Topics of complex final exam
Marketing MA

The complex final exam of MA course consists of 180 minutes long written exam including case study or case studies and the defence of oral thesis, which is held one week later. There is one occasion per semester to write the final exam.

The evaluation (marks) of the exam is the following:

- 0-50% (1)
- 51-65% (2)
- 66-80% (3)
- 81-90% (4)
- 91-100% (5)

If the candidate receives mark 1, he/she can rewrite the exam in the next semester.

The result of successful exam could not be transferred to any other semesters, so the absence of thesis defence means the loose of exam’s result.

For preparation 3-4 consultation appointments are ensured per semester time and venue of which will be published in the beginning of the semester in Marketing and Management Department website under the link „news”.

The absolutorium is a prerequisite, so the fulfilment of 120 credits is needed.

The following topics and given literature help the preparation.


