

UNDERGRADUATE PROFESSIONAL STUDY PROGRAMME OF CULTURAL MANAGEMENT AND PRODUCT

COURSE OBJECTIVES AND LEARNING OUTCOMES

The History of Croatian Culture

Course objectives

The aim of the course is to introduce students to relevant phenomena from the history of the written form and Croatian culture (press, libraries, bookshops, archives, museums, publishing) and by means of a didactic and contemporary scientific rhetoric, lead them into the world of academic writing.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define and explain terms related to culture and cultural heritage
2. Explain the role of cultural institutions in preserving cultural heritage
3. Connect to the history of books, libraries, reading and publishing
4. Apply the techniques of academic writing

The Economics of Culture

Course objectives

The course helps students to understand market conditions in which cultural entities conduct business, the assumptions that must be met in order for business activities, for which such entities were founded, to be realised; expenses, types of expenses that incur, and business results that are yielded. The course provides answers to questions on culture, art, music, film, and literature by using knowledge and methods from economics. Students are equipped to determine and manage expenses to achieve better results by calculating the cost price and indicators of business success, all with the aim of identifying the strengths and weaknesses of the entity whose culture and art is its basic domain.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Critically analyse and apply specific skills from the area of culture in practice
2. Identify various problems that cultural entities face on the market
3. Interpret business results and critically analyse them
4. Suggest adequate solutions for solving business problems

The Basics of Management

Course objectives

The aim of the course is to provide students with an understanding of managerial concepts and the

complex role and tasks of management in modern organisations, considering the fact that the course provides a concise overview of central issues managers today face. At the same time, the objective of the course is acquiring knowledge of basic managerial functions, methods and work and their application in solving the problems of management and business in complex conditions of cultural and art institutions. The course pays special attention to mastering and developing own potential and competences to be used for management analysis and conducting managerial tasks on various levels in various organisations and cultural institutions.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic terms of management and managerial function in an orderly fashion
2. Compare and differentiate the approaches and theories of management, levels of management and managerial environment
3. Describe the purpose, content and process of the basic functions of management
4. Analyse the challenges of modern management related to diversity topics, ethics, social responsibility, world business scenes and information technology and the specificities related to cultural and art institutions

Media Culture

Course objectives

The aim of the course is to enable students very narrow profiling in the area of media culture, with emphasis on media. The thematic units covered in the course, both on the theoretical and practical level, will enable students to become competent to cooperate with and work at cultural institutions. The course aims to connect practice, science, and art by focusing on the media and thus enable students to become competent in media communications. Introduction to basic terms of media culture, development and types of media, and media reception. Acquiring the basic cognitions on the beginnings and nature of the media, gaining an insight into assessing media products, constructing attitudes and critical thinking. Introduction to the fundamental educational and ethical paradigms and problems, particularly considering the common practice of EU members states and the models of an educational approach to the phenomena of media culture and media education.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Demonstrate independent carrying out and refreshing the acquired content
2. Identify and connect media influence and the necessity of media education
3. Create and organise successful communication with media
4. Develop models of future cooperation with cultural institutions

The Basics of Marketing

Course objectives

The aim of the course is to gradually introduce students to the basic principles of marketing, point to the possibilities and limitations that students will face in their marketing activities, and equip them for theoretical acquisition and practical application of marketing

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic marketing terms and concepts
2. Explain the role of marketing in society and organisations
3. Interpret marketing knowledge and techniques for solving actual marketing problems
4. Come up with a way to apply the philosophy of marketing thinking in their environment

The Methodology of Writing Seminar and Final Papers

Course objectives

The aim of the course is to introduce students to the basics of methodology of writing a scientific and professional paper, equip them to use various research methods to select and implement them when writing their final paper. Apart from that, students will become familiar with various referencing styles and their use, which is essential for writing a quality scientific or professional paper.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Differentiate between scientific and professional research
2. Use various sources when collecting data (archives, libraries, databases, online sources)
3. Differentiate between two basic quoting styles (European/Oxford and American/Harvard)
4. Create a research proposal
5. Apply various methods of data collecting in research (quantitative and qualitative)
6. Interpret and explain obtained results

