



ZAGREB
SCHOOL
OF
BUSINESS

10

GODINA / YEARS

*success
can be
taught*

*undergraduate
professional study
and specialist graduate
professional study in
marketing and
communications*





MARIJANA KRALJEVIĆ

assistant at Mangjura d.o.o.
– former external student

„The ZSB has exceptional courses, excellent professors and it has soul, that special something I can't put into words. All the lecturers make themselves available; they become part of your journey towards your diploma. You gain so much knowledge all the while having fun and in no time, you have your diploma. If I could choose again, I would still choose the ZSB.“



CONTENT

FOREWORD FROM THE DEAN	2
MISSION AND VISION	3
ABOUT US	4
WHAT WE OFFER	5
WHY MARKETING	6
WHY COMMUNICATIONS	7
UNDERGRADUATE PROFESSIONAL STUDY PROGRAMME	8
LECTURERS	10
SPECIALIST PROFESSIONAL STUDY PROGRAMME	14
GUEST LECTURERS	16
EVENTS	17
THE CREATIVE DEPARTMENT	18
ABOUT THE STUDIES, ENROLMENT AND TUITION FEES	19
WORKING AND STUDYING	20

IMPRESSUM

PUBLISHER	Accredited Zagreb School of Business
FOR THE PUBLISHER	Lukša Lulić
DESIGN	Kuna Zlatica
EDITORS	Sanja Rocco, Goran Luburić, Marija Baričević
ASSOCIATES	Štefanija Briševac and Zoran Đurović, Promotion 3sto7 Zagreb, May 2017.
PHOTOS	Andrija Zelmanović (portraits) Boris Kovačev, the school archives and istockphoto

FOREWORD FROM THE DEAN

Esteemed students, dear parents, and all other interested parties,

I welcome you to the Zagreb School of Business. I would hereby like to introduce you to the School's plans, as well as my own as its Dean. First and foremost, I would like to inform you that we have commenced with the *Specialist graduate study of Marketing and Communications* as a logical next step following the existing undergraduate professional studies, for our students who could hardly wait to see this happen and for all other potential students of other specialist and university studies.

Come join us and choose the study which will prepare you for a carrier in economics. In its first decade, the ZSB has proven to have good quality study programmes which can teach you success.

The goal of education is "... rise to the highest possible level of scientific, aesthetic and ethical culture – to become a human being and to live a cultural life..."

dr. Albert Bazala (1877–1947),
*Croatian philosopher, founder of
Public Open University Zagreb (1907)*

Students can also choose two other new study programmes: the undergraduate professional programme *Cultural Management and Production*, or the undergraduate professional programme *Supply Chain Management*.

We are close to achieving our most important strategic goal yet – transformation to the University of Applied Sciences. Finally, our long-term goal is to become the leading institution in this region, a goal supported by the City of Zagreb as our owner.

Yours sincerely,



PHOTO: Grgur Žučko / pixsell

Lukša Lulić, PhD
*Dean of the Accredited
Zagreb School of Business*

VISION AND MISSION

Mission

We offer modern study programmes in response to the needs of our students and the society we belong to, inspiring our students and staff to achieve their full potential. We safeguard, create and disseminate knowledge in all areas pertaining to us.

Vision

We are a centre of excellence, creating professionals capable of achieving, guided by the highest professional, ethical and personal values, above-average results while creating new values and initiating change in their fields of expertise.

VEDRANA ZANINOVIĆ

*marketing assistant at Zoo Hobby d.o.o.
– ex regular student*



“I realized what I wanted to do in life during my studies. The ZSB gave me a clear insight into a wider picture and more than enough knowledge to find out for myself what I am most interested in and enabled me to find myself professionally.”

