

UNDERGRADUATE PROFESSIONAL STUDY PROGRAMME OF MARKETING AND COMMUNICATION

COURSE OBJECTIVES AND LEARNING OUTCOMES

The Basics of Economics

Course objectives

By comprehending the course materials, students will acquire the basic terms of economics which comprise economic activity on the level of both the smallest economic entity, as well as on the global level. These terms and processes will be analysed on the levels of household and firms, respectively (microeconomics), countries (macroeconomics), and by studying economic relations between individuals of different countries. Thereby, students will acquire the competence to analyse all-encompassing economic processes and apply the acquired knowledge in other professional fields. The knowledge and competence obtained will serve as a basis for understanding a wide range of courses in business economics, that is, the economics of entrepreneurship and related disciplines.

Learning outcomes

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

1. Accurately define the underlying economic terms used in economics, the areas of macroeconomics and microeconomics, the concept of the modern market economy and the role of the state
2. Explain the law of supply and demand, automatic mechanism of balancing supply and demand, the concept of elasticity
3. Identify the types of expenses and their impact on entrepreneurial success
4. Provide a graphic analysis of the movement of the most relevant microeconomic categories
5. Explain macroeconomic goals of certain country's economy, means of measuring economic activity and integral parts of the domestic product, expenditures and investments
6. Interpret the role of the fiscal, monetary policies, and the role of the central bank

The Basics of Management

Course objectives

The aim of the course is to provide students with skills needed to understand managerial concepts and the complex role and tasks of management in modern organisations. The course offers a concise overview of central issues that managers face today. At the same time, the course aims to provide knowledge of the basic managerial functions, methods of work and their application in solving problems of management and business in complex conditions. The course puts special emphasis on mastering and developing potential and competences for management analysis and carrying out managerial tasks in various organisations and on various levels.

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

1. Accurately define the basic terms used in management and managerial functions

2. Compare and differentiate between approaches and theories of management, levels and managerial surroundings
3. Analyse the challenges of modern management related to the topics of diversity, ethics, social responsibility, world business scene, and IT.

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 an 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 society, but also 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.

Media Communication

Course objectives

The aim of the course is to familiarise students with the main concepts of medial communication, underlying terms, structure, and function of the contemporary media system, as well as basic features of mass media (radio, TV, press, the Internet), media content (violence, advertisement, media stereotypes), media habits (what we watch, for how long, and why), the social role and responsibility of mass media, changes in mass communication amidst the impact of the new technologies, equipping students for a deeper understanding of specific terms and phrases from journalism as a theory and practice.

Learning outcomes

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

1. Define and describe the basic journalistic terms
2. Analyse and assess the phenomena of the society of media and communication
3. Critically reflect on the role and significance of products of the cultural and media industry
4. Analyse new media trends (commercialisation, industrialisation, globalisation)

5. Become equipped for independent work at media houses

The Basics of Marketing

The aim of the course is to gradually introduce students with the basic principles of marketing, point to possibilities and restrictions they will face in their marketing activities and equip them to theoretically identify and practically apply 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 marketing problems
4. Find a way to apply the philosophy of marketing thinking in their own surroundings

The Methodology of Writing Seminar and Final Papers

Course objectives

The aim of the course is to familiarise students with the basics of the methodology of writing a scientific paper and professional paper, equip them for using various research methods with the aim of choosing and implementing some of them when writing their final paper. Apart from that, students will be acquainted with various reference styles and their use, which is essential for writing a quality scientific or professional paper.

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. Write a research proposal
5. Apply various methods of data collecting in research (quantitative and qualitative)
6. Interpret and explain the obtained results

Business Accounting

Course objectives

The aim of the course is to equip students with the basic elements of accounting, understand the process and sense of understanding the role of an accountant, and using data.

Learning outcomes

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

1. List the basic accounting terms
2. Identify accounting practices
3. Apply the accounting logic
4. Interpret accounting documents

The Basics of Entrepreneurship

Course objectives

The aim of the course is to encourage business thinking and to equip students for making actual, market-based and profitable business (entrepreneurial) decisions.