Cultural Entrepreneurship

Course objectives

The course programme provides students with knowledge and skills on entrepreneurship in culture, fundamental principles of cultural entrepreneurship, functions thereof, the entrepreneurial environment in culture, as well as the perspectives of cultural entrepreneurship. Specific course objectives include introducing students with the growing importance and possibilities, but also problems and limitations of cultural entrepreneurship of a national economy. At the same time, another important course objective is to provide knowledge of economic and social prerequisites of successful business and development of cultural projects of the Republic of Croatia, undertaking cultural projects, specifics of cost management, supplies, human resources, and business risks in culture. As a part of the course, attention is paid to mastering the skills essential to evaluate economic profitability in culture and acquiring knowledge of the possibilities of more successful development of culture in Croatia.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define and describe entrepreneurial terms and processes in culture
2. List the characteristics of cultural entities
3. Describe and compare the methods of starting one's own cultural undertaking, and list the basic cultural strategies

4. Estimate one's own entrepreneurial tendency and the ability to create cultural undertakings, business plans of cultural projects, and elaborate on the basic aspects of developing and outlining a business plan in culture, and develop the understanding of the role and activity of entrepreneurship in a cultural environment

The Basics of Production

Course objectives

The aim of the course is to equip students to acquire specific skills about production in cultural projects, processes, and organisations. A fundamental command of all segments of individual project production as well as managing organisation models of cultural organisations. In order to possess fundamental knowledge and skills in production, students will become familiar with all stages of production, as well as individual tasks and assignments of all production actors.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Demonstrate the fundamental knowledge of production and all its aspects and segments, as well as management of various organisation models (cultural institutions, companies, art organisations, associations, etc.)
2. Organise a simple bill of quantities, a financial plan, and a financing sources form
3. Be familiar with various models of communication and marketing strategies in cultural product promotions

Popular Culture

Course objectives

The aim of the course is to introduce students to an enormous and dynamic area of popular culture by providing insight into creating and generating popular forms and expressions in a broader historical context, all with the aim of ensuring a better understanding of the complex area of popular culture as an integral part of culture in contemporary society.

The course also aims to ensure insight into key theoretical frameworks, starting points, approaches of various disciplines and reaches of interdisciplinary pieces of research that have played a vital role in understanding popular culture, determining conceptual landscape and the structure of the field of the popular and its relation to other cultural categories (high culture, folk-traditional, mass culture, media culture).

By becoming familiar with various forms of interpreting methods, and based on the text analyses and cultural practices, the course will ensure a better understanding of production methods of media-generated content and the importance of popular culture as a space in which identity and everyday life are formed.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Explain the phenomenon of popular culture in a broad socio-cultural and economic-political context, as well as in relation to other cultural categories (high culture, folk, mass media, and

- media culture)
2. List key critical and theoretical concepts used in studying popular culture, such as production, consumption, representation, and identity
 3. Explain the circumstances of creating and generating popular forms and ways in which a form, media, genre, and context create meaning
 4. Integrate theoretical frameworks, methodologies and analytical apparatus for developing critical thought, the valorisation of individual phenomena, forms and contents of popular culture
 5. Demonstrate the ability to conduct independent research, developing skills of critical analysis and the strategies of creative content participation

The Basics of Language Literacy

Course objectives

The aim of the course is to familiarise students with the basics of spelling and grammar of the standard Croatian language, raise awareness of its public use and mastering the main features of the fundamental linguistic levels: phonological, morphological, syntactic, and partly lexical.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Define the features of the language standard
2. Differentiate between normative levels of the Croatian language
3. Identify the grammatical structure of a sentence
4. Define the differences between the functional styles of the standard Croatian language

Information Technologies in Business

Course objectives

This course should give students an insight into the modern possibilities of using information and communication technologies in conducting business in the 21st century.