ABOUT US

In both the Croatian and global labour market, there is a growing interest for marketing and communication experts. Croatia however has very few marketing and communication schools. This is important to point out, especially in light of recent restructuring in the Croatian economy, where the labour market is failing to offer competent staff to manage such market changes, which along with specialization require adaptability of new knowledges and work flexibility. For this very reason, the purpose of the School's programme is to educate students who will contribute to more successful business ventures in the field of marketing and communications. This was also deemed important by the Ministry of Science, Education and Sport and, on October 11th gave approval to the Accredited Zagreb School of Business to go forth with the Marketing and Communications Specialist Studies. On 19 May 2015 approval was given to go forth with the specialised

professional graduate study in Marketing and Communications, bringing this programme to a close. While creating this programme we compared and studied in detailed all programmes of Croatian Universities, primarily the University of Economics and schools of business and economics, as well as Universities of Political Science and Journalism. Programmes from other renowned schools from the EU member states were also studied and later coordinated with the principles of the Bologna Declaration which was adopted in most of Europe as the leading force in higher education, and framework for changes in the existing higher education area. After successfully completing undergraduate study, students of the Zagreb School of Business are awarded the title *baccalaureus/ baccalaurea in marketing and communications*. Upon completion of the specialist graduate professional study, students are awarded the title specialist in marketing and communications (M.A. in Economics).

KARLO PAVLIĆ

*journalist for the Diva magazine (Večernji list)
– former regular student*

„I enrolled to the ZSB because I was immediately drawn to the study programme; it was exactly what I wanted. Of all the other faculties, the ZSB seemed like the ideal choice and I have to say I have not regretted my choice.“



WHAT WE OFFER

The Zagreb School of Business offers an undergraduate professional study which last three years and upon their completion, students are awarded the academic title baccalaureus/baccalaurea in marketing and communications (bacc.oec.) and specialist graduate courses which last two years and bring 120 ECTS points. Students are awarded the title specialist (M.A. in Economics) in marketing and communications. Courses can be taken by regular and external students.

The courses are aligned with the Bologna declaration principles, which enables students to switch to other complementary studies in Croatia and abroad. The Zagreb School of Business entered the Erasmus+ programme which opens doors to a greater mobility of its students and lecturers.

The specifics of this study are in its interdisciplinary approach which connects and integrates the marketing discipline as economic science to the marketing profession, public relations, media and journalism. The success of the programme is focused on the vision of integrated communication in companies and public institutions as the non-profit sector.

Students can also choose two other study programmes: the undergraduate professional programme *Cultural Management and Production*, and from the academic year 2017/18 we also offer the new undergraduate programme *Supply Chain Management*.

LOCATION

The Zagreb School of Business is located in the city's business centre, in the heart of "Sveučilišna Aleja" (University Boulevard), surrounded by educational and business institutions, which provide the perfect environment for a future businessman/woman.



LIBRARY

Students have at their disposal over 35 000 book titles, two thirds of which are scientific and specialized literature, and the corpus is continually being expanded with new titles relevant to our studies.



WHY MARKETING

Marketing is a social rapport, a social process, a philosophy, science, a theory, a concept, a managerial skill, a state of mind if you will and a fashionable activity, but it is, first and foremost – a calling, a trade and a tool, not much different from any other. Marketing is essential for the functioning of a company because it is a vision of its future. It is a source of the company's competitiveness, success of your institution or political party, it is an inspiration to your business acumen. In fact, its goal is to gain profit by

creating added value directed at the consumer and the society as a whole. It sensitive to the needs of existing and potential buyers, but also creates need.

"What are we going to teach you here? This primarily depends on you – your motivation and the effort you are willing to put in. However, if you are determined to learn the basic marketing concepts, techniques and tools to better deal with marketing problems and the ever-changing market circumstances, I assure you our school is just what you need. But bear in mind, marketing is not just a glamorous world of advertising campaigns, sponsored celebrities and fun videos – marketing requires hard work, primarily on a personal level. New technologies, competition's products and new consumer and client trends require constant new research, new approaches and innovative ideas. This is the

place where your path to success can begin – we offer a winning combination of marketing and communication knowledge and skills. Our former students who now work in highly ranked positions, both in small medium and large enterprises can vouch for that.

My personal journey started in design where I worked for many years, after which I went on to study marketing and today I am a lecturer. I try to encourage my students to think and logically connect the acquired knowledge affirmed in team work and through analysing business examples".

Sanja Rocco, MSc
Head of the Marketing Department

WHY COMMUNICATIONS

We need to communicate – ‘nobis communicandum est’. Communication is the lifeblood of every business and helps it maintain a healthy balance. Every company/institution has its own professionally structured communication style which varies depending on its surroundings. Business communication is part of a skill which steers business and creative potential of individuals and groups towards faster and more effective means of solving economic and other related problems at micro and macro level.