Learning outcomes

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

1. Create a business plan
2. Explain the basic theoretical terms used in entrepreneurship
3. Apply skills on a level sufficient enough for an independent and actual specification of all aspects of planning, starting, financing, organising, managing, developing and controlling a certain real-world or hypothetical business idea, until it has reached the market exploitation level
4. Design individual business plans and self-employment
5. Calculate loan repayment, amortization
6. Analyse a balance sheet and the income/expenditure
7. Use financial indicators to calculate the ratio in profitability, liquidity and solvency with the aim of analysing the business and investments

Business English 1, Advanced

Course objectives

Course objectives are divided into three basic components:

1. Business-communication skills, oral and written with a focus on presentation skills, handling business correspondence and discussions in a wider social sense, skills of various forms of formal business correspondence
2. Language used in the field, business terminology with an emphasis on marketing and communication
3. General English comprehension with an emphasis on cultural diversity brought about by a different language, polite forms of address and style, emphatic speech, the connection between verb tenses and meaning.

Learning outcomes

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

1. Accurately, efficiently, and politely use business English in written and spoken communication, on the B2-C1 level, based on the Common European Framework of Reference for Languages
2. Make and present presentations in English
3. Use basic business terms with an emphasis on marketing and communication
4. Accurately, efficiently and politely use general English in spoken and written communication, with a focus on cultural diversity brought about by a different language, the connection between verb tenses and meaning, the adequate use of formal and informal style

Business English 1, Elementary

Course objectives

Course objectives are divided into three basic components:

1. Skills and competences of general English
2. Basic spoken and written business communication with an emphasis on cultural diversity determined by the language
3. Business terminology

Learning outcomes

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

1. Accurately, efficiently, and politely use English in written and spoken communication, on the A1-A2 level, based on the Common European Framework of Reference for Languages
2. Accurately, efficiently and politely use business English in spoken and written communication, on the A1-A2 level, based on the Common European Framework of Reference for Languages, with a focus on skills for presenting a company and/or business entities, handling business correspondence with a business partner or a client in various settings, phone conversations, writing a CV, business letters and emails
3. Use the basic business terminology

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

The Organisation of an Entrepreneurship

Course objectives

The aim of the course is to equip students with the basic terms used in organisation theory, as well as with contemporary trends in organisation, starting from the factors that impact the structure of an organisation. Since an organisation is dynamic and in constant movement, certain attention is paid to the changes and development of a learning organisation. The knowledge each student shall obtain on this course can be universally applied to the organisation of any kind of entrepreneurship, bank, from both the private and public sector.

Learning outcomes

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

1. Create cognitive, critical, and scientific ideas and use them as comparative advantages when finding employment
2. Re-examine the knowledge, forming new opinions and views of an organisation and entrepreneurship as a business entity
3. Refresh and utilise new ideas

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 the 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 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 the marketing function

Promotion

Course objectives

The aim of the course is to equip students for successful command of specific activities, means and media required for 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 creative concept of the promotional campaign
4. Choose a media for a specific target group
5. Drawing up the media budget

Business and Communication Ethics

Course objectives

The aim of the course is to provide students with an insight into business ethics, public relations ethics, journalism ethics using an interdisciplinary approach to ethics as a philosophical discipline, economic politics, business practice, and the public relations and media professions. Students will deal with questions such as fair and natural business, identifying unethical conduct in business, and the realisation and harmonisation of the operations of a business organisation which takes into account the interest of both the owners and other persons involved (employees, clients, etc). Issues, such as common good, social principles, moral business, social responsibility and drawing up, complying with, and infringing a code of ethics of an organisation, are the essential topics of the course. The second part of the course will equip students with the codes of ethics in business, such as professional values, competence, integrity, persuasion, independence, loyalty and fairness. Students will become familiar with the valid international and national codes of ethics of occupations.

Learning outcomes

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

1. Define objectives and underlying issues of business ethics
2. Explain the rights and codes of ethics of organisations
3. Describe the postulates of moral business and social responsibility
4. Draw up and analyse a business plan (concept) of an event
5. Define the goals and tasks of ethical norms in business.