Course aims:

- Describe how Information and communications technologies (ICT) affects the business of contemporary companies
- Use an example to show how the business of a company is changed using ICT
- Equip students for an independent and advanced computer work and command of MS OS and Office tools
- Research online business and its perspectives and possibilities
- Use the available online databases to search for business information

Learning outcomes

Upon completion of the course, the students will be able to:

1. Notice differences between structures of an IT system of a company and connect the actual state of affairs and the need for information literacy

2. Discover the impact of IT on man and society
3. Identify the basics of modern information and communication technologies
4. Differentiate between different models of electronic business and present the way of obtaining information using available databases
5. Present the manner of obtaining information using available databases

Business Communication in Culture — The English Language

Course objectives

The aim of the course is threefold:

1. General English language with emphasis on cultural diversity conditioned by language, expressing formality and style, emphatic use, relatedness of verb tenses and meanings
2. Business and communication skills, written and spoken, with emphasis on presentation skills, leading business discussions and talks in a wider context, the skills of holding meetings and negotiation, skills of various types of formal correspondence
3. The language of the field, business terminology with emphasis on cultural management and production

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Accurately, efficiently, and politely use general English in written and spoken communication, on the B1-B2 level, with focus on cultural diversity brought about by a different language, connection between verb tenses and meaning, adequate use of formal and informal style
2. Make a presentation in English, apply linguistic and communication skills specific to the English language in business negotiation and holding business meetings, and active participation therein
3. Use business terms

Introduction to Culturology

Course objectives

The aim of the course is to highlight the most important questions in cultural studies and the practice of cultural studies. Considering the professional study degree, advantage is given to the analysis of cultural practice (literature, theatre, film, music, fine arts, performing arts, media, economy, sport, free time culture, etc), to noticing their features, attributed meanings and effects in contemporary society, particularly in the area of cultural production and marketing.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. List the features of cultural studies
2. List the fundamental features of cultural practices and their effects in culture
3. Re-examine the characteristics of the modern and postmodern society, popular and mass culture

4. Highlight the main features of theoretical movements of the second half of the twentieth century, their focus points and representatives
5. Independently analyse cultural practice and critically assess it considering its significance and effects in contemporary society
6. Voice an opinion and defend one's own fundamental attitudes based on the starting points of cultural studies, nation theory, gender and postcolonial theory.

Cultural Politics

Course objectives

The course should introduce students to the basic terms that are essential for understanding cultural politics including defining cultural politics as parts of public policies. The course will cover the basic models and types of cultural politics, including the most important instruments of cultural politics. The course also analyses the basic elements of cultural politics (organisation, legislation, financing, sector approach) and explains certain terms relevant to the understanding of contemporary development of social policies, such as decentralisation, cultural participation, cultural diversity. A specific aim of the course is understanding and acquiring basic knowledge of instruments, organisation, and the structure of Croatian cultural politics. As a part of the course, students will deal with comparative research in cultural politics so that they may compare Croatian practice cases with selected examples from other countries. Students will be introduced to the role of international organisations in forming cultural politics, with special emphasis on the EU, UNESCO, and Council of Europe.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. List and explain basic terms and facts of cultural politics
2. Analyse a wide spectre of facts, terms, concepts, and models of cultural politics
3. Apply the acquired knowledge of the most important instruments and models of cultural policies to understand the specificities of cultural politics of European countries
4. Critically evaluate and assess international influences on the changes in cultural politics
5. Collect and valorise relevant data required for bringing conclusions related to cultural politics, specifically for Croatian cultural politics
6. Integrate and apply the acquired knowledge, information, and ideas related to cultural politics in practice

Cultural Legislation

Course objectives

The course programme introduces students to the legal regulations in the culture of the Republic of Croatia, international norms of cultural law and their historical framework and development, with the aim to use critical thinking to contribute to the progress and improvement of the existing ones. The course will cover the legal regulations of certain cultural operations (founding, financing, organisation and work of cultural institutions, professional supervision and legislative supervision of cultural institutions, etc). The existing state will be analysed and the problems in the legislation of certain cultural activities will be analysed by using examples from practice. In class, students will have an opportunity to actively participate and proposed models for the solution of legislative issues.

