

STUDY PROGRAM: MANAGEMENT AND ORGANIZATION
STUDY GROUP: Management

1. Marketing manager

Establishing marketing goals and developing marketing policies; developing marketing plans and programs in line with goals; defining the marketing budget; developing a mix of products through product planning, creating awareness of the market trend and the needs of the company.

2. Sales Manager

Achieving a predetermined sales volume; Market research to ensure maximum potential and level of coverage; development of sales plans and programs; giving suggestions for the improvement of products, company policies and procedures; motivating sales staff.

3. Public Relations Manager

Formulation of public relations policy; development of short-term and long-term plans and programs in line with public relations objectives; preparation of budget activities of public relations and budget control; managing public relations projects; maintaining contacts with a public relations consultant and with all relevant media.

4. Financial manager

Providing information relevant to the operational and strategic management of the company's operations; Financial planning and forecasting; Advice in making business decisions; Control of financial flows.

5. Human Resources Manager

Planning, coordination and control of personnel processes in the company; Needs assessment and finding of human resources; Obtaining, selecting, allocating, informing, protecting, distributing employee income; Motivating cadres; Creating a training program.

6. Product manager

Preparing marketing goals for products and defining the required budget; preparation of annual plans and short-term plans of products and their control; improvement of the existing and development of the new production program; reporting on marketing activities related to the product.

7. Key Customer Manager

Development and implementation of identification, classification and servicing clients great buying potential and complex needs special treatment in the field of marketing, customer service and administrative activities; planning key customers; activities of communication contracting and sales to key customers of the company; research needs of key customers; Maintaining the commitment of key customers; analysis of the profitability of key customers.

8. Brand manager

Creating and positioning the brand; development of brand elements; planning and controlling the activities of the strategic brand of management; development and implementation of brand positioning strategies in relation to customer benefits and in relation

to competition; Creating brand communication communications; brand management through all stages of the brand's life cycle; measurement of the real value of the brand; planning and brand identity change.

9. Corporate Communications Manager

Formulation of corporate communications policy; development of short-term and long-term plans and programs of communication in accordance with the goals of the company; managing information about the company; selection and planning of the elements of the company's communication mix; defining the order of realization, transmission channels and communication carrier.

10. Media Relations Manager

Planning, organizing and continuously establishing and maintaining a mutually beneficial relationship between the organization and representatives of different media; working on the creation of a specific partnership relationship between the organization and the media; selection of strategies and tactics, techniques and means for realization of relations with the media; planning a media campaign; evaluation of the effects of the relationship with the media.

11. Social responsibility manager

Defining strategies, policies and objectives of corporate social responsibility in relation to the community, stakeholders and the natural environment of the company; adapting products to environmental standards; proposing changes in the process of production and delivery of products in accordance with the company's corporate social responsibility strategy; changes in product packaging; modification of the promotion and communication strategy; creating an internal climate of familiarity with environmental issues and the willingness to solve environmental problems.

12. Multimedia Communications Manager

Planning multimedia communications; identification of barriers for the application of multimedia communications; selection and implementation of multimedia communication tools in relation to the number of users and infrastructure; selection and implementation of activities and means of multimedia representation of the company.

13. Special Events Manager

Choosing an occasion and defining the communication objectives of a special event; forming a team to organize a special event; defining the hierarchy and sharing responsibilities in the team; defining the communication channels within the team; compile a list of tasks to be completed in the context of the preparation of a special event and a timetable for their implementation; planning a special event budget; control of the preparation and realization of a special event.

14. Manager in public administration

Organizational analysis and provision of services to the economy and citizens; Control of administrative procedures and finance, decision making.

15. Project manager

Formulating goals and defining the project structure; planning, monitoring and controlling the time, resources and costs of the project; forming and running a project team; contract management, quality, changes and project risk; planning project communications and establishing a reporting system; application of project management software; managing the portfolio of projects.