SPECIALIST GRADUATE PROFESSIONAL STUDY PROGRAMME OF MARKETING AND COMMUNICATION

COURSE OBJECTIVES AND LEARNING OUTCOMES

Content Marketing and Online PR

Course objectives

The aim of the course is to introduce students to the latest trends in digital marketing and digital public relations. The use of new technologies in modern-day digital communication has brought forward the application of content marketing, which aims to create and distribute relevant and useful content in order to attract, intrigue and recruit a clearly defined target group. The fast development of the marketing industry requires digital channels to be part of integrated marketing communication (IMC).

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Explain and describe basic terms of content marketing and online public relations
2. Interpret the role of content marketing and online PR with today's integrated marketing communication
3. Integrate content marketing and online PR as an integral part of integrated marketing communication
4. Define and draw up a communication plan of online PR
5. Create innovative and shareable online content for the public
6. Manage content marketing campaigns and online PR

Marketing Strategies

Course objectives

The aim of the course is to enable students to understand the impact of internal and external environment on making decisions on marketing strategies. Furthermore, the aim is to equip students for choosing the appropriate marketing strategy, as well as carrying out strategic analyses and strategic planning.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Explain, interpret, and valorise the impacts of various factors on formulating marketing strategies of a company
2. Conceptualise and form strategic values according to SMART criteria
3. Gather data to make strategic decisions
4. Outline difference markets based on segments, successfully choose and argument relevant segments to place a product or service
5. Apply the existing and independently develop new techniques for strategic analysis
6. Connect the processes related to making decisions on marketing strategies, their planning, carrying out and evaluation

7. Research and acquire the latest scientific and professional findings

International Business

Course objectives

During lectures, discussions, practicals, office hours and examinations, the course aims to develop and encourage the basic categories of the following learning outcomes: comprehension and knowledge, application of knowledge and skills, intellectual skills, practical and communication skills, learning skills, acquiring knowledge and continuous development together with the primary course objective: research the issue of international business trade policy and acquire knowlege of the possibilities of an interventionist instrument and commercial protectionism policy, but also on liberalisation of the international trade and its economic impacts. Upon completion of the course, students will have acquired the fundamental findings on the entry strategies to international markets so that those findings may be used in the economy, when making strategic decisions and conducting business with partners from foreign countries.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Organise, manage, and carry out various forms of classical and modern international entrepreneurial business (e.g., import/export of goods and services)
2. Explain the business concept of international exchange
3. Analyse the role and interests of various actors in the exchange process on the international market
4. Define parity sales, establish the dynamics of cooperation between actors on the market of international exchange
5. Identify obstacles on the path of establishing cooperation among actors, define the business strategy of the cooperation

The Economics of the EU

Course objectives

The aim of the course is to equip students for understanding the economics of the European Union and all its institutions that are relevant when carrying out economic, monetary, commercial, and other policies of the Union. The course aims to include and outline the international monetary system, budget limitations, the coordination of economic policies in the EU, investments and business cycles in the EU, problems of economic growth and competitiveness, particularly in the context of the last world recession, globalisation, and demographic changes. In addition, students are equipped for an analytical understanding and systematic processing of empirical facts connected to the European political economy.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Identify the fundamental macroeconomic terms within a national economy as important elements of the international economy that determine the size of relations and cooperation of entities on the European market

2. Analyse the specifics of functioning and solving fundamental macroeconomic issues in the EU.
3. Evaluate various existing integration theories
4. Rank the influence and significance of the fundamental features of the EU and the principles of common politics in the economic segment
5. Evaluate the harmonisation of the economy of the EU
6. Propose potential alternative solutions and measures for improving the economy of the EU by applying the acquired factual and theoretical knowledge
7. Identify the role of Croatia in contemporary European economic relations, explain Croatia's national interests and become familiar with the instruments of their realisation

Public Appearances

Course objectives

Using the theoretical and practical part of the course, students should master the basic skills of public appearance and, through various forms, gain insight into all types and forms of public appearance. Building self-confidence, overcoming stage fright, brainstorming the structure of a public appearance, mastering the skills of a high style of speech and writing are some of the specific objectives of the course. Students will acquire techniques to become competent in communication and be able to give any kind of public appearance, regardless of duration, type and/or occasion.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Prepare for a public appearance
2. Demonstrate personal communication skills
3. Apply the personality qualities of a model speaker
4. Select a method and technique of public appearance for the media in question
5. Apply speaking skills in personal, social, political and any other kind of public environment
6. Analyse and interpret types of public appearance