Students will grasp the significance and types of cultural heritage and their legislative position. Terms such as copyright protection and other similar law issues will be covered, basics of work law and specifics and issues of working and law relations in certain cultural operations.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Demonstrate the understanding of valid regulations enforced in the Republic of Croatia
2. Re-examine benefits, drawbacks and issues of enforced regulations
3. Create existing, or new, legal regulations for cultural operations

Contemporary Literary Culture

Course objectives

The aim of the course is to introduce students to the phenomena of intertextuality and citations that have characterised contemporary literary culture, command of basic terms from culture and cultural studies, and understanding of the issues of creative industry and publishing.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define and classify terms in culture, literature, intertextuality, citation, creative industries, publishing
2. Interpret the literary processes of the twentieth century
3. Critically evaluate discussions on culture and cultural paradigms based on the examined and selected literature

Cultural Heritage Management

Course objectives

The course aims to equip students with the starting terms of cultural heritage management and enable them to master actual practical skills in accordance with market demands.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the terms cultural goods and cultural heritage
2. List the typology of cultural heritage
3. Explain the rules of successful cultural heritage management
4. Use the skills of successful cultural heritage management

Production and Management of Performing Arts

Course objectives

The aim of the course is to introduce students to the basic terms used in performing arts and to acquire theoretical and practical knowledge of the basics of production and management in

performing arts, i.e. work processes in the professional production of a theatre play, performance (pre-production, production, post-production) and management in performing arts.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic terms used in production and management of performing arts
2. Differentiate between organisational models and methods of operation of certain activities in performing arts
3. Use the acquired skills and competences in all stages of work processes in the production of a play or management thereof
4. Evaluate the existing process and adjust them according to current conditions and circumstances
5. Generate new ideas and solutions in the production process.

Creative Industries

Course objectives

The course programme provides students with the basic terms needed to understand cultural and creative industries. During the course, students will analyse the origin of terms used in culture and creative industries, and elaborate the most important periods in the development of creative industries.

Terms from the cultural economy as well as the basic principles related to the trade of cultural products and services are also analysed. Along with an overview of certain domains of creative industries in Croatia and the EU, the most important international normative instruments will be analysed as well, the instruments that regulate the area of creative industries with special focus on the regulations related to intellectual property.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. List the basic terms related to creative industries
2. Compare the specifics of production, distribution, consumption and reception of certain products and services that belong to the domain of creative industries
3. Categorise knowledge related to the development of creative industries in the Republic of Croatia

Production and Management of Music and Performing Arts

Course objectives

The aim of the course is to familiarise students with production, planning, management and organisation in the segment of music and performing art — from the technique of resource management and marketing to gaining cooperation with other organisations and individuals.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the basic terms of the specific area of production and management of music and performing arts
2. Explain organisational models and types of operations in activities of music and performing arts
3. Apply knowledge and skills from all stages of the working process in production and management in music and performing arts
4. Evaluate the existing processes and adjust them to existing conditions and circumstances

Music Management

Course objectives

Understanding music as art, as a part of the common knowledge of an individual and society. Introducing the aspects of the historical development of music and musical ideas until today, the place of a musician in the society over the course of history, various music phenomena and the role of the audience. Meeting the diverse roles, meanings, levels of importance, and the power of music in various cultures. Meeting the direct experience of visiting lecturers working in various music institutions. Skills and competences on the specificities of contemporary music management.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Demonstrate the command of the field of music management
2. Name all aspects of the context of music as art (society, audience, media)
3. Describe the process of creating music up to today
4. Apply the fundamental managerial skills in contemporary music culture

Management of Museum and Gallery Operations

Course objectives

The aim of the course is to equip students to identify the specificities of business in the heritage sector which museum operations belong to, in order to identify and apply the basic principles of museum management.

Specific objectives include:

1. Introduce students to the legislative framework within which museums operate, and what positive impacts and societal benefits museums have
2. Introduce students to models of planning, management and supervision of results that museums use in their management processes
3. Introduce students to examples of good practice from museum management

The course enables students to identify and define the business conducted in museums, its relatedness to the domain of the protection of cultural and natural heritage, education, urbanism, architecture, tourism and creative industries.