“If you want to become a brilliant spokesperson, a successful PR professional, a well-known reporter or work in the media business, you have come to the right place. Our challenging journalistic, marketing, public relations and new media modules will prepare you for it and provide you with an insight into the skills of successful communication. Through theory and practice you will learn all the tricks of the trade of the media scene and master communication skills with the public and the media.

You will learn how to win over media space and successfully convey messages, find out how the media function, tricks of media approach and

Learn how to present your ideas in public

AWAKEN YOUR CREATIVITY AND CREATE A NEW VALUE FOR YOURSELF

rhetorical skills. The goal is to enhance your professional profile to conquer the media scene, build your personal and company’s reputation.

If you are ambitious and wish to master these communication skills, we are waiting for you at the Communications Department. Let us be your first step in reaching this goal!”

Ivana Greguric, PhD
head of the communication department

UNDERGRADUATE PROFESSIONAL STUDY PROGRAMME

Curriculum / 1st year

	COURSE	
INTRODUCTION TO ECONOMICS	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO MANAGEMENT	<i>marketing</i>	<i>communications</i>
PUBLIC RELATIONS	<i>marketing</i>	<i>communications</i>
COMPANY ORGANIZATION	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO MARKETING		
COMMUNICOLOGY	<i>marketing</i>	<i>communications</i>
BUSINESS ACCOUNTING	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO ENTREPRENEURSHIP	<i>marketing</i>	<i>communications</i>
MEDIA COMMUNICATIONS	<i>marketing</i>	<i>communications</i>
CONTEMPORARY BUSINESS COMMUNICATIONS	<i>marketing</i>	<i>communications</i>
BUSINESS ENGLISH 1	<i>marketing</i>	<i>communications</i>
ESSAY AND FINAL DISSERTATION METHODOLOGY	<i>marketing</i>	<i>communications</i>

Curriculum / 2nd year

	MAJOR	
PROMOTION	<i>marketing</i>	<i>communications</i>
MEDIA RELATIONS	<i>marketing</i>	<i>communications</i>
CORPORATE CULTURE	<i>marketing</i>	<i>communications</i>
DIRECT MARKETING	<i>marketing</i>	
BUSINESS IT ALIGNMENT	<i>marketing</i>	<i>communications</i>
BUSINESS AND COMMUNICATION ETHICS	<i>marketing</i>	<i>communications</i>
PRODUCT AND DESIGN	<i>marketing</i>	
BUSINESS FINANCE	<i>marketing</i>	
ELECTRONIC MEDIA		<i>communications</i>
RETHORICS		<i>communications</i>
RISK COMMUNICATION		<i>communications</i>
BUSINESS ENGLISH 2	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO INTERNATIONAL RELATIONS	<i>marketing</i>	<i>communications</i>
SOCIAL MEDIA MARKETING	<i>marketing</i>	<i>communications</i>

UNDERGRADUATE PROFESSIONAL STUDY PROGRAMME

Curriculum / 3rd year

MAJOR

	marketing	communications
CONTEMPORARY BUSINESS, POLITICAL AND MEDIA PROCESSES	marketing	communications
BUSINESS PLANNING	marketing	communications
CONSUMER BEHAVIOUR	marketing	
INTERNATIONAL MARKETING	marketing	
MEETINGS AND ASSEMBLY MANAGEMENT		communications
VISUAL COMMUNICATIONS		communications
POLITICAL COMMUNICATION		communications
MARKET AND PUBLIC OPINION RESEARCH	marketing	communications
BUSINESS MARKETING	marketing	
MARKETING MANAGEMENT	marketing	
INTRODUCTION TO CORPORATE COMMUNICATION	marketing	communications
LITERACY BASICS		communications
BUSINESS ENGLISH 3	marketing	communications
STRATEGIC MANAGEMENT	marketing	communications

ELECTIVE COURSES

During their studies, our students can complete their knowledge in the field of marketing and communications by choosing elective courses which enable them to specialize in specific fields. To raise the quality of the teaching process and adjust to the needs and desires of the students, the Lecturers' Council has expanded the offer to a total of **18 elective courses**, two of which are held in English.