Marketing of Small and Medium Entrepreneurships

Course objectives

The aim of this course is to provide students with theoretical and practical skills in small and medium entrepreneurship marketing, i.e. introduce them to the specificities of certain marketing processes required for successful management of marketing activities in this kind of business.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Identify and interpret factors and structure of marketing activities
2. Confidently manage all marketing processes in small or medium entrepreneurship, come up with products and services, make decisions on the marketing mix
3. Manage and supervise processes of marketing planning, analysis and market research, planning and carrying out promotional activities in small and medium entrepreneurship, anticipate impacts and valorise the impacts of external and internal factors on marketing

processes
4. Develop marketing strategies based on targets of products, price, promotion and distribution; manage and supervise the processes of marketing planning for products and services at the level of small and medium entrepreneurship; analyse marketing problems and find solutions based on a critical overview of marketing information and current scientific achievements

Work Placement 1

Course objectives

The main objective of the work placement is to allow students a supplement to the theoretical skills they have acquired in the teaching process, in order to prepare them for the labour market. Students are introduced to actual business tasks in the real economy sector and are introduced to certain practice segments as they cooperate with various experts when carrying out their placement tasks: experts from marketing agencies, digital agencies, public relations agencies, marketing content agencies, and others. In this way, students are encouraged to critically evaluate and conceptually carry out integrated marketing communication in practice.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Conceptualise and manage the process of integrated marketing campaign
2. Create multidisciplinary teams and manage them
3. Conceptualise and create content for the purposes of communication with the public
4. Critically evaluate various communication tools
5. Systematically supervise media campaigns and evaluate results

Research Methods in Marketing and Communication

Course objectives

This course provides students with a methodological and technical framework for interpreting the importance of research in marketing and communication.

The course aims to provide students with insight into the ways of collecting information, sources of information on consumers, products, market, and other elements important for a successful design of marketing or communication process, i.e., equip students to independently conceptualise, carry out, analyse and interpret research.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Re-examine the importance of research as a backbone for making decisions in all marketing and communication processes
2. Critically compare and evaluate various research methods and techniques, and choose the ones that suit one's goals and needs
3. Create, carry out, analyse, and interpret research in marketing and communication
4. Create an architecture of a support system for marketing decision-making

5. Supervise the development of contemporary theory and methodology, and successfully apply the latest findings

Sales Management

Course objectives

The aims of the course are:
1. Develop, understand, and master the sales business process in the real world
2. Independently understand the basic sales terms and strategies and all the elements of sales skills
3. Develop skills used in teamwork and become familiar with the issue of real-world examples from the business practice of sales teams
4. Integrated sales action with other business functions, managing sales with the aim of ensuring market share

The course is intended for students of graduate professional study programme with the aim of equipping future independent carrying out of managerial activities in sales, which include planning, implementing and controlling sales activities.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Demonstrate the ability to make quick decisions on resource allocation, regardless of the level of knowledge and information
2. Estimate sales elements and represent them with confidence
3. Estimate trends based on individual events
4. Assess the quality of the business process and product without unnecessary research
5. Assess the quality and contribution of any employee with minimum time and energy invested
6. Create simple surface analyses based on untested assumptions

Corporate Social Responsibility

Course objectives

The aim of the course is to equip students to understand the term corporate social responsibility, historic and legislative factors and assumptions that have led to the development of CSR, the existence of shares, the creation of common value, and that have affected the need to adapt the business sector and its models to the newly-created conditions. The course considers models of environmentally sustainable strategies and innovative approaches, which aim to solve environmental issues by achieving positive social and economic development. The course also aims to provide students with an understanding of the relations between business decision-making and social and economic consequences of such decisions, and highlight the importance of a multidisciplinary approach to decision making in business practice.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Understand the dynamics, complexity, and interaction between natural, social, and economic

processes and systems from the perspective of corporate social responsibility
2. Analyse issues related to corporate social responsibility taking into consideration various disciplinary perspectives
3. Apply knowledge and competences on complex issues in inter- and transdisciplinary teams
4. Critically evaluate the concept of corporate social responsibility with the focus on social, political, and economic consequences, challenges, and the possibilities of change
5. Examine and engage social responsibility through various perspectives and in an interdisciplinary manner which is suited for sustainable development
6. Demonstrate the understanding of an interdisciplinary approach to sustainable development
7. Apply these skills in businesses: business management, business counselling, business communication, marketing, quality management

