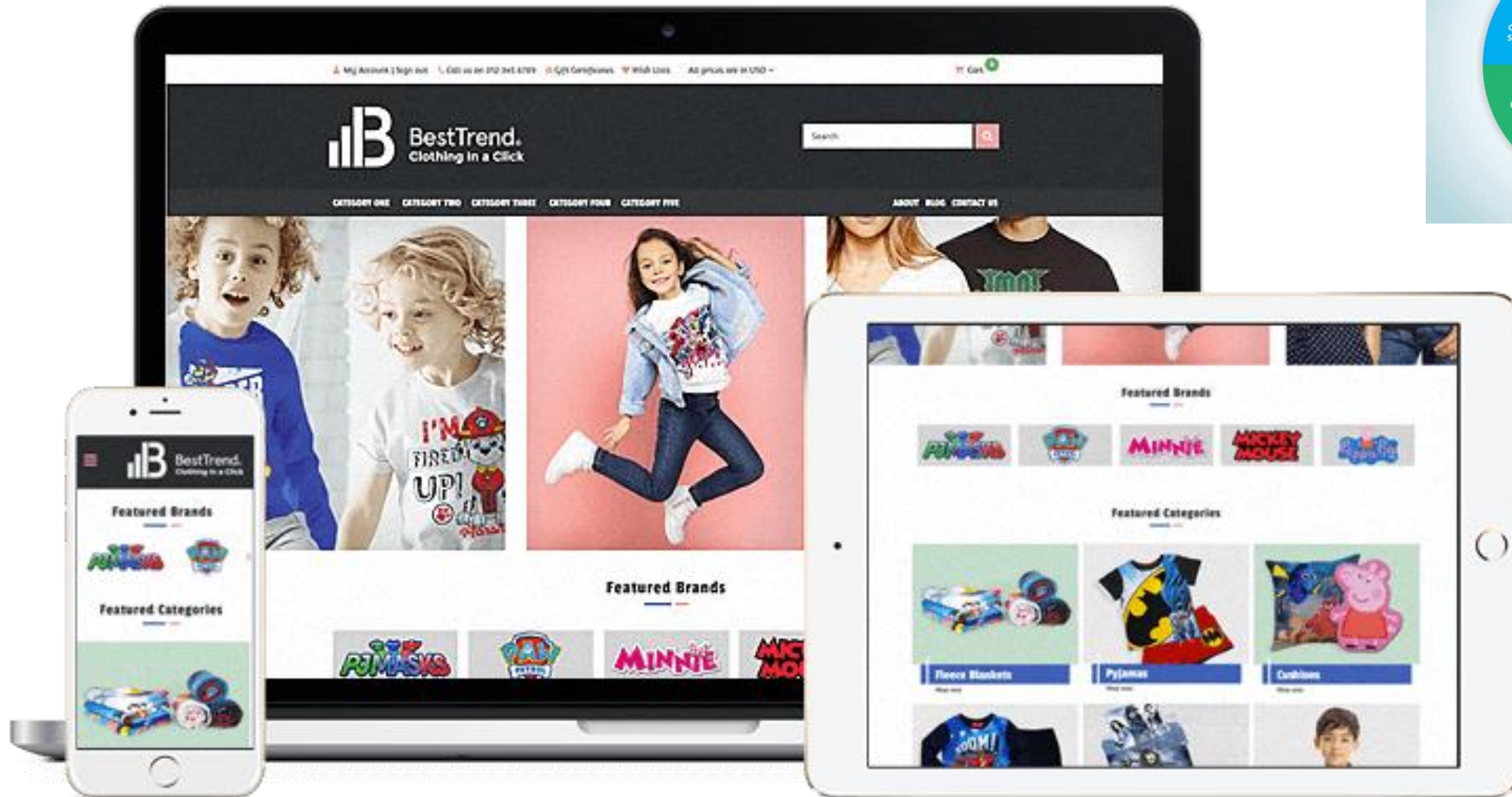


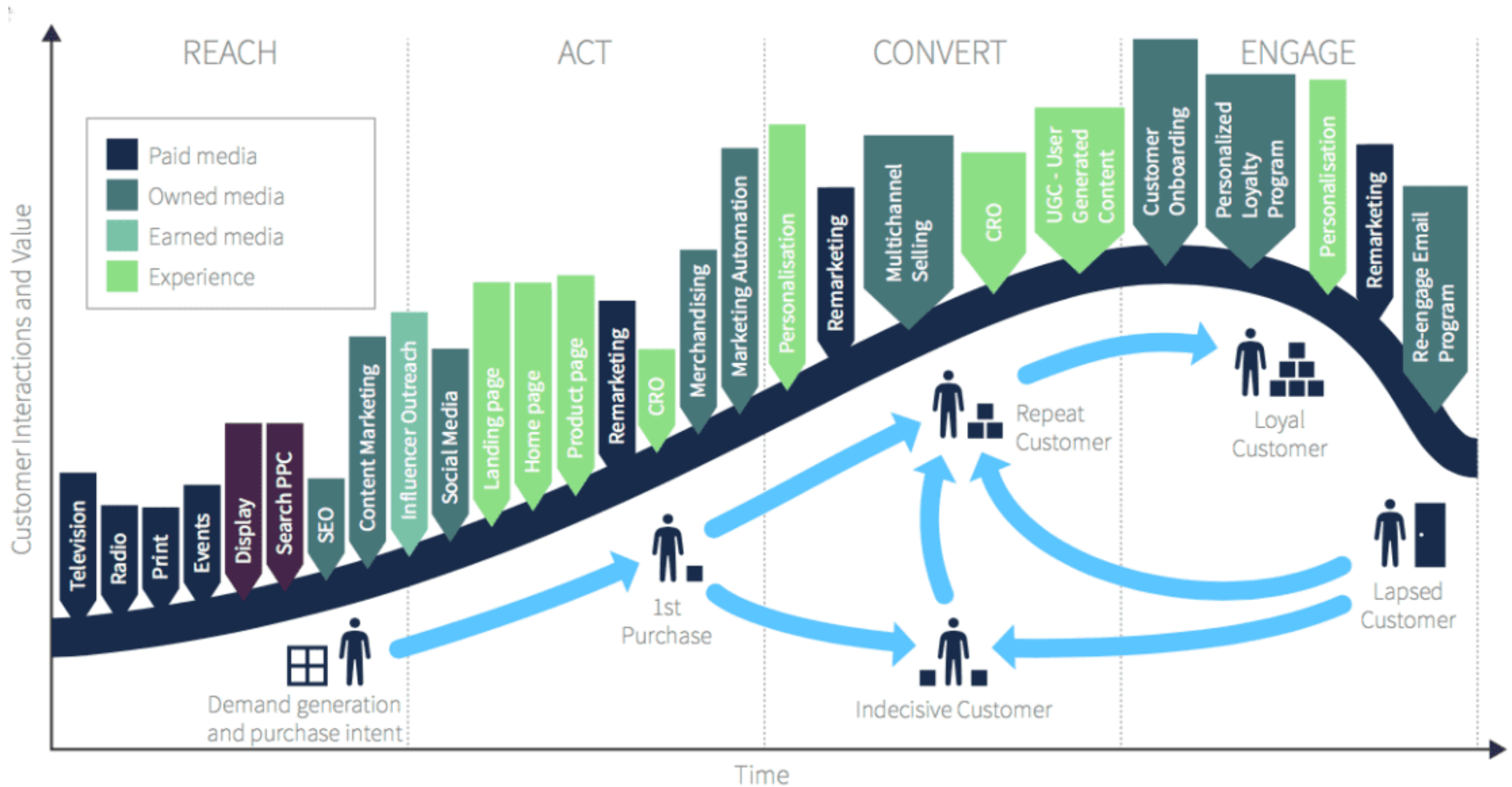


