



COURSE CATALOGUE
LIST OF COURSES AVAILABLE TO EXCHANGE STUDENTS
Communication Management undergraduate study programme (bachelor's)
2017/2018 Academic Year

No.	Code	COURSE NAME	LECTURER	HRS L/E	ECTS	Semester
1.	17113	Media Relations and PR Techniques	Ivan Pakozdi / Maro Alavanja	20/20	5	3 (Fall)
2.	17114	Fundamentals of Management	Dina Tomšić	20/10	5	3 (Fall)
3.	17115	Business and PR Ethics	Dorotea Milas	20/10	4	3 (Fall)
4.	17130	Cultural and Natural Heritage	Romana Lekić	15/15	4	3 (Fall)
5.	17117	Business English 3	Adrian Beljo	15/15	4	3 (Fall)
6.	17118	Other Foreign Language II (Spanish, Italian, German) *Erasmus students can choose more than 1 foreign language course		15/15	4	3 (Fall)
7.	17125	Strategic Communication	Damir Jugo / Ivana Jeleč	25/10	6	5 (Fall)
8.	17126	Entrepreneurship	Dino Bartoluci	15/15	4	5 (Fall)
9.	17127	Public Appearance Techniques	Jelena Vukmirica Makovičić / Franjo Skoko	10/20	4	5 (Fall)
10.	17130	Online Media	Maja Samarždić Gašpar / Ilija Brajković	10/20	4	5 (Fall)
11.	17119	Corporate Communications	Zdeslav Milas / Elena Wolsperger Dolezil	30/10	6	4 (Spring)
12.	17120	Business Communications	Ivan Pakozdi	20/10	5	4 (Spring)
13.	17121	Image and Identity Management	Igor Vukasović / Iva Ančić	15/15	5	4 (Spring)
14.	17122	Business English 4	Adrian Beljo	15/15	4	4 (Spring)
15.	17123	Other Foreign Language II (Spanish, Italian, German) *Erasmus students can choose more than 1 foreign language course		15/15	4	4 (Spring)
16.	17132	Crisis Communication	Damir Jugo / Mario Aunedi Medek	20/10	5	6 (Spring)
17.	17134	Advertising Creativity and Strategy	Ivan Pakozdi	15/15	4	6 (Spring)



**COURSE CATALOGUE****LIST OF COURSES AVAILABLE TO EXCHANGE STUDENTS**
Public Relations Management graduate study programme (master's)
2017/2018 Academic Year

No.	Code	COURSE NAME	LECTURER	HRS L/E	ECTS	Semester
1.	17201	Mass Communication Theory	Lana Ciboci	30/0	5	1 (Fall)
2.	17202	PR Theories	Zdeslav Milas / Ivana Jeleč	30/0	5	1 (Fall)
3.	17203	Psychology of Communication	Gordana Buljan Flander / Ana Marija Španić	30/0	5	1 (Fall)
4.	17205	Business English 1	Adrian Beljo / Romana Pezić	10/10	3	1 (Fall)
5.	17215	Corporate Branding in Tourism	Romana Lekić	30/10	7	3 (Fall)
6.	17216	PR in Public Institutions	Zdeslav Milas / Filip Dujmović	30/10	7	3 (Fall)
7.	17219	Management of PR Agencies	Vladimir Preselj / Mario Petrović	30/10	5	3 (Fall)
8.	17237	Unternehmenskommunikation (German)	Zdeslav Milas	15/15	4	3 (Fall)
9.	17238	Communication interculturelle (French)	Adrian Beljo	15/15	4	3 (Fall)
10.	17239	Relaciones publicas (Spanish)	Ivana Jeleč	15/15	4	3 (Fall)
11.	17240	Personal PR	Ivona Čulo	15/15	4	2 (Spring)
12.	17242	PR in Culture	Romana Lekić / Miljenko Puljić	15/15	4	2 (Spring)
13.	17207	Managing PR Projects	Damir Jugo / Maja Samardžić Gašpar	20/10	5	2 (Spring)
14.	17208	Market Research and Public Opinion	Vanesa Benković	20/10	5	2 (Spring)
15.	17210	Business English II	Adrian Beljo / Romana Pezić	10/10	3	2 (Spring)
16.	17233	Visual Communication	Sanja Rocco	20/10	4	2 (Spring)
17.	17222	Digital Strategies	Maja Samardžić Gašpar	15/15	5	4 (Spring)
18.	17223	Intercultural Communication	Adrian Beljo / Sofia van der Vegt	20/10	5	4 (Spring)

* A condition for enrolment is required language level knowledge: B2 for English Language, B1 for German and Spanish Language.

*** Unless otherwise specified, courses are carried out in the *Croatian* language. The carrying out in *English* of the previously listed courses is possible, however, this depends on the number of interested students to attend the specific course in English. If there is insufficient interest for the course to be carried out in English in a class, foreign students have the option of carrying out the course by means of individual consultations with professors, as well as the possibility of writing exams, preparing presentations, seminars and conducting all other obligations in English.