Contemporary Business Communication

Course objectives

The aim of the course is to raise awareness among students on the importance of oral and written culture, language, expression, verbal and non-verbal message conveyance. Another aim is to encourage students to examine their personal appearance and approach so that they can understand the complexity of the requirements of the business world, and acquire competences needed to compile business memos, introductions, and negotiations.

Learning outcomes

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

1. Interpret the specificities of business communication in intercultural surroundings,
2. Plan and run a business meeting,
3. Explain the specificities of administrative functional style important for business correspondence,
4. Recognise and efficiently use various types of business memos
5. Use introduction and negotiation techniques,

6. Create a CV in various forms.

Introduction to International Relations

Course objectives

The aim of the course is to familiarise students with the basic terms connected to international political, economic, and security relations, basic features, political institutions and certain policies of the UN, EU, and NATO, as well as process that take place on a global level in various regional levels and that affect the Republic of Croatia, but that also impact the global political, economic, and safety system.

Learning outcomes

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

1. Explain the issue of international relations by taking into consideration the relevant processes and occurrences that address the key terms from international political, economic, and security relations,
2. Explain the complexity of modern international relations
3. Describe and define the most important actors of diplomatic relations
4. Use the basic terms related to diplomacy and diplomatic relations, particularly economic diplomacy
5. Describe and define the fundamental features and impacts of globalisation
6. Identify, analyse, evaluate and explain various forces in international relations in the area of south-eastern Europe in the last few decades
7. Identify and utilise skills related to political institutions of the EU and NATO

Business English 2, Advanced

Course objectives

Course objectives are divided into three basic components:

1. Business-communication skills, oral and written with a focus on negotiation skills, the skills of holding and actively participating in a meeting, the skill of managing business conversations and other conversations in a broader social context, and the skills of various forms of formal business correspondence
2. Language used in the field, business terminology with an emphasis on marketing and communication
3. General English comprehension with an emphasis on cultural diversity brought about by a different language, polite forms of address and style, emphatic speech, the connection between verb tenses and meaning.

Learning outcomes

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

1. Accurately, efficiently, and politely use English in written and spoken communication, on the B2-C1 level, based on the Common European Framework of Reference for Languages
2. Apply language and communication skills specific to the English language in business negotiation and holding business meetings and active participation

3. Use the basic business terminology with an emphasis on marketing and communication
4. Accurately, efficiently and politely use business English in spoken and written communication, with an emphasis on the relation between grammar forms and meanings, and on adequate use of formal and informal style

Business English 2, Beginner

Course objectives

Course objectives are divided into three basic components:

1. Knowledge and skills of general English language
2. Basics of spoken and written business communication with an emphasis on cultural diversity determined by the language
3. Business terminology

Learning outcomes

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

1. Accurately, efficiently, and politely use English in written and spoken communication, on the A1-A2 level, based on the Common European Framework of Reference for Languages
2. Accurately, efficiently and politely use business English in spoken and written communication, on the A1-A2 level, based on the Common European Framework of Reference for Languages, with a focus on skills for presenting a company and/or business entities, handling business correspondence with a business partner or a client in various settings, phone conversations, writing a CV, business letters and emails
3. Use the basic business terminology

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 extend 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

Crisis Communication

Course objectives

The aim of the course is to introduce students to the theoretical concept of organisational (corporative) crises, characteristics, patterns and types of crisis, determinants of crisis management, crisis communication, crisis relations with the media and other activities that occur in three crises stages, as well as their actual utilisation in the practical operation of an organisation.