In the summer semester, in the second and third year, students can choose between two elective courses from the scientific point of marketing in English - Fundamentals of Marketing (Neven Šipić, MSc, lecturer) and Promotion and Design (lecturer Goran Luburić, M.Econ.)

MARKETING SERVICES
THE MEDIA IN THE EUROPEAN UNION
AGENCY JOURNALISM
FUNDAMENTALS OF STATISTICS
BUSINESS INTELLIGENCE
THE PRESS
NON PROFIT ORGANIZATIONS MARKETING
INTRODUCTION TO SOCIOLOGY
NEGOTIATION SKILLS
IT SYSTEMS AND DATABASE
MEDIA MANAGEMENT
CREATIVE THINKING
ECONOMICS COMPETITION
HUMAN RESOURCES MANAGEMENT
RESALE MARKETING
FUNDAMENTALS OF MARKETING
PROMOTION AND DESIGN – CASES
COMMERCIAL LAW

LECTURERS

Courses are held by renowned lecturers with hands on experience. Meet some of our permanent lecturers:



Sanja Rocco, MSc, senior lecturer and head of the marketing department of Zagreb School of Business. She has a degree in architecture and a long-standing career in communication design, has won numerous awards and is actively involved in design (also vice-president of the international Ico-D Council of Design), completed her Master degree in marketing at the Faculty of Economics, the University of Zagreb (*Visual identity of products and their impact on the market*). She has published a number of scientific articles, but her main interests lay in design which she is currently studying within the marketing framework as a doctoral candidate of the Faculty of Economics and Business in Maribor.



Željka Zavišić, PhD is our senior lecturer and vice-dean for professional and scientific work, mobility and international cooperation of Zagreb School of Business. She graduated and completed her master's degree from the University of Economics in Osijek, and has recently completed a doctorate in the field of marketing. She worked as an associate professor at the University of Economics in Osijek, University of Applied Sciences in Vukovar, and as a lecturer at Polytechnics in Slavonski Brod. Here at Zagreb School of Business she teaches marketing courses. She is the author of approximately a dozen scientific and specialized works in her field of expertise and of an electronic textbook *Osnove marketinga (the Fundamentals of Marketing)* published by Zagreb School of Business.



Goran Luburić, mag. oec/M. Econ. is our vice-dean for courses and students and a lecturer at the Marketing Department of the Zagreb School of Business. He graduated from the University of Economics; finance and marketing and went on to complete his doctorate. During his studies he won many awards in student competitions *Case Study Competition* in the field of economics and IT. He coordinates many business processes in his field at Zagreb School of Business. He is the founder of the Students' Creative Department, branded under the name "Promotion 3sto7" where students get the chance to work on marketing campaigns for the school as well as for external clients.

LECTURERS



Ivana Greguric, PhD, is a lecturer and head of the Communications Department at Zagreb School of Business. She graduated from the Faculty of Political Science in Zagreb, after which she obtained her doctoral degree from the Faculty of Humanities and Social Sciences, University of Zagreb in the field of philosophical anthropology. She has participated in many international scientific conferences (Oxford, Lisbon, Liverpool, Belgrade). She is a member of young editors of the *Filozofska istraživanja* (Philosophical research) magazine. She is the author of many scientific works published in Croatia and abroad and co-author of the book *Novi val i filozofija (The new wave and philosophy)*. She was chosen to become member of the young scientists of the Scientific Centre of Excellence for integrative bioethics. She is the winner of the Swiss scholarship of the Brocher foundation.



Tanja Grmuša, PhD is a lecturer of the Communications Department at Zagreb School of Business. She has a master's degree in Communicology, and in Croaticistics from the University Department for Croatian Studies. She has a PhD from IT and communication sciences at the Faculty of Humanities and Social Sciences, University of Zagreb. At ZSB she lectures these courses: Communicology, Essay and Final Dissertation Methodology, Contemporary Business Communication, The Press, Literacy Basics, Managing Media Relations and Research and Science Paper Methodology. She has participated in several national and international symposiums and conferences and has published several scientific papers. She is the editor of the Book of Proceedings of the first and second scientific and professional conference "Fedor Rocco", in the field of marketing and communications which was organized by Zagreb School of Business in 2013. and 2016. She has also, alongside her colleague Neven Šipić, co-authored the electronic textbook *Professional and term paper writing methods*.