TWITTER vs FACEBOOK
vs INSTAGRAM vs LINKEDIN











Online UTA at Slovak Media

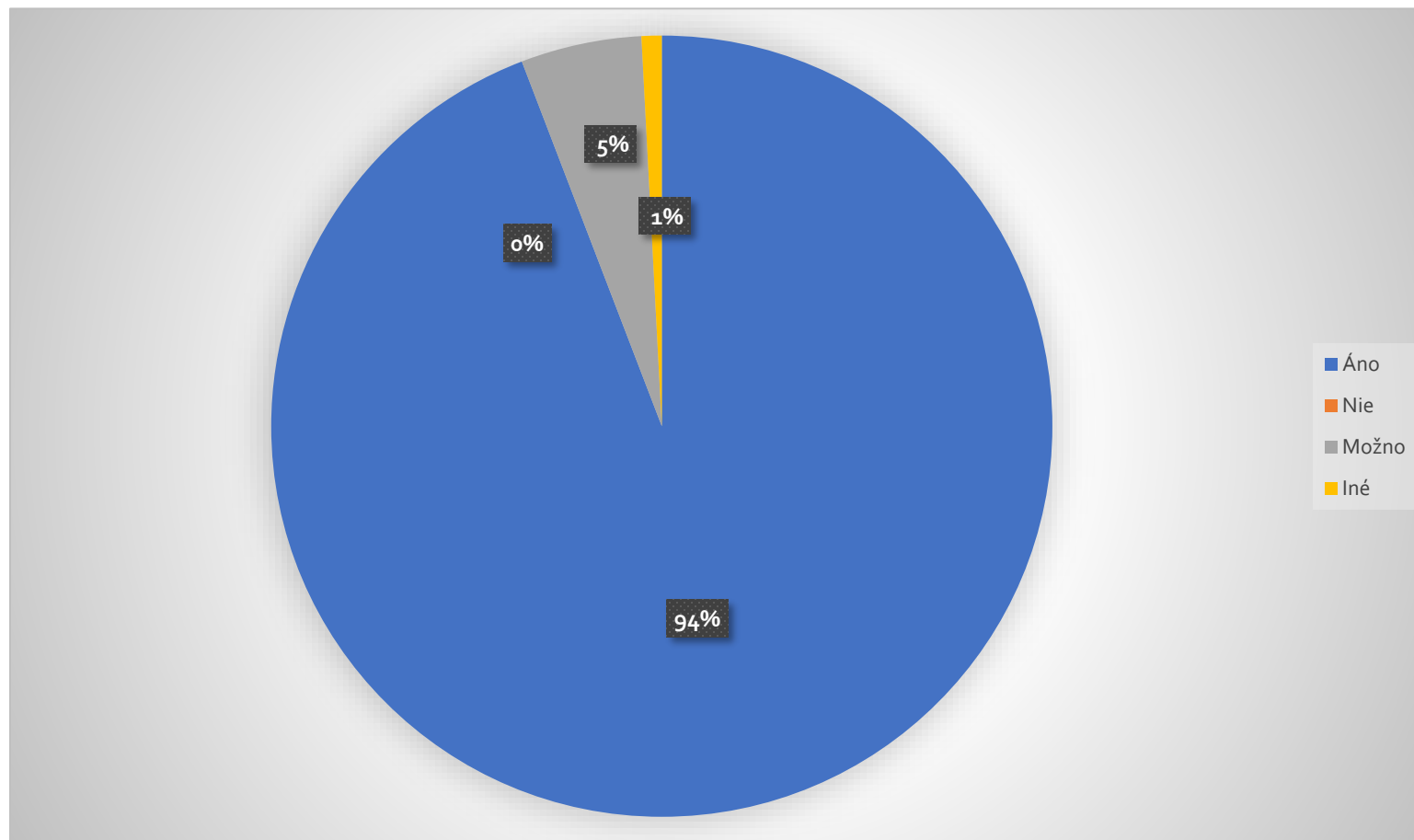