Learning outcomes

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

1. Identify and explain an actual crisis event, characteristics, patterns and the type of occurrence of a crisis and its impact on business and reputation of an organisation
2. Explain the main characteristics and importance of crisis management
3. List and explain the activities of crisis management within three stages of a crisis
4. Explain the specificities of communicating before, during, and after a crisis
5. Use the basic techniques of crisis prevention
6. Come up with communication preparation for an organisation in a crisis, including outlining a part of the crisis plan related to communicating
7. Apply the best experiences in the functioning of the crisis team in an organisation
8. Identify the key public and crisis actors and appropriate communication guidelines for each of them
9. Explain the process of selecting the initial and strategic communication response to a crisis
10. Apply the proven practices of approach and relations to traditional and social media in crisis communication
11. List and use the fundamental competences essential for a crisis communication manager

Media Relations

Course objectives

The aim of the course is to introduce students to the basics, techniques and instruments of relations with media, understanding the functioning mass media and relations processes with media, using instruments in media relations, and the skills of giving media statements.

Learning outcomes

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

1. Define and describe basic terms in media relations
2. Describe the role and responsibility of a spokesperson
3. Recognise the importance of successful planning and organising of media meetings
4. Use the skill of harmonising elements required for a successful giving of a media statement
5. Use the instruments of media relations to distribute materials that will ensure regular and proactive relations with the media

Introduction to Digital Marketing

Course objectives

This course is conceived in a way to introduce students of the undergraduate specialist study of marketing and communication to the basic functionalities and concepts related to digital marketing, first and foremost digital advertising. Throughout the course, students will become familiar with the terms used in digital advertising analytics, the historical development of digital analytics tools, and the ways of measuring the efficiency of promotional campaigns.

Learning outcomes

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

1. Understand the basic and advanced metrics of digital advertising (Internet, online advertising)
2. Understand the profile of website visitors and their socio-demographic features
3. Understand visitor behaviour from various devices (laptop computers, smartphones)
4. Understand which content or topics visitors prefer
5. Define and set micro- and macro-conversions using advertising targets
6. Analyse and measure the basic channels of (online) digital advertising
7. Use analytical software platforms as sources of ideas for creating content

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

Product and Design

Course objectives

The aim of the course is to equip students for managing the activities of product development and design and services or brand as a part of a marketing mix. Special attention is paid to the decision-making process when developing products and/or services, and managing brands of products and services. The course introduces students to the term of design, the design of a product and packaging as important elements of its differentiation on the market. The course explains the term design management as a potential approach to strategic management. During class, active participation and teamwork are encouraged.

Learning outcomes

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

1. Analyse the features and market properties of a product
2. Recognise opportunities and potential development concepts of a product
3. Devise and create project tasks (briefs) for designers
4. Manage products and brands depending on their life cycle
5. Choose designer teams

Business Finances

Course objectives

The aim of the course is to introduce students to a system of analysis, estimation and decision-making in the context of business finances, both on the level of a company and the macro-level of the market.

Learning outcomes

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

1. Use personal finances
2. Compare investments in funds and ask for returns – investment plans
3. Analyse financing and dividend policy
4. Manage liquidity and liquid means
5. Organise short-term and medium-term financing; long-term financing
6. Evaluate the instruments of financial analysis and control
7. Identify the basic economic categories related to loan-monetary and bank system
8. Calculate interest rates in the financial systems

Electronic Media

Course objectives

The aim of the course is to understand the purpose and rule of various electronic media in modernity. Insight into the historical development of the media and their essence as well as the acquisition of knowledge of specificities of communicating and transmitting information of modern electronic media to the public. Introduction to the basic differences in context (*differentia specifica*) of public and commercial electronic media (radio and TV). The role, specifics, and significance of the Internet in communication, as well as other new electronic media.

Learning outcomes

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

1. Differentiate between public, commercial, and independent electronic media
2. Analyse the genre and techniques of manipulations and increase the level of media literacy
3. Interpret the role and method of operation of certain electronic media in society
4. Master the skills required to use electronic media for professional purposes
5. Explain the existence of the Pluralism Fund of Electronic Media
6. Apply the basic frames of medial legislation

Rhetorics

Course outcomes

The aim of the course is to introduce students to the rhetoric theory so that they may use their rhetoric skills to clearly, convincingly and precisely convey their thoughts and attitudes. By analysing actual examples, students will meet with contemporary rhetoric genre and figures and acquire required rhetoric skills, particularly multimedia presentations of business messages.