Neven Šipić, MSc, is an Erasmus coordinator and lecturer at the Marketing Department of Zagreb school of business. He graduated from Economics, majored in Operational Management and Geography, in Tourism at the Saint Cloud State University. He obtained his master's degree in Economics in 2010, specializing in tourism at the University of Nevada, Las Vegas. He was assistant at the Faculty of Maritime Studies in Split. During his studies he was the recipient of many scholarships. He also gained work experience outside the academic world in hotel management. He is the author of over a dozen scientific papers and has co-authored the electronic textbook *Professional and term paper writing methods* and *Fundamentals of Entrepreneurship*.

LECTURERS



Tomislav Ivančević, PhD, MS in Economics, a senior lecturer – graduated, mastered and completed his doctorate from the Faculty of Economics at the University of Zagreb. He has published 18 scientific and professional papers. He is the first employee of Zagreb School of Business, and was actively involved in its founding and the initial re-accreditation of Zagreb School of Business. He was head of the Zagreb School of Business re-accreditation committee, member of the re-accreditation committee of polytechnics and schools of professional higher education in the Republic of Croatia appointed by the Agency for Science and Higher Education, member of the working group for the drafting of the Croatian Qualifications Framework. At Zagreb School of Business he was member of the Management Board and vice-dean for education and students and head of its Marketing Department. He has also held many senior posts in the economy of the Republic of Croatia.



Predrag Čudina, Prof., has been a lecturer at Zagreb School of Business since its founding. He has taught several professional courses at the Fern University of Applied Sciences, Berufskademie Nordhessen, Gea College Ljubljana and Rijeka Business School. He is the secretary of the Society for Protection of the Plitvice Lakes, and was president of CROMAR (the national marketing association) from 2000 to 2002, and is a member of CRORS (Croatian Operations Research Society). He studied at the Croatian and Vienna university and at the University of Mainz and Amsterdam. During his professional career he has held various managerial positions at the Zagreb Fair, after which his entrepreneurial phase followed. He is the author of several scientific papers and two books: *Introduction to business planning* and *Introduction to business logistics*.



Dorotea Milas, mag. phil. et mag. reg. Is a lecturer at Zagreb School of Business, Department of Communications. She graduated at University of Zagreb, Faculty of Philosophy, in Philosophy and Religious Studies and received academic title: Master of Philosophy and Master of Religious Sciences. She is attending a PhD program in philosophy at Croatian Studies, University of Zagreb. Her research interests are in the field of philosophy (ethics), religious sciences, communicology and culture. She has participated in domestic and international scientific and professional conferences and has published several scientific and professional papers. She is also a member of Matrix Croatica and Croatian Philosophical Society.



SPECIALIST GRADUATE PROFESSIONAL STUDY PROGRAMME

ADMISSION REQUIREMENTS

Completed undergraduate study with at least 180 ECTS points or higher professional rank equalized with professional title of bacc.oec.

STUDY DURATION

Study duration is 4 semesters (2 years).

TOTAL NUMBER OF ECTS POINTS

Total number of ECTS points is 120.

ACADEMIC/PROFESSIONAL TITLE

Upon study completion, students receive a title: professional specialist in marketing and communications (M.A. in Economics).

SPECIALIST PROFESSIONAL GRADUATE STUDY OF MARKETING AND COMMUNICATIONS

Curriculum 1st year

1ST SEMESTER

MANAGING DIGITAL CAMPAIGNS

SME MARKETING

INTERNATIONAL BUSINESS

EU ECONOMICS

PUBLIC APPEARANCE (MEDIA TRAINING)

1ND SEMESTER

MARKETING STRATEGIES

INTEGRATED MARKETING COMMUNICATIONS

RESEARCH METHODS IN MARKETING AND COMMUNICATIONS

SALES MANAGEMENT

ELECTIVE COURSE 1

ELECTIVE COURSE 2

STUDY PROGRAM DESCRIPTION

Specialist graduate professional study of marketing and communications is structured in 4 semesters (2 years). The content of the study is structured through mandatory and elective courses. The study programme consists of 14 mandatory and 10 elective courses, and a dissertation. Mandatory courses provide the necessary knowledge that introduces a student to scientific, i.e. professional field of marketing and communications, directing him/her to management and the creation of basis for making global vision of marketing and communications strategy. Mandatory courses are 52% of course-load measured through ECTS points.