Media Relations Management

Course objectives

The fundamental aim of the course is to have students master the media relations with emphasis on techniques and instruments of those relations. STudents will continue to develop self-awareness, critical self-estimation, and the abilities to critically analyse interpersonal relations, as well as the ability to identify actors in the media system, interpret their meaning and role. Students will be able to valorise the importance of media in the communication and marketing process, and approach decision-makers in an adequate manner.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Identify various states and stages in media relations
2. Analyse and critically evaluate relations between various actors in media
3. Connect media to a communication and marketing process and evaluate their role and contribution to success

Design and Innovations Management

Course objectives

Students acquire new skills which they will use to identify the ways in which design and innovations may contribute to the strategic values of a business organisation. This is achieved by implementing innovations in business, followed by product design and innovation, which makes the product easier and more efficient for use, using visual differentiation, empowering the brand/make and creating a positive buyer experience. Setting up a design strategy for a business organisation, as well as for its product or service. Methods of management of designer processes and projects.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Apply theoretical knowlege of the features and world trends of design and innovation
2. Create and utilise the concept of innovative thinking
3. Manage design and develop designer strategies
4. Lead creative teams

Business Security

Course objectives

This course is intended for students that wish to build awareness of security issues in business and their potential impact on the existence of a company.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Conceptualise the role of security management in business
2. Identify and anticipate risks and other dangers and prepare adequately for them
3. Manage the process of planning business continuity and control its adequacy and success
4. Apply crisis management strategies when communicating to the public
5. Re-examine business and marketing processes in order to minimise business risk
6. Evaluate professional development in one's own business and use the latest theoretical and practical achievements

Digital Campaign Management

Course objectives

The aim of the course is first and foremost to introduce students to the latest communication trends and good practices that the Internet and media brought into marketing. Since digital media has introduced changes to all segments of organised communication efforts, it is essential to stay informed about these trends and adjust one's business to them, starting from company structure and implementing social media, to media relations and target audiences, and most importantly — user relations. Great changes have also taken place in digital campaign management, mainly because today's campaigns are managed in digital media by users themselves, with whom we set up a direct communication. The aim of the course is to teach students how to use digital media to manage digital campaigns, and how to build trust and loyalty with users, because these two factors play a vital role in creating one's brand and image.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Plan a digital media campaign for a tourist product or destination, brand or company
2. Plan and write a PR text or an interactive multimedia content intended for digital media publishing
3. Recognise the importance of connectedness between market research and coming up with campaign strategies
4. Prepare a quality presentation of the assigned content based on new, creative ideas

Integrated Marketing Communication

Course objectives

The aim of the course is to provide students with an overview of the concepts of integrated marketing communication and enable them to critically evaluate it, and conceptually and practically successfully carry it out.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Theoretically and methodically explain the process of integrated marketing communication
2. Critically evaluate various communication tools and conceptualise their application, benefits and drawbacks
3. Identify and anticipate the impact of various actors in the process of integrated marketing communication
4. Plan and manage multidisciplinary teams during the communication process
5. Create and carry out integrated marketing campaign in order to achieve measurable goals
6. Systematically supervise and analyse, but also contribute to new findings in integrated marketing communication.

Brand Management — Branding

Course objectives

The aim of the course is to understand which benefits does a (commercial) brand offer to companies and consumers, and establish the strategies of brand management in development stages, as well as in specific conditions. How to build and successfully maintain brand identity and image, what risks are involved and how certain products and services may be branded.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Apply theoretical knowlege of the characteristics of commercial brands
2. Create and apply the concept of branding in practice
3. Propose the concept of the strategy of brand creating
4. Manage brands — branding

Methods of Research and Scientific Work

Course objectives

The aim of the course is to introduce students to the fundamental elements of the research process and equip them for using various research methodologies (quantitative and qualitative). In addition, students will as a part of the course analyse possible ethical dilemmas in research conducting, and acquire skills and competences for writing independent research proposals as a strategic document in the research process. The processing of various research methods will enable students to acquire skills and competences required to carry out the methods, but mostly to prepare for writing the final paper. Finally, students will learn how to prepare a research report based on the applied research methodology and according to the standards of writing scientific and professional papers.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Identify and describe various research methods
2. Identify and analyse ethical problems in research writing
3. Interpret basic guidelines of the research process
4. Create a research proposal (concept and design)
5. Analyse and compare the appropriateness of a sample in various research methodologies (quantitative and qualitative)
6. Explain and use various qualitative and quantitative research methods
7. Define the differences in writing research reports based on the used methodologies

Metrics and Optimisation in Digital Marketing

Course objectives

The course is conceived to introduce students to the basic and advanced functionalities and concepts related to the analytics of websites and webshops. Throughout the course, students will become aware of the terminology used in Internet analytics, the historic development of the tools used in analytics, and types of analysis and visitor evaluation.

