Univerzita Vltava (fictional university) · Faculty of Business and Communication · Erasmus code CZ PRAHA99

Transcript of Records

Student: Ane Etxebarria Goiri (fictional). Home institution: Berrigune Unibertsitatea, Grado en Marketing y Comunicación Digital. Mobility: Erasmus+, winter semester 2026/2027. Grading scale: ECTS (A-F).

Code	Course	ECTS	Grade
VLT-MK240	Brand Management	6	A
VLT-MK270	International Marketing	6	B
VLT-MK290	Crisis Communication	5	C
VLT-MK210	Digital Marketing Strategy	6	F
VLT-CZ100	Czech Language for Foreigners	3	A

Course descriptions

Brand Management. Brand equity; brand architecture and portfolio; brand purpose and positioning; managing brands over time.

International Marketing. Analysing foreign markets; market entry modes; adapting the marketing mix; cross-cultural communication.

Crisis Communication. Managing reputation crises; spokespersons; social media during a crisis; the crisis manual.

Digital Marketing Strategy. Digital marketing strategy; websites and e-commerce; search engine optimisation and paid search; email marketing and automation; social media; digital metrics.

Czech Language for Foreigners. Czech for beginners: everyday communication, pronunciation and basic grammar.

Fictional document, created for a LIN3S demo.