The first semester of the study is exclusively composed of mandatory courses that give basic knowledge from the study field, which are then upgraded to mandatory courses that provide a framework to specialist competences. Also, two elective courses are to be taken by a student during their second semester. During their third and fourth semesters, students can choose two elective courses. During the third semester, an emphasis is put on acquiring

SPECIALIST PROFESSIONAL GRADUATE STUDY

2nd year

3RD SEMESTER

BRAND MANAGEMENT
 CUSTOMER RELATIONS AND QUALITY MANAGEMENT
 INTERACTIVE MARKETING TOOLS
 STRATEGIES OF MANAGING PUBLIC RELATIONS
 ELECTIVE COURSE 3
 ELECTIVE COURSE 4

4TH SEMESTER

RESEARCH AND SCIENCE PAPER METHODOLOGY
 ELECTIVE COURSE 5
 ELECTIVE COURSE 6
 PRACTICUM
 FINAL DISSERTATION

specialist competences. During the fourth semester, students are prepared for independent research through practicum that ensures the relevance of acquired competences and examines learning outcomes in practice during its execution. In conclusion, a student writes their dissertation in the fourth semester of his/her study while being mentored by the ZSB faculty. Prerequisites for enrolling to a higher year of study are:

- faculty signature for all study programme courses for previous years of study,
- completed courses with a total of 48 ECTS points from the previous academic year.

LIST OF ELECTIVE COURSES

MANAGING MEDIA RELATIONS
 BUSINESS LOGISTICS
 POLITICAL MARKETING AND COMMUNICATIONS
 DIGITAL MEDIA
 MANAGING DESIGN AND INOVATIONS
 BUSINESS COMMUNICATIONS AND PROTOCOL
 BUSINESS SECURITY
 CORPORATE SOCIAL RESPONSIBILITY
 MARKETING IN TOURISM
 ETHICS IN DIGITAL COMMUNICATION
 CUSTOMER AND MARKET BEHAVIOUR

COMPLETION OF THE STUDY

The study programme is finished by completing all course exams, other obligations, preparing and defending student's dissertation. By completing their dissertation, students showcase their ability to apply acquired knowledge and skills on a level of learning outcomes and professional title they receive. The dissertation contributes 14 ECTS points, which equals to 400 hours of independent work and mentor assistance.

GUEST LECTURERS



MILAN KOŠTRO

media consultant

Milan Košto, an experienced journalist and editor in printed media, TV and Internet held a lecture entitled "Communication, convergence and appearance". It touched on several topics such as public relations, media convergence, different types of media appearances and rules of behaviour during interviews. After the lecture, Košto invited some students to simulate a TV interview and gave them insight into what it means to give an interview in front of the camera.

To better prepare and familiarize our students with various ways of conducting business and practical problems, each semester we invite experienced lecturers to talk about topics related to the courses. Here are some of our previous guests:

NIKOLA ŽINIĆ

from the Bruketa&Žinić agency

Nikola Žinić, one of the two representatives of the globally renowned marketing agency Bruketa&Žinić OM, has wowed students with his guest lectures at Zagreb School of Business. After his lectures, he spent time with our students from the creative department **Promotion 3sto7** who later nicknamed him "the Wizard of OM".

ANITA MALENICA

journalist

For the purposes of "Media culture" course, "Anita Malenica, our renowned Croatian journalist held a lecture entitled "Journalism in Croatia – respecting the basic journalistic principles" Media communication". She shared her hands-on experience in printed media Slobodna Dalmacija, Večernji list, Z1). Numerous students' questions were proof of a well chosen topic.

VELJKO ŽVAN

Grey Croatia agency

Creativity or diploma? What is team work like in an agency? What qualities are important when looking for employment? Veljko Žvan, the creative director of the Grey Zagreb agency was there to provide all the answers. He has more than 20 years of experience in advertising and is the recipient of numerous national and international awards for the best integrated campaigns, printed and TV ads.