Learning outcomes

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

1. Define and describe the basic rhetoric terms
2. Identify and interpret basic types of speeches
3. Analyse rhetoric skills of certain speakers
4. Skillfully express and elaborate own attitudes
5. Critically evaluate one's partner in dialogue, recognise and consciously use the method of controlling affect statements and nonverbal messages

Services Marketing

Course objectives

The course Services Marketing introduces students to specificities of services marketing and their importance for a successful business of a company and the service sector as a whole. The aim of the course is to understand the elements that are essential for designing the marketing strategies of a company in the service industry.

Learning outcomes

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

1. Define targets and areas of services marketing
2. Assess ethical dilemmas when utilising services marketing
3. Draw up a concept of applying marketing in the services sector
4. Apply the tools and techniques in practice of using the range of services marketing

Corporate Culture

Course objectives

Students are introduced to interpreting the basic elements of corporate culture that shape the processes of interaction between members of an organisation, as well as cooperation with other organisation in its vicinity.

Furthermore, the aim of the course is to acquire knowledge of the importance, roles, and tasks of corporate culture, introduction to fundamental concepts, theories, and functions of corporate culture. Since corporate culture is a system of values, beliefs, and customs, it stands for a process of shaping the values that are managed and that are systematically modelled.

Learning outcomes

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

1. Describe and group elements of corporate culture
2. Analyse the significance of corporate culture for the success of entrepreneurship for the future work in management, maintenance, development and changes in corporate culture
3. Propose and select the theories with most quality and potential for a quality development of corporate culture
4. Identify specific patterns of behaviour, values, norms, customs that determine corporate behaviour and attitude, directing all the employee activities
5. Propose a way of decision making

The Basics of Statistics

Course objectives

The course introduces students to the basic knowledge of statistical methods used in the area of economics such as accounting and finance, as well as in business research. Students acquire the critical attitude towards the statistical deduction method considering the limitations, which are imminent to statistics as a science.

Learning outcomes

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

1. Define and describe the basic statistical method
2. Interpret and use statistical and analytical amounts
3. Use statistical software support
4. Use MS Office in data processing

Fundamentals of Marketing

Course Objectives

This course will prepare students to think strategically about marketing in today's global environment. After successful completion of the course, students will have a basic understanding of the marketing concept, the marketing mix (product, place, promotion and price), segmentation, targeting, positioning, customer value, branding, services marketing, global marketing, marketing

metrics, consumer and business behaviour, ethics and social responsibility in marketing, market planning, market research and competitive analysis. In addition, students will have the opportunity to evaluate and formulate marketing strategies.

Learning Outcomes

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

1. Understand the fundamental principles of marketing
2. Explain marketing concepts and ideas in their own words
3. Develop an organisation's marketing strategy and implementation as part of a simulation
4. Think strategically about marketing issues
5. Successfully work as a team
6. Develop an argument and express themselves clearly in written and oral communication
7. Consider ethical issues

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 with an insight into why sociology came to be, and its specificities as an 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 insight into the research continuity in that area of sociology. Furthermore, the course will provide students with 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 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.

Text and Image Processing

Course objectives

The course aims to provide students with advanced skills in text and image processing. Students will acquire terms related to graphical design, the use of colour, apply the knowledge of graphics and graphical tools (image processing software), and methods of image and text processing. The aim of lectures and practicals is acquiring knowledge and understanding, the procedure of creating documents and publications using the computer, designing text, the basics of computer graphics and image processing and integrating text and image.