The classes include practicals, which provide practical examples and case studies presented by visiting lecturers. Special focus is directed at understanding visitors and the terms used in the world of Internet website analytics.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Understand the basic and advanced metrics of Internet analytics
2. Understand who visits a website and what their socio-demographic characteristics are
3. Understand visitor behaviour from various devices (desktop computers, smartphones)
4. Understand the contents or topics that visitors prefer
5. Define and set up micro or macro conversions using targets and events
6. Create accessibility segments
7. Create accessible lists for remarketing
8. Creatie accessible reports
9. Use Google Analytics as a source of ideas for creating the content in demand

Public Relations Management Strategies

Course objectives

The aim of the course is to use the theoretical framework and analysis of practical cases to prepare students to independently plan and carry out communication strategies. Public relations require an interdisciplinary approach which takes into consideration the communication with all targeted publics and the task of building and maintaining the reputation of a person, product, company, etc. Students will thereby be directed towards the importance of a whole and integrated approach to communication, which means cooperation between public relations and marketing. Students will become familiar with various communication tools and the possibilities of their use.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Apply theoretical and practical skills that enable them to become involved in every part of the process included in public relations
2. Demonstrate the abilities required to manage communication processes
3. Independently create communication strategies and analyse tactics for each individual situation
4. Draw up crisis communication plans and strategic management of crisis communication

The Challenges of Artificial Intelligence

Course objectives

The aim of the course is to introduce students to the fundamental concepts of the part of computer science and robotics that analyses, explores, and develops techniques and procedures related to the possibilities of installing and applying artificial intelligence. Students will learn about an area, which, based on the latest scientific, professional, theoretical, and practical findings, is bound to become off the most important domains of human creativity and development. Students will be introduced to defining general and specific terms of this part of computer science and the possibilities of current and future manners of communication in the society, but also to merging digital and artificial intelligent systems and human needs and characteristics of conscious thought and decision-making. The course covers steps made in media and communication, but also the achievements in AI development and the development of future marketing campaign, digital and internet AI market, and ethical and practical aspects of AI communication.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Define and describe the basic terms related to AI, robotics, new aspects of digital and Internet reality
2. Identify and interpret aspects and phenomena of AI in the society, analyse and assess causes and consequences in current and future changes in media and communication
3. Critically evaluate the role and significance of artificial intelligence compared to human society
4. Develop analytical and creative abilities to possibly apply the latest trends in AI, and apply ideas and findings in digital and marketing campaigns
5. Demonstrate the ability to become involved in concepts and practical discussions of multiple potentials of AI, as well as writing basic theses, essays, project and media content related to artificial intelligence

Political Marketing and Communication

Course objectives

Political marketing is an applied and interdisciplinary area in which the following are complementary to each other: political analysis of bodies on the political scene, their programmes, normative frameworks, election activities and effects of election behaviour; economic analysis that provides a conceptual framework of the analysis of marketing and voter behaviour; communication analysis, which studies the interactions between the authors of political programmes and the public;

psychological analysis, which provides the basis for understanding the causality of human behaviour, receiving messages, and making election decisions. The aim of the course is to introduce students to the specificities of political communication and political marketing. The course will introduce students to the activities of political actors and connect that activity to the marketing and communication process.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Conceptualise a political idea or programme as a marketing product
2. Re-examine communication message to the voters as a market
3. Re-examine political process from the standpoint of professionals, create trends
4. Critically evaluate and assess communication and marketing messages in political processes

Consumer Culture

Course objectives

The aim of the course is to acquire the basic terms of consumer culture, clearly define and explain the phenomenon of consumer culture.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Analyse the factors that impact consumer culture
2. Identify various theoretical concepts and develop cognitions that are considered useful for understanding an issue
3. Create and evaluate projects of consumer project research and its impact on the environment
4. Valorise the results of consumer culture research

Price Management

Course objectives

The aim of the course is to introduce students to price management as a microeconomic discipline which through its interdisciplinarity and multifunctionality represents a very powerful tool for advancing profitability, stability of business entities, as well as accomplishing basic targets of a company such as: market share growth, strengthening of brand value and recognition as a long-term profitable business.