EVENTS

STUDENT OF THE ZAGREB SCHOOL OF BUSINESS VISITING THE MULTIMEDIA CENTRE

As part of their field lectures, our students attending **Media relations** course, visited the Multimedia centre where they had the chance to visit radio stations such as **Antena Zagreb, Narodni radio, Total FM and Media servis editorial board**. The visit was organized by professor Ivana Greguric, and the host and the centre guide was the director of **Media servis**. Students also had the opportunity to talk to famous radio hosts - Dalibor Petko (Narodni radio), Ivan Vukušić (Total FM) and Saša Lozar (Antena Zagreb) who shared their experiences and gave advice about what it means to be a radio journalist, how to talk to listeners, present everyday media content, production of radio programme and the rules behind managing radio stations.

THE FEDOR ROCCO CONFERENCE

Two international scientific Fedor Rocco conferences were held so far, organized by the Zagreb School of Business. The first one was held in 2013 on the topic of Croatian Perspectives in the EU, and the second one in 2016 on the topic of Life in the Digital Age – Social Aspects. The conference is named after Fedor Rocco, PhD, professor emeritus (1924 – 2011), who was one of the founders of marketing theory and practice in Croatia. He actively participated in establishing the school and was its first dean. All the speakers at every conference are scientists and experts, as well as foreign guest speakers. Workshops are organized for students led by experts from our top agencies.



FRESHMAN & THE FINALS PARTY

The freshman party of the Zagreb School of Business is traditionally held every academic year in some of Zagreb's most famous clubs. Freshmen and other students enjoy themselves until the early morning hours with the latest hits and affordable drinks and coupons ensured by the school. The fun doesn't stop here. Just before the end of the lectures (at the beginning of summer) we have the Finals Party/Student event. To see what it was like during the previous years, check on our internet page www.vpsz.hr.

THE CREATIVE DEPARTMENT – PROMOTION 3STO7

The creative department was conceived as an internal practicum for the Accredited Zagreb School of Business students where they have the opportunity to apply the theory of marketing and communications to specific projects. It is an internal marketing agency of sorts made of project teams whose members are the Zagreb School of Business students. Becoming a member starts with testing student preferences regarding joining the ZSBs Creative team, after which each member chooses projects based on their characteristics and participates as he/she sees fit. As a reward, the ZSB takes the Creative team to *Communication days* in Rovinj every year.

“The creative department of the ZSB was purposely branded under the name Promotion3sto7 because we wanted to create a space wide enough for everyone to see: lecturers, students and specific activities, to be perceived not only as a practicum of a school but to act as a real (internal) marketing agency – just like a company. Why 3sto7? Because our first gathering started in room 307, better known as the Hall of the Creative Department”.

Goran Luburić, M. Econ.,
head of the Creative department
at ZSB



LECTURE IN PRODUCT PLACEMENT TURNED INTO A MUSIC VIDEO

Members of the **Promotion 3sto7** marketing agency and members of the band **Face2Face** featuring singer songwriter **Antonia Šola** created their first song. The promotional video was the result of the project officially entitled Project F2F, and includes an integrated PR campaign of ZSBs official band, Face2Face (F2F), mentored by Promotion3sto7 agency. The goal of the F2F project is to take up media space with an innovative approach by means of an original, never-before told PR story. The realization strategy includes communication with target markets (media, pupils and students, the wider public), proactive and creative students, all for the purpose of strengthening the ZBS's reputation and promoting the marketing and communications department.

CREATIVE DEPARTMENT 3STO7 WAS GUEST ON THE Z1 TELEVISION

Students of ZSB and members of its Creative Department Krešimir Bartulović and Martin Frančina, along with lecturer Goran Luburić were guests on the **Svakodnevnio** show at the Z1 television in the summer of 2014. The reason for the guest appearance was the interesting story of how the promotional video “Možda na kavi” (*Maybe over coffee*) for the ZSB came to be.

