



COURSE CATALOGUE
LIST OF COURSES AVAILABLE TO EXCHANGE STUDENTS
***Communication Management* undergraduate study programme (bachelor's)**
2018/2019 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	Dorothea 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	Second 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 Maković / Franjo Skoko	10/20	4	5 (Fall)
10.	17130	Online Media	Maja Samardžić 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	Second 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
***Tourist Destination Management* undergraduate study programme (bachelor's)**
2018/2019 Academic Year

No.	Code	COURSE NAME	LECTURER	HRS L/E	ECTS	Semester
1.		Tourist Destination Management	Romana Lekić	30+10	5	1 (Fall)
2.		Marketing Basics	Ivan Pakozdi	20+10	5	1 (Fall)
3.		Management Basics	Dina Tomšić / Davorko Obuljen	20+10	5	1 (Fall)
4.		Anthropology, Ethics and Aesthetics in Tourism	Romana Lekić	20+10	5	1 (Fall)
5.		Business English 1	Adrian Beljo	15+15	4	1 (Fall)
6.		Business Informatics	Oliver Hip	0+15	2	1 (Fall)
7.		Strategy Management	Mirna Ćorić / Davorko Obuljen	20+10	5	3 (Fall)
8.		Law in Tourism	Danko Špoljarić	20+10	5	3 (Fall)
9.		Tourist Destination Marketing	Doris Peručić	15+15	4	3 (Fall)
10.		Zlatko Hodak	Entrepreneurship	15+15	5	3 (Fall)
11.		Identity and Image Management	Igor Vukasović / Iva Ančić	20+10	4	3 (Fall)
12.		English Language in Tourism 1	Adrian Beljo	15+15	4	3 (Fall)
13.		Second Foreign Language 1 *Erasmus students can choose more than 1 foreign language course	Lucia Miškulin Saletović / Daniela Falkoni Mjehović / Ivana Jeleč / Saša Bjelobaba	15+15	4	3 (Fall)
14.		Tourism Geography and Attraction Basis	Izidora Marković Vukadin / Karlo Kolesar	20+10	5	2 (Spring)
15.		Statistics	Vanesa Benković	10+20	5	2 (Spring)
16.		Business English 2	Adrian Beljo	15+15	4	2 (Spring)
17.		Field Trip I	Romana Lekić / Karlo Kolesar	0+60	2	2 (Spring)
18.		Sustainable Development and Systems in Tourism	Romana Lekić / Dino Bartoluci / Tanya Dimitrova	30+15	5	4 (Spring)
19.		Communication Management in Tourism	Doris Peručić / Karlo Kolesar	20+10	5	4 (Spring)
20.		Human Resource Management	Maša Tonković Grabovac / Ana Krajnović	20+10	5	4 (Spring)
21.		Psychology in Tourism	Maša Tonković Grabovac / Mia Flander Tadić	20+10	4	4 (Spring)
22.		English Language in Tourism 2	Adrian Beljo	15+15	4	4 (Spring)
23.		Second Foreign Language 2 *Erasmus students can choose more than 1 foreign language course	Lucia Miškulin Saletović / Daniela Falkoni Mjehović / Ivana Jeleč / Saša Bjelobaba	15+15	4	4 (Spring)
24.		Field Trip I	Romana Lekić / Karlo Kolesar	0+60	2	4 (Spring)





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LIST OF COURSES AVAILABLE TO EXCHANGE STUDENTS

Public Relations Management graduate study programme (master's)

2018/2019 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	Vanessa 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.

*** The above listed courses are carried out in English if there are 5 or more interested students per course. If there is insufficient interest for the course to be carried out in English in a classroom setting, foreign students have the option of taking the course by means of tutorials (individual consultations) with professors; in that case, exams, presentations, seminars and all other course obligations are carried out in English.