Learning outcomes

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

1. Apply advanced skills of formatting text, paragraphs, columns and tables
2. Use references such as footnotes, endnotes, captions and create tables of content, indexes, and cross-references
3. Compare the features of connecting and implementing for data integration
4. Work together to create and view documents, work with main documents and subdocuments, and apply the safety features
5. Use watermarks, sections, headers and footers in a document
6. Do basic image processing in GIMP
7. Analyse the basic graphical tools

Contemporary Economic, Political, and Media Processes

Course objectives

The aim of the course is to introduce students to contemporary political, economic, and media processes which shape the modern world. In fact, the interaction between market and environmental requirements are responsible for most of the economic and political history of the modern world. Next to the so-called exogen variables that affect the market, its operation, the structure of society, the political framework on the national and international level and the existing state of the scientific theories and technological development, create limitations and/or opportunities that impact the operation of the actors. Understanding the way market forces and external factors impact one another is essential in understanding the dynamics of international economic and political processes. The inter-state activities are analysed through a wide range of actors: state, transnational corporation, non-governmental organisations, as well as the process of globalisation in which these changes take place. Examining and knowing global politics and economies and regional policies, which are nowadays greatly affected by crises, should enable students to create their own theoretical framework, within which main occurrences and future solutions take place.

Learning outcomes

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

1. Recognise and describe the basic categories required for understanding and analysis integration processes in their numerous forms
2. Define structures and functions of processes of political, economic, and media trans-continental connectedness
3. Identify and define the contents of international political and international economic relations
4. Describe and define the fundamental features and impacts of globalisation
5. Describe and define information and communication possibilities and processes that alter the functioning of the modern world
6. Use operative terms and declare developmental processes that cross borders

Strategic Management

Course objectives

The aim of the course is to acquire the basics of strategic management of an organisation. Strategic

organisation management is a complex undertaking which starts with an important question: Why are certain companies more profitable than others? The course demands a consideration of the question by means of integrating knowledge acquired in previous courses, while at the same time learning about and applying new managerial principles, concepts, methodologies, etc.

Learning outcomes

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

1. Define the strategy, process of strategic management, analyse various types of industrial structures,
2. Choose and apply acceptable strategic management tools to diagnose internal and external factors that affect organisations,
3. Define and classify the types of competitive advantage and explain the best practices for creating and maintaining advantage
4. Explain the most commonly used corporate strategies and analyse alternatives for creating long-term value
5. Apply contemporary management techniques and choose the best alternatives with regard to frequent and sudden technological changes
6. Connect the theory of strategic management and concepts to explain competitive advantage in the era of globalisation
7. Create a strategic audit for entrepreneurship

The Research of Market and Public Opinion

Course objective

The aim of the course is to familiarise students with the organisational structure of market research and marketing politics. The goal is to transfer onto students the basic theoretical and practical knowledge of contemporary ways of monitoring and research markets, as the foundation for making business and, more importantly, marketing decision.

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

1. Explain if, when and why market research should be conducted
2. Explain which research methods are appropriate for certain marketing questions
3. List the basics of research methods including some new and advanced tools
4. Explain how to integrate market research into stages of a product's life cycle
5. Use market research as a way to manage brand
6. Come up with how to integrate market research into decision making about 4Ps
7. Interpret market research results in an orderly fashion
8. Successfully cooperate with professional research institutions

Consumer Behaviour

Course objectives

The aim of the course is to equip students with useful managerial cognitions on consumer behaviour, that is, to familiarise students with the nature of that fundamental market entity — the consumer, in the circumstances in which they make decisions.

Learning outcomes

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

1. Apply the basic understanding of consumer behaviour, methods of research of purchase decision making as well as post-purchase behaviour
2. Deduce what motivates consumers and why consumers choose to buy
3. Re-examine the motives, factors, and the process of purchase decision making
4. Apply the philosophy of consumer behaviour in own surroundings

Business Marketing

Course objectives

The course aims to equip students with the fundamental characteristics and specificities of marketing on the market of business entities and the public sector.

Learning outcome

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

1. Identify and apply business marketing in various branches of industry (agriculture, maritime affairs, transport, health, culture and education, intellectual services, etc), business marketing of products and services
2. Research the goods manufacture marketing, the market of state procurement, the market-buyer relationship, and product life cycle
3. Analyse the economic and social functions of services and the importance of marketing functions in an equal positioning of economic and social specifics of actual services
4. Identify the decision maker in the sales process

Event Organisation

Course objectives

The objective of the course is to provide students with an understanding and application of communication skills when organising events and managing them. The class is organised in a way to ensure the acquisition of professional skills required on various levels of project responsibility. Students will learn how to develop managerial skills and knowledge required for independent event management. The practical part of the course will provide students with the experience of drawing up a project and applying techniques, knowledge, and skills they have acquired.