Students are equipped to use the basic principles of carrying out a project cycle as a relevant tool of museum management.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the legislative framework in which museums operate
2. Classify the types of museums and museum activities
3. Interpret in which way the museum business is analysed
4. Identify stages of the project cycle
5. Present contemporary trends in the museum industry

Cultural Marketing

Course objectives

Culture contributes to spiritual growth of every individual, but also to the economic development of the society as a whole, analysing and encouraging the solution of social problems. The aim of the course is to equip students for the specificities of marketing in various areas of culture: independent consideration, planning and carrying out marketing in cultural projects, noticing urgency of marketing for a successful operation and conducting various programs at cultural institutions, as well as at extra-institutional cultural projects.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Analyse and identify differences between marketing of profit and non-profit organisations
2. Choose strategies and marketing plans for cultural projects and programmes
3. Manage specific products and services of cultural organisations
4. Adjust marketing tools to the specific needs of the non-profit sector

Cultural Tourism

Course objectives

The aim of the course is to introduce students to the underlying concepts of cultural tourism, point them to the positive and negative aspects of the interaction between culture and tourism, and equip them to master the actual practical skills in cultural tourism management.

Students will be provided with an insight into culture and tourism, international aspects of cultural tourism, and they will be equipped to independently create and manage cultural and tourism projects.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Define the terms culture, tourism, cultural tourism, sustainable tourism
2. List the typology/profile of a cultural tourist
3. Identify the positive/negative aspects of the interaction between culture and tourism
4. Explain the significance of international organisations for cultural tourism
5. Explain the rules of successful cultural tourism management
6. Use the skills of successful project management in cultural tourism

Public Relations

Course objectives

The aim of the course is to teach students how to set up and maintain relations on all levels of social systems. The objective is that they learn everything about public relations: how to define the basic terms and what the practice looks like in various contexts.

The aim is to provide students with information on models that will help them to understand terms used in practice and introduce them to the problems of modern public relations.

Another objective is to explain to students how public relations help to advance organisations and the society in its entirety. It aims to teach them how to differentiate between public relations and marketing functions in organisations and how to make a difference between similar terms. Students must also learn how to use all the prerequisites of success in public relations as a requirement for working in their professions and achieving success therein.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Define and differentiate between similar terms: publicity, advertising, press agency, lobbying, promotion
2. Define the communication with employees as part of the purpose of public relations
3. Define the relationship between a public relations officer and a journalist
4. Describe the examples of catastrophes and crises in public relations
5. Describe the ways in which public relation officers support marketing function

Virtual Culture (workshop)

Course objectives

The aim of the course-workshop is to introduce students to opportunities provided by new information and communication technologies in the 21st century in culture. The course aims to, among other things, show how the Internet, as a new communication media, changes the ways we communicate and how the application of the new ICTs leads to the transformation of contemporary culture. Furthermore, the course will explain how today's reality leads to new patterns of social interaction, such as a virtual community, blogs, and how the Internet is used in the multimedia system. For instance, distance learning, teleconferencing, using e-zines or online databases can all reduce the need for physical access to non-electronic resources such as libraries, museums, archives, etc. Students will gain insight into how this is possible by using information and communication technologies.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Show various possibilities of using presentation software
2. Differentiate between software for making presentations and be able to use them
3. Outline new ways of social interaction
4. Interactively illustrate various data used in culture
5. Use various information resources by using the Internet,
6. Independently create a website for communicating and presenting one's own projects

Cultural Management and Production (workshop)

Course objectives

The aim of the course is through the use of practical tasks apply the acquired theoretical skills on fundamental models, functions, methods, processes and methods of work in cultural management and production. Having acquired knowledge of managerial functions in the previous semesters (planning, organising, managing human resources, management), concepts, methods, application, as well as command of management and production of special part of culture, the aim of the course is to use to workshop to design projects (practical assignment) and thereby test the acquired theoretical skills. Interaction and practical orientation of the study programme, oriented towards knowledge and understanding of management and production processes of the specific area of culture, is tested on a model of a workshop simulation of a potential business situation.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Apply the acquired skills, professional tools and knowledge in planning and managing cultural projects and programmes
2. Apply the knowledge of project cycle stages (as a process of achieving goals and a process limited by targets and times) or programme which is a part of the system of a cultural institution
3. Analyse and critically evaluate in all cycles of project realisation
4. Solve issues in cultural management
5. Independently design and manage cultural programs and projects

Event Management (workshop)

Course objectives

The aim of the course (workshop) is to introduce students to the practical aspects, features, and specificities of event management, its concept, planning and execution.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Integrate all stages of conceptualisation, planning and execution of event management (manifestation, event); events of various forms organised for various reasons (festivals, exhibitions, celebrations)
2. Create and manage events as a way of promoting in a certain cultural institution which addresses target groups
3. Demonstrate the ability to cooperate and work in a team, communicate and present
4. Apply the acquired knowledge of analytical and creative thinking, decision making, and problem-solving

Visual Identity of a Project (workshop)

Course objectives

The aim of the course is to introduce students to the basics of visual communication in order to ensure a higher quality of managing cultural and art projects. The practical part of the lesson focused on problem-solving in teams and individually will provide students with the basic skills needed to create visual communication and identification of communication styles needed for a cultural and art project.