Learning outcomes

Upon successful completion of the course, students acquire basic skills and competences which will greatly help them to regularly conduct business in marketing and sales in the following areas:
1. Compare pricing strategies and product pricing
2. Use promotional discounts in an efficient and profitable manner
3. Calculate the profitability of marketing campaigns
4. Explain price segmentations
5. Analyse price bidding

Client Relations and Quality Management

Course objectives

This course will enable students to acquire the necessary knowledge (theoretical and practical) to carry out activities that are directly related to client relations management. Apart from that, the course will introduce students to the term and meaning of service/product quality, basic theoretical findings by esteemed quality gurus, models of quality advancement, the role of quality management, methods and "tools" of quality management, quality control, audit, managerial systems of management according to ISO standards (esp. ISO 9001, ISO 14001, 22000). Prepare students to acquire enough knowledge and skills to be able to independently carry out practical tasks at companies. Build awareness on the meaning of quality system, particularly managerial systems of management according to ISO standards, directing their focus thereby on the examples of good practice of implementing such systems in practice.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Plan, carry out and manage client relation strategies
2. Explain the link between client relations, quality, and effects of successful business
3. Critically assess various IT support systems in client relations and quality management
4. Differentiate between models of quality management
5. Create, comment and defend one's attitude on the considered topics of client relations management and quality management

Work placement 2

Course objectives

The aim of Work Placement 2 is to enable students to complement the theoretical knowledge they have acquired over the course of previous semesters, in order to equip them for the labour market. During the placement, students are introduced to specific examples and tasks in the real sector, and they are introduced to certain segments from practice, which means the course involves certain expert profile cooperation: marketing agencies, digital agencies, public relations agencies, content marketing agencies, and others. This way students are encouraged to critically evaluate and conceptually carry out integrated marketing communication in practice.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Conceptualise and manage the process of integrated marketing campaign
2. Create multidisciplinary teams and manage them
3. Conceptualise and create content required for communicating with the public
4. Critically evaluate various communication tools
5. Continuously plan the media and assess results

Business Logistics

Course objectives

Acquiring specific basic skills in logistics, in theory and practice
Understanding business logistics, application-oriented
Acquiring competences and skills on the structure of a modern business organisation with special emphasis on the role of logistical support
Equipping students for solving key problems of managing various organizational and logistical processes

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Explain the term logistics, business logistics, the meaning of business logistics, the necessity of introducing business logistics
2. State the purpose of logistics and incentives to implement it
3. Differentiate between logistic systems
4. Critically assess developmental tendencies in logistics
5. Identify logistics subsystems, logistics task, logistics as a part of business functions
6. Compare the external and internal factors of a modern, entrepreneurial organisation
7. Establish the connection and interdepence of working and logistics processes
8. Assess the fundamental features of working processes as complex, dynamic and manageable systems
9. Critically assess the management of logistics processes

Tourism Marketing

Course objectives

The aim of the course is to equip students for researching, creating and evaluating a marketing plan with the aim of selling tourist products and services to potential buyers.

Competences:
- Application of basic knowlege of analysis, planning, organisation, and control of the marketing activities of a company
- Solving specific examples in practice

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Describe the basic principles of marketing
2. Describe special marketing approaches required for the service industry
3. Debate on the usefulness of approaching systematic marketing
4. Explain the buyer's decision-making process
5. Analyse market opportunities by using analysis and research
6. Explain the main marketing strategies, e.g. market segmentation, 4 Ps, positioning, alliances
7. Explain the importance of partnerships
8. Understand the importance of relationship marketing
9. Create a marketing plan

Business Communication and Protocols

Course objectives

The aim of the course is to place special emphasis on developing practical competences and apply them in the business world and business communication. The course aims to introduce students to the standards and principles of contemporary business communication, etiquette, business protocols whilst acknowledging cultural differences and specifics of contemporary communication. The thematic units of the course, both on the theoretical and practical level, will ensure professional training of students for future business and endeavours in various business opportunities.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Learn about the fundamental principles of success communication in the business world and intercultural environment
2. Demonstrate the ability to independently carry out and apply the acquired content
3. Explain the differences and successfully operate in a multicultural business environment
4. Prepare and lead all forms of dialogues in the business world
5. Apply the skills of business etiquette

Marketing of FMCG Companies

Course objectives

The aim of the course is to introduce students to a complete approach to marketing used by FMCG companies. Using numerous examples from the practice, experience and acquaintances with people from both the communication and manufacturing industry, the course brings students closer to understanding the process of creating a brand. Product creation, recognising consumer needs, brand strategies, price positioning, profitability, and an integrated marketing communication are just some of the many activities of creating successful brands that surround us and that we use regularly.

Learning outcomes

Upon successful completion of the course, students will be able to:
1. Understand the marketing plans of FMCG companies
2. Analyse trends and define competitive environments
3. Create a 360 degree communication plan with the aim of launching and building a brand
4. Acquire teamwork competences with the aim of creating a project