Learning outcomes

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

1. Apply the acquired skills of organising and managing events
2. Use various communication skills
3. Explain the concept of human resource management
4. Create and analyse a business plan for an event
5. Apply legislative provisions and codes of ethics

Visual Communication

Course objectives

The aim of the course is to study the main channels of verbal, vocal, and nonverbal communication. Special focus is put on visual communication, eye contact, hands, body language and the attention distracted by other symptoms or interior elements. By analysing real-world examples, students will overcome cultural differences in visual communication. They will overcome stage fright and other psychosocial visual effects that occur as a consequence of the lack of preparedness for all types of communication. Effects in visual communication — PR tools.

Learning outcomes

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

1. Estimate the influence of verbal and nonverbal voice occurrences on visual communication
2. Analyse body language
3. Use colours, materials, and symbols for successful personal communication in an orderly fashion, based on the principle less is more
4. Identify and re-examine cultural differences in business visual communication
5. Identify visual manipulations in graphics, press, and photoshop

Print Media

Course objectives

The aim of the course is to familiarise students with the particularities of the printed media and to equip them to understand and use the basic genre of printed communication and to work in the press industry. Students will perfect their professional journalism skills by simulation real-world print media offices in practicals.

Lectures will provide students with an insight into the functions and characteristics of print media, and their specificities. Students will become familiar with the production of daily, weekly, monthly print editions through 3 stages: journalistic, print, and sales (functions and tasks of chief editors, editorial, journalist's assignments, office – structure and operations, sectional division: domestic/politics, international, urban, sports, scientific, cultural). What happens in the printing stage (how graphic design and layout is shaped), which forms of journalistic communication is used in print media, and what journalistic genre is the most common – informative or analytical.

Learning outcomes

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

1. Describe the function and characteristics of print media and their particularities
2. Define the roles and responsibilities of certain media positions (management, editorial)
3. Recognise the importance and elements of the journalism (publicist) writing
4. Argue and differentiate between certain forms of journalistic communication
5. Identify and differentiate between various journalistic genre.

Business Intelligence

Course objectives

Business intelligence, the organisation of knowledge of business information, is a course focused on making decisions based on information, i.e. knowledge. The course introduces students to the meaning of business information in modern business and decision-making process (processes, techniques, and means of collecting and processing business information), their interpretation and transforming them into business analyses (knowledge) and distributing those analyses to the creators of business policies and makers of business decisions (management). In other words, the course offers students the fundamental competences on the term, content model, process and system of business intelligence which has, in today's companies, become and still is becoming, an integral part of business thinking, business culture, and business policies. The course aims to teach students to recognise the value of information in a business process and to show them how to collect, interpret, use and keep in the interest of achieving the business success at a company. The aim, in fact, is to understand the process of business intelligence (business counterintelligence), its products and its role in company management, but also to develop the competences of organising and managing business intelligence processes and use its end products. The course, therefore, has both a conceptual, and application goal.

Learning outcomes

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

1. Explain the term and content of business intelligence
2. Explain the term and content of business information safety (business counterintelligence)
3. Explain the role and significance of business intelligence, as well as the importance of its end products in the management of modern companies, national economies, and managing social development
4. Apply the techniques of collecting business information
5. Interpret the meaning of business information, their use in the interest of achieving the business success of a company and its business safety
6. Draw up business analyses based on business information
7. Compare the models of business intelligence in EU member states
8. Explain and compare models of business intelligence in various types of economic systems in the world
9. Organise and manage the process of realising safety of own's business information (business counterintelligence process)

Cultural Marketing

Course objectives

Culture contributes to the spiritual growth of every individual, but also to the economic development of 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 the marketing of profit and the marketing of 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