Satisfaction Survey

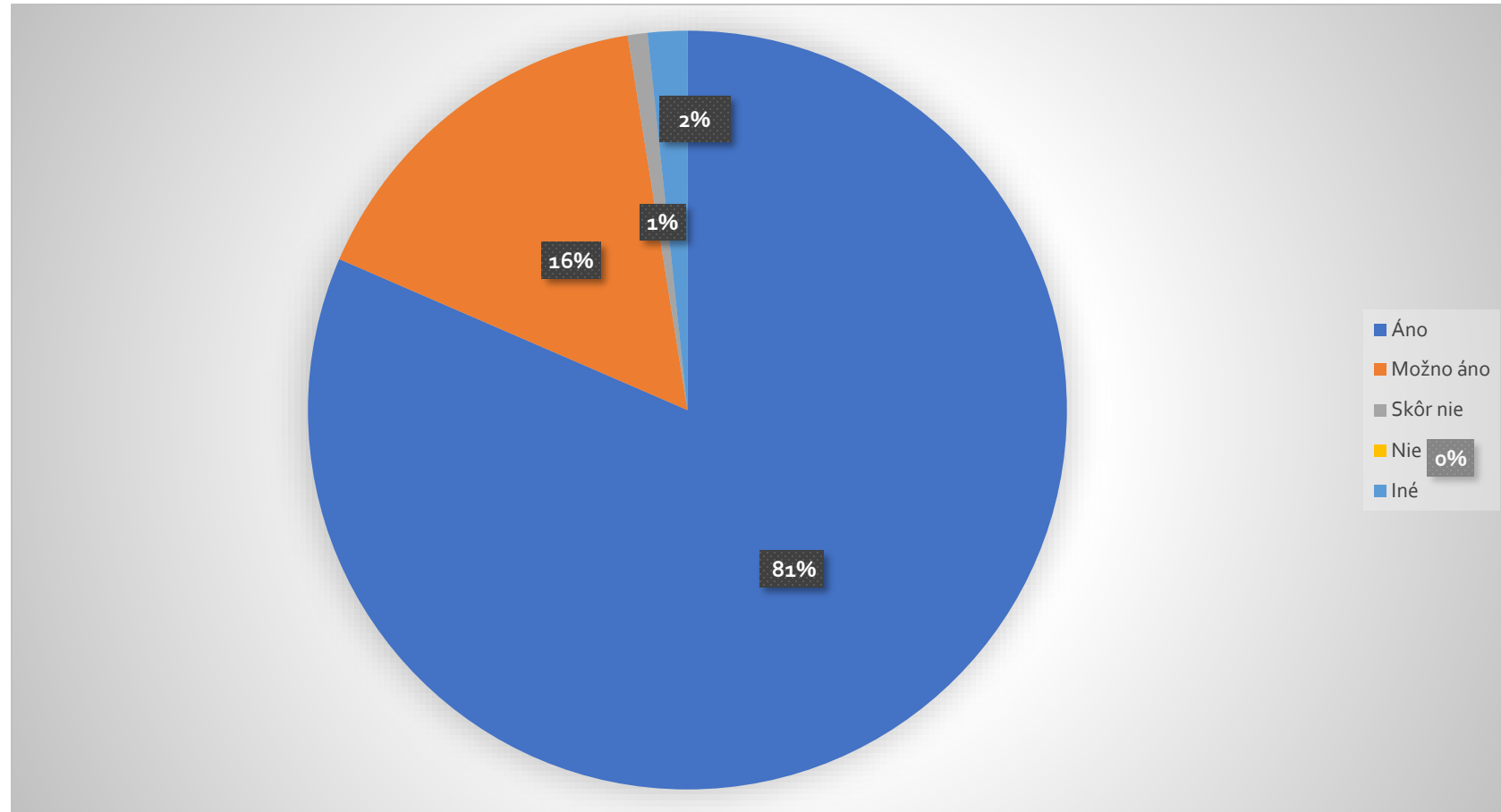
- 110 responses