Learning outcomes

1. Explain the specifics of visual communication
2. Create basic concepts of visual communication
3. Recommend the appropriate style of visual communication considering project demands

Audio-Visual Production (workshop)

Course objectives

The aim of the course is to apply the acquired theoretical knowledge in the area of audiovisual production and management by means of practical assignments and projects.

Learning outcomes

1. Plan and carry out all stages of an audiovisual production: the idea, screenplay development and project, drawing up the financing plan, closing the financial construction, production, post-production and distribution
2. Collect the application documentation
3. Carry out a production study
4. Re-examine the realised project

Promotion

Course objectives

The aim of the course is to equip students for a successful command of specific activities, means and media required for a successful and efficient promotion of products, services and ideas, as well as creating the concept of integrated marketing communication. Furthermore, the objective of the course is to familiarise students with the characteristics of certain media and the needs for adjusting the messages for certain target groups, as well as media channels.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Outline project tasks (briefs) for the realisation of various promotion campaigns
2. Planning promotional activities (promotional mix, IMK)
3. Establish a creative concept of the promotional campaign
4. Choose a media for specific target group
5. Re-examine the media budget

Direct Marketing

Course objectives

The aim of the course is to familiarise students with direct marketing, whose basic characteristic is immediate interactive communication (between the provider of products/services and buyer), which has become *conditio sine qua non* of the success of an economic entity, which to great extent wishes to come closer to buyers in order to meet their needs and desires.

Learning outcomes

Upon completion of the course, the students will be able to:

1. Actively come up with concepts of immediate interactive communication (between the provider of products/services and buyer)
2. Effectively use new interactive media and modern technologies
3. Draw up offers within various forms on direct marketing: email marketing, telemarketing, personal marketing, sales letters, social networks
4. Create and evaluate direct marketing campaigns

Communicology

Course objectives

The aim of the course is to familiarise students with the basics of communicology and public communication, types of communication (verbal, non-verbal), and to teach them how to successfully use certain forms of communication in everyday life, and in public appearances. The lectures will provide students with an insight into the basics of communicology and communication, from its beginnings to the development of various forms of communication (interpersonal, intrapersonal, verbal, non-verbal) with emphasis on the types of communication in various fields and other scientific disciplines. The analysis of the connection between communicology and linguistics, psychology, sociology, anthropology (interdisciplinarity or multidisciplinary) and their interrelationship in everyday life. During seminar sessions, students will spend time analysing in detail the various forms of communication among entities in the society, but also the the communication in various media (advantages and disadvantages of a certain medium).

Learning outcomes

Upon completion of the course, the students will be able to:

1. Define and describe the basic terms in communicology,
2. Identify certain forms of communication,
3. Argue the interdisciplinary character of communicology as a science,
4. Analyse the impact of communication on various domains of human activity (relationships with friends, relatives, acquaintances, business partners, etc.)
5. Define and describe various persuasion strategies and analyse their efficiency,
6. Analyse the effect of interpersonal communication in various contexts.