GUERRILLA PROJECT: IN SEARCH OF ŽINIĆ

The video of the same name was created by the students of the ZSB (available on Youtube) is part of a creative invitation to guest lecturer Mr. Nikola Žinić. As classical e-mails and invitations are bland and unimaginative, our marketing students thought of something different – to make an invitation in the form of an action film trailer called “In pursuit of Žinić” created during the Dani komunikacija (*Communication days*) in Rovinj (among others, Bruketa and Žinić were among the organizational board of the congress). Nikola Žinić was thrilled with this approach and admitted no one had ever invited him to a lecture like this before.

ABOUT THE PROGRAMME, ENROLMENT CONDITIONS AND TUITION

UNDERGRADUATE PROFESSIONAL STUDY

Duration of professional programme: 6 semesters
ECTS points: 180

Professional title:

Professional bachelor
(baccalaureus/baccalaurea)

Enrolment quota:

A total of 140 regular and irregular students, 90 of which attend marketing and 50 communications classes.

General enrolment conditions:

Completed high school education, passed comprehensive final high school exam, or an undertaken assessment admission test and a signed student contract.

SPECIALIST GRADUATE PROFESSIONAL STUDY

Duration of professional programme: 4 semesters
ECTS points: 120

Professional title:

Professional Specialist in marketing and communications (M.A. in Economics)

Enrolment quota:

80 students; 30 regular and 50 irregular

General enrolment conditions:

A completed undergraduate study with at least 180 ECTS points awarded or a qualification obtained at the undergraduate level or a professional title equal to baccalaureus or a signed student contract.

All students who wish to enrol to ZSB, but are now studying in some other higher education institution, can do so.

All candidates are required to register on the www.vpsz.hr website, and candidates must personally bring their registration forms along with their certificate of nationality, birth certificate, high-school diplomas and proof of a completed comprehensive final high-school exam (original, certified copy or legally binding digital format) to the student administration office of Accredited Zagreb School of Business at Ulica grada Vukovara 68, 10000 Zagreb on workdays from 9 am to 7 pm by the final date of applications.

For more information regarding necessary documentation go to www.vpsz.hr

TUITION FEES

UNDERGRADUATE PROFESSIONAL STUDY

for one academic year:
19.950,00 kn
Registration costs:
1.995,00 kn.

PROFESSIONAL SPECIALIST GRADUATE STUDY

for one academic year.
22.500,00 kn
Registration costs:
1.995,00 kn

Account IBAN no.:

HR8024020061100477071

at Erste & Steiermarkische bank.

PAYMENT OPTIONS

Tuition fees can be paid in 4 instalments, with American Express and Diners cards up to 60 instalments or with credit cards with zero interest (American Express up to 10 instalments, Diners up to 12 instalments) as well as Visa, MasterCard and Maestro cards. A single instalment payment of the tuition into the School's account is **discounted** by 7% of the total amount. Other discounts of between 15-35% are available for members of the immediate family, and for employees from the same company in the range between 7-20%. Special discounts can be approved, and are agreed upon internally.

For more information you can reach us at 01/6310 888, 01/6310 889, 01/6310 844, via e-mail: vpsz@vpsz.hr or through our website www.vpsz.hr

STUDY AS YOU WORK

In today's business world various jobs in numerous firms require further training and education in order to get ahead in the market, and to show their commitment to learning and advancement. Zagreb School of Business enables you to achieve all required qualifications for your professional advancement and to perfect your knowledge and additional skills.

Studying as you work is the guiding premise of our external programme which allows people who are employed or have other commitments to attend classes and not get behind in their studies. The external programme is adapted to the employed in order for them to fulfil their student duties in the best way possible and classes are held every workday in the afternoon, from 5 pm to 9.30 pm.



MARTINA GAŠLJEVIĆ

public relations specialist, Croatian Lottery – former study as you work student

„As I was already working in corporate communications, i.e. in the Marketing sector, I had little doubt about what faculty to choose. The communications department at ZSB had exactly what I was looking for in regards to the programme and acquiring specific skills and knowledge, and in accordance with the needs of my job“



ZAGREB SCHOOL OF BUSINESS

Ulica grada Vukovara 68
10 000 Zagreb, Croatia

TEL 01/ 6310 888, 6310 889, 6310 844

FAX 01/ 6310 628

EMAIL vpsz@vpsz.hr

www.vpsz.hr



member



European
Council for
Business
Education



Erasmus+