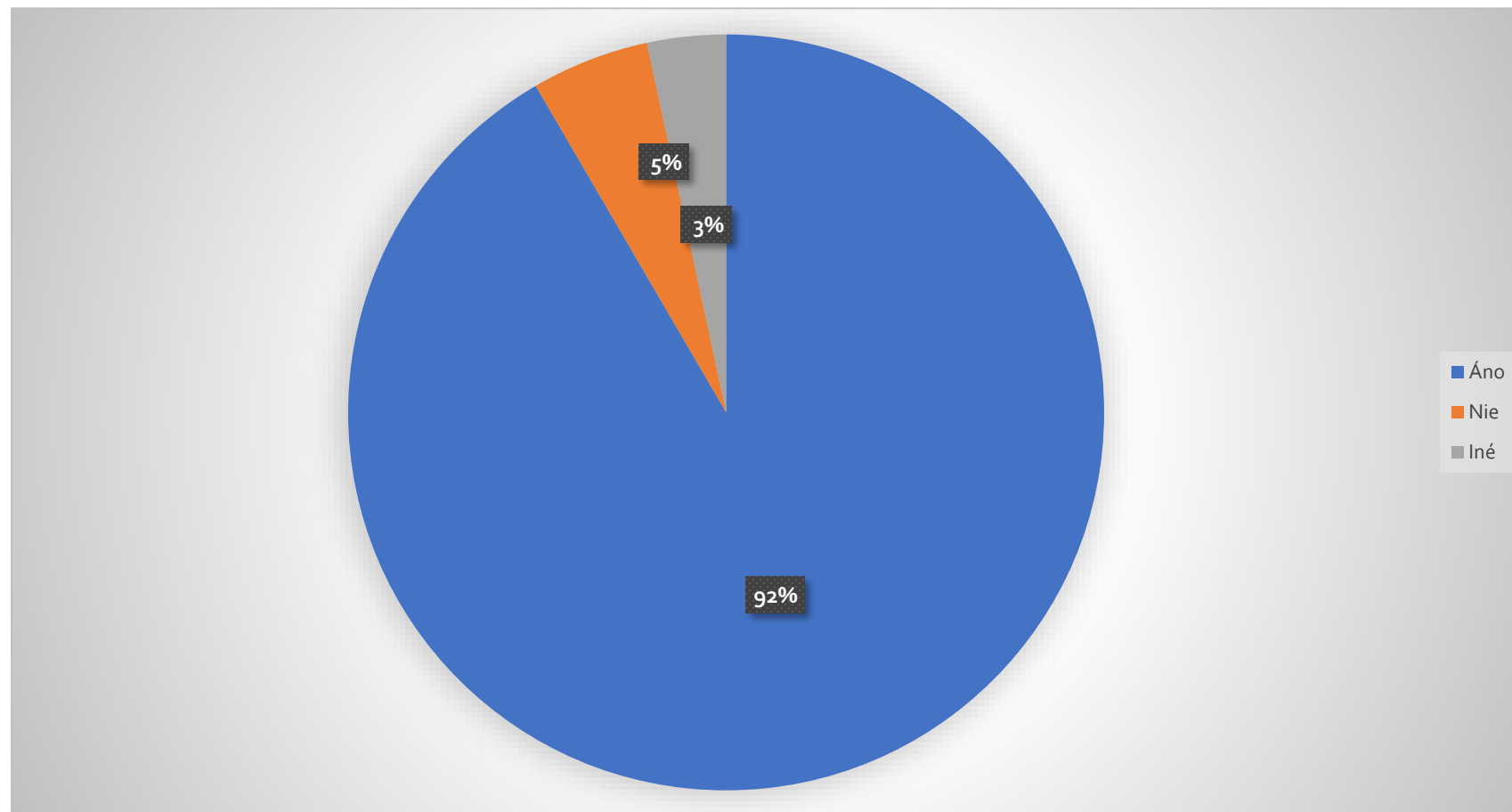
1. Are you interested in continuing your studies at the University of the Third Age?



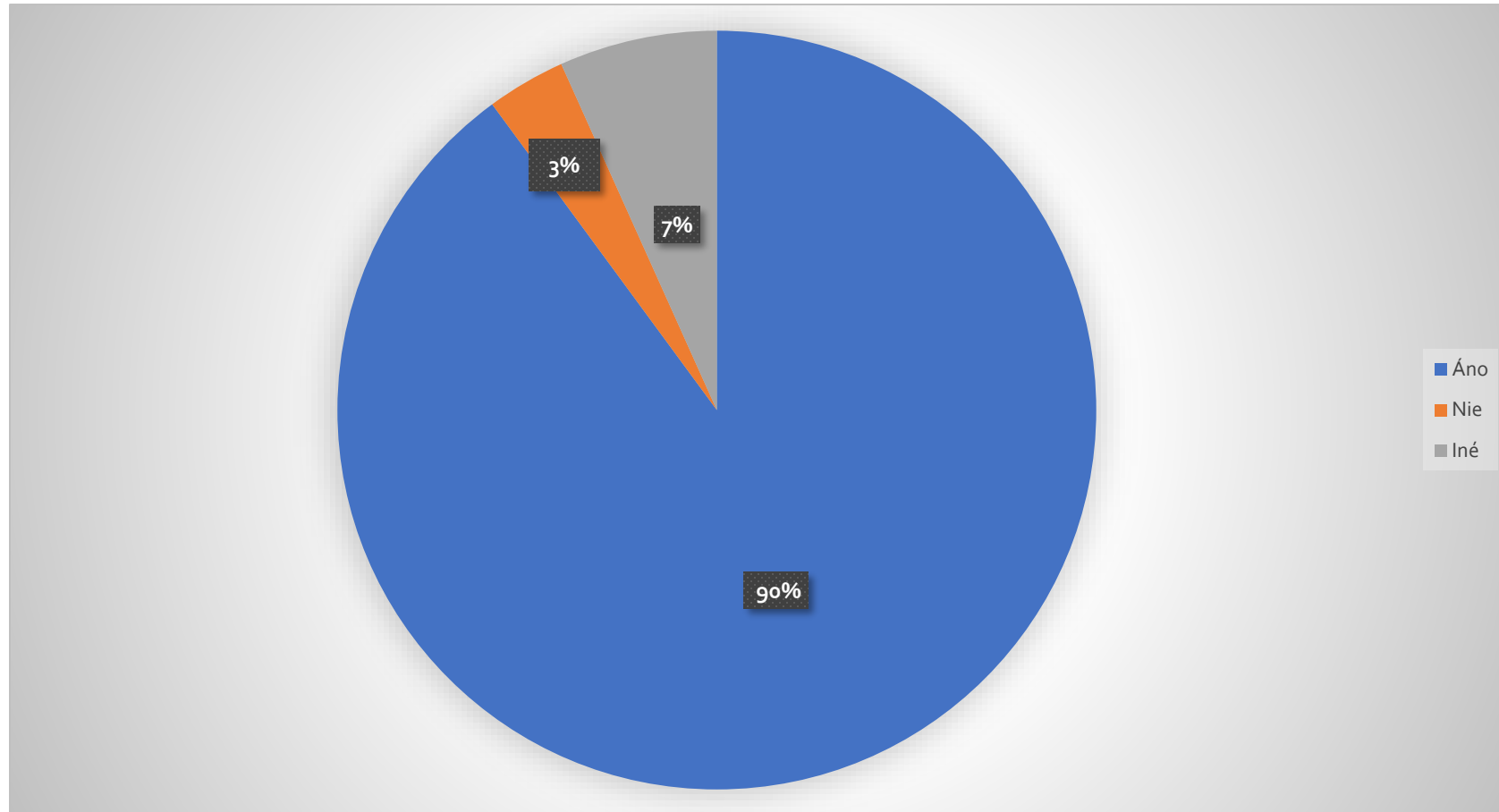
2. Were you satisfied with the content of the education in your chosen program?



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 😊

