

Discipline: Marketing Consulting

Annotation

Labor intensity: 2 ECTS, 72 academic hours.

Final control form: test

In modern society, there is an increase in the demand for consulting services. Services on management issues provided by consultants may vary in different sectors and regions. Recent trends in this market illustrate, what level of impact management consultants have on their clients and on the contrary, how clients can influence consulting companies. In that business, the biggest risk for any consultant is reputational risk.

Management consultants are service providers who help managers of organizations in achieving organizational goals, by solving management and business problems.

Knowledge of the basic methods and models of counseling, as well as the level of understanding how the consulting market functions will enable you to work more effective in changing conditions.

Relationship with other disciplines: Marketing Consulting, in coordination with marketing, management, strategic management and a number of other disciplines, provides the necessary set of basic knowledge that must be mastered in order to to deliver efficient and distinctive services across a variety of industries.