Fashion Culture

Course objectives

The aim of the course is to analyse the basic differences between dressing styles throughout history; recognise the basic terms of fashion culture; synthesize the links between fashion and culture and their causal-consequential connection; understand the impact of fashion and media on self-perception. The aim of the course is to understand the fashion of the twenty-first century and the impact of fast fashion on consumerism; understanding the differences in clothing styles in various world cultures and recognising the cause of the changes that happen much faster in the fashion industry than in all other cultural branches.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Acquire differences in clothing styles throughout history
2. Identify the ways in which fashion and culture are connected
3. Name the main actors of the contemporary fashion scene
4. Re-examine the cultural changes that affect changes in everyday fashion
5. Define the basic determinants of fashion and its impact on the twenty-first-century fashion

Creative Thinking

The aim of the course is for students to research their own creativity using an interdisciplinary approach. Starting from the theory, various approaches to critical thinking will be used in exercises and workshops and teamwork with a potential application in various disciplines. Students will acquire techniques of advancing original thinking which can be used in various business situations — from coming up with creative strategies in advertising to creative managerial company controlling. The application of creative managerial company control will be studied by means of business case studies and visiting lectures.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Study and analyse various creative techniques
2. Assess creativity in business situations
3. Apply creative thinking in various domains of marketing and communication
4. Creatively manage specific products and services
5. Independently create projects and manage interdisciplinary teams

The Basics of Sociology

The aim of the course is to familiarise students with the basic terms in sociology, the concepts, theoretical and research approaches to modern society and the modern age. Students will be provided an insight into why sociology came to be, and its specificities as a academic discipline, overview of the basic concepts of understanding sociology, as well as the basic sociological theories and terms. The course will provide basic knowledge of the relationship between culture and society and ensure an insight into the research continuity in that area of sociology. Furthermore, the course will provide an outline of the basic terms, ideas, and processes of political action, critical understanding of contemporary political processes and events. Survey of the sociology of religion. Becoming familiar with the basic features of communication and communication processes in the

society. Becoming familiar with the beginnings and development of mass media and mass culture. Understanding the mutual impact of media and society and the role of the media in socio-cultural development. Critical understanding and analysis of media forms and contents.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Apply and explain critical thinking
2. Apply various communication skills
3. Apply the basic features of communicating and communication processes in society
4. Apply knowledge of the relationship between culture and society.

Media Management

Course objectives

The aim of the course is to introduce students to organising and functioning of media houses in Croatia, abroad, and to introduce them to specificities of managing technologies and methods used by media houses, as well as to legislative framework in which such operations take place. The course also aims to bring them closer to managerial professions in the media, as well as skills required to work as managers or to equip them for managerial functions in media houses.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Describe the functioning of management in media as a special type of management
2. Define the basic terms in media management
3. Analyse the organisation and functioning of various media organisations
4. Recognise the ownership shares in media and their effects on the functioning of the media
5. Come up with a media business plan

Independent Production — Curator Platform

Course objectives

The course is dedicated to theoretical and practical training in contemporary art and culture. Using various theoretical approaches and examples from practice, the aim is to study the independent curator scene, methods of work, and ways of planning projects, organising, and achieving them. To accomplish meetings and cooperations with the protagonists of art, curator, and cultural scene in Croatia. The course aims to ensure insight into the methodical, technical and theoretical tools related to the concepts and realisation of projects in contemporary art and culture, whereby emphasis is placed on the work and projects of independent curators. Students are encouraged to apply the acquired theoretical skills in practice and facilitate networking and collaboration. The course also aims to provide insight into the operation of independent cultural organisations and various art media (photography, expanded media, device art, performing arts, architecture, design, etc.). Using an interdisciplinary approach, the course will strive to realise a program for studying independent curator platforms by using various theoretical frameworks and methodologies which are usually not a subject of academic studies. Finally, the class is held as a workshop, focusing on examples from practice and an interpretative approach (research, writing, presenting) and a work placement.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Evaluate curator practices
2. Carry out research of the independent scene in Croatia and abroad
3. Develop analytical and communication skills
4. Create strategies of creative participation in contents (projects)

Professional Work Placement

Course objectives

The aim of this course is to have students acquire practical skills and competences that act as a supplement to the theoretical skills they have obtained throughout the teaching process. With the help of the work placement, students will learn how to apply what they have been taught in class, which is what qualifies them for the labour market. At the same time, on work placements, students will engage with everyday operation and activities of the organisation and through daily tasks assigned by their supervisors, they will learn to deal with problems and critically approach tasks in an assigned period.

Learning outcomes

Upon successful completion of the course, students will be able to:

1. Organise and draw up a timetable during the work placement
2. Collect and prepare working materials for carrying out work tasks
3. Create a written form of a material in an assigned period of time
4. Put forward a topic and conduct research on it (in the field)