



COURSE CATALOGUE
LIST OF COURSES AVAILABLE TO EXCHANGE STUDENTS
Communication Management undergraduate study programme (bachelor's)
2019/2020 Academic Year

Fall Semester

No.	Code	COURSE NAME	LECTURER	HRS L/E	ECTS	Semester
1.	19113	Media Relations	Marta Takahashi / Maro Alavanja	20/20	5	3 (Fall)
2.	19115	Business Communications	Ivan Pakozdi / Franjo Skoko	20+10	4	3 (Fall)
3.	19116	Image and Identity Management	Igor Vukasović / Iva Ančić	15+15	4	3 (Fall)
4.	19117	Business and PR Ethics	Dorothea Milas	20/10	4	3 (Fall)
5.	19119	Business English 3	Adrian Beljo	15/15	4	3 (Fall)
6.	19119	Second Foreign Language I (Spanish, Italian, German) *Erasmus students can choose more than 1 foreign language course		20/25	4	3 (Fall)
7.	19126	Strategic Communications	Damir Jugo	25/10	6	5 (Fall)
8.	19127	Strategic Management	Mirna Ćorić	20/10	4	5 (Fall)
9.	19129	Public Appearance Techniques	Franjo Skoko / Jelena Makovičić	10/20	4	5 (Fall)
10.	19130	Market Communication Agencies	Ivan Pakozdi / Mario Auned Medek	20/10	4	5 (Fall)
11.	19131	PR Legal Framework	Lana Ciboci / Marta Takahashi	20/10	4	5 (Fall)
12.	19132	Online Media	Maja Samardžić Gašpar	10/20	4	5 (Fall)

Spring Semester

1.	19120	Corporate Communications	Zdeslav Milas / Elena Wolsperger Dolezil	30/10	6	4 (Spring)
2.	19122	Business English 4	Adrian Beljo	15/15	4	4 (Spring)
3.	19123	Second Foreign Language II (Spanish, Italian, German) *Erasmus students can choose more than 1 foreign language course		20/25	4	4 (Spring)
4.	19133	Crisis Communication	Damir Jugo / Marta Takahashi	20/10	5	6 (Spring)





5.	19135	Advertising Creativity and Strategy	Ivan Pakozdi / Anita Frtalić Šulentić	15/15	4	6 (Spring)
6.	19138	Cultural Heritage	Romana Lekić	15/15	4	4 (Spring)
7.	19140	Tourist Destination Management	Romana Lekić / Karlo Kolesar	15/15	4	4 (Spring)
8.	19149	Media and Children	Lana Ciboci	15/15	4	4 (Spring)
9.	19148	Kommunikationsmanagement (deutsch, B1 requirement)	Zdeslav Milas / Tomislavka Ivanda	15/15	4	4 (Spring)





COURSE CATALOGUE
LIST OF COURSES AVAILABLE TO EXCHANGE STUDENTS
Tourist Destination Management undergraduate study programme (bachelor's)
2019/2020 Academic Year

Fall Semester

No.	Code	COURSE NAME	LECTURER	HRS L/E	ECTS	Semester
1.	19304	Anthropology, Ethics and Aesthetics in Tourism	Romana Lekić	20+10	5	1 (Fall)
11.	19315	Strategy Management	Mirna Ćorić	20+10	5	3 (Fall)
12.	19317	Tourist Destination Marketing	Doris Peručić	15+15	4	3 (Fall)
13.	19319	Identity and Image Management	Igor Vukasović / Iva Ančić	20+10	4	3 (Fall)
14.	19320	English Language in Tourism 1	Adrian Beljo	15+15	4	3 (Fall)
15.	19321	Second Foreign Language 1 *Erasmus students can choose more than 1 foreign language course		15+15	4	3 (Fall)
23.		Tourist Destination Branding	Doris Peručić / Karlo Kolesar	20+10	6	5 (Fall)
24.		Business Communications	Ivan Pakozdi / Franjo Skoko	20+10	4	5 (Fall)

Spring Semester

7.	19301	Tourist Destination Management	Romana Lekić Karlo Kolesar	30+10	5	2 (Spring)
8.	19310	Tourism Geography and Attraction Basis	Izidora Marković Vukadin/ Karlo Kolesar	20+10	5	2 (Spring)
10.	19314	Field Trip I	Romana Lekić / Karlo Kolesar	0+60	2	2 (Spring)
		Field Trip II	Romana Lekić / Karlo Kolesar	0+90	3	4 (Spring)
16.	19322	Sustainable Development and Systems in Tourism	Romana Lekić / Dino Bartoluci /	30+15	5	4 (Spring)
17.	19324	Human Resource Management	Maša Tonković Grabovac	20+10	5	4 (Spring)
19.	19323	Communication Management in Tourism	Doris Peručić / Karlo Kolesar	20+10	5	4 (Spring)
19.	19325	Psychology in Tourism	Maša Tonković Grabovac/ Mia Flander Tadić	20+10	4	4 (Spring)
20.	19326	English Language in Tourism 2	Adrian Beljo	15+15	4	4 (Spring)
21.	19327	Second Foreign Language 2 *Erasmus students can choose more than 1 foreign language course		15+15	4	4 (Spring)





COURSE CATALOGUE
LIST OF COURSES AVAILABLE TO EXCHANGE STUDENTS
Public Relations Management graduate study programme (master's)
 2019/2020 Academic Year

No.	Code	COURSE NAME	LECTURER	HRS L/E	ECTS	Semester
1.	19205	Public Diplomacy and Country PR	Božo Skoko	30/0	5	1 (Fall)
2.	19206	Business English 1	Adrian Beljo	20/20	5	1 (Fall)
3.	19204	Digital Marketing	Maja Samardžić Gašpar / Nina Jocić	20/10	5	1 (Fall)
4.	19203	Market and Public Opinion Research	Doris Peručić / Karlo Kolesar	20/10	5	1 (Fall)
5.	19209	Methodology in the Social Sciences	Lana Ciboci / Mia Flander Tadić	15/15	5	1 (Fall)
6.	19213	Public Relations in SMEs	Ivan Pakozdi / Zlatko Hodak	30+10	7	3 (Fall)
7.	19214	Organisational Culture	Mia Flander Tandić	30/10	7	3 (Fall)
8.	19208	Project Management in PR	Damir Jugo / Daria Mateljak	30/0	5	2 (Spring),
9.	19236	Unternehmenskommunikation (German, B1 Requirement)	Zdeslav Milas	15/15	4	2 (Spring), 3 (Fall)
10.	19237	Communication interculturelle (French, B1 Requirement)	Adrian Beljo	15/15	4	2 (Spring), 3 (Fall)
11.	19203	Communication Psychology	Mia Flander Tadić	30/0	5	2 (Spring)
12.		Visual Communication	Sanja Rocco	15/15	5	4 (Spring)
13.	19222	Intercultural Communication (English)	Tanya Dimitrova / Sofia van der Vegt	20/10	5	4 (Spring)
14.	19227	Storytelling in Public Relations	Romana Lekić	15/15	4	2 (Spring)
15.	19233	Event Management	Romana Lekić	15/15	4	2 (Spring)

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