Databases

Course objectives

- Introduce students to examples of databases that surround us
- Describe the manner of designing a database as a key part of its development
- Explain and demonstrate a method of writing a programme for the creation of a Microsoft Access database
- Use questionnaires, forms, and reports while creating and searching a database

Learning outcomes

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

1. Differentiate between the terms: database, file, entity/attribute, primary key
2. Differentiate between inquiries, reports, macro commands, and modules
3. Create various inquiries and reports in a database and connect different tables
4. Differentiate between various types of fields used in databases
5. Reorganise a simple database

The Art of Negotiation

Course objectives

The course introduces students to the techniques of negotiating in the contemporary business environment. Successful negotiation is a key to success both in business and life. Negotiating is an integral part of everyday life, so it is essential to introduce students to tactics of negotiating, but also to equip them for using negotiation skills. The course aims to develop the skills and tools required to successfully negotiate, master the skills, techniques and rules of negotiating. Using constant simulations of certain cases that require negotiation, students will become competent to independently lead negotiation processes.

Learning outcomes:

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

1. Define the goals and areas of business negotiation
2. Critically evaluate ethical dilemmas in negotiation
3. Use techniques and tools in negotiation
4. Individually plan and lead negotiations

Commercial Law

Course objectives

The course provides a chance to acquire knowledge of commercial contract law and company law with the aim of applying practical knowledge in the field. The course introduces students to the basics of commercial law and the role of the law in economic business in order to understand the essence of trade law and company law.

Learning outcomes

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

1. Explain the basics of trade law
2. Draw up simple contracts and their elements
3. Gather data needed to establish a company
4. Check the required legal regulations

Media Training

Course objectives

The aim of the course is to introduce students to the theory of public speaking so that they may use their speaking skills to clearly, credibly, and accurately organise thoughts and attitudes. Through analysis of examples, students will learn about contemporary rhetoric genre and figures and master the required rhetorical skills, particularly multimedia presentations of business memos.

Learning outcomes

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

1. Create a personal communication style
2. Develop communication skills up to a level of unconscious competence
3. Analyse speaking skills of certain public speakers
4. Skillfully express own attitudes
5. Critically listen to a speaker, recognise and consciously use the control of affect expressions and nonverbal messages

Business Planning

Course objectives

The aim of the course Business Planning is to identify and analyse various types of plans and show their interrelationship, grasp the importance of a periodic revision of plans in order to, in light of any new events, ensure their up-to-dateness.

Learning outcomes

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

1. Identify plans
2. Analyse business plans
3. Show interrelationships between business plans
4. Explain the importance of periodic revision of business plans

The Basics of Corporate Communication

Course objectives

Introduce students to the basics of corporate communication in medium and large organisations, define the surroundings in which they operate, explain the specificities of corporate media relations, internal channels of communication and public affairs. Special attention is paid to strategic communication, four-stage planning process and drawing up a communication plan which includes an implementation of various tools and techniques of public relations.

Learning outcomes

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

1. Explain various concepts and organisation structures of corporate communication
2. Meet the purpose and instruments of internal and external communication
3. Explain the relations with various groups of actors and approaches and models of communication used with them
4. Meet the techniques and tools in public relations in corporations
5. Come up with and draw up a communication plan

Social Media Marketing

Course objectives

Social Media Marketing (SMM) is a collection of marketing methods that generate publicity with the help of tools such as social networks, blogs, micro-blogs, forums, newsfeeds, RSS channels, and other websites. It is significant because of its wide range of specific benefits that are the low cost of use and the possibility of carrying out interactive communication. In essence, SMM has a distinct advantage over other forms of communication, which result in its greater use in all domains of social and economic activity.

Students will be introduced to numerous tactics of Internet marketing, such as designing user experience, content management and development, dynamic cost determination, online sales and distribution, search engine marketing, and the use of social media in marketing communication. Special emphasis is placed on the new role of the consumer in the digital environment (prosumer, co-creators of value), the growing importance of mobile marketing and measuring the efficiency of Internet marketing (digital analytics).

The aim of the course is to enable students to advance their existing marketing competences by becoming familiar with the trends in the field, their specificities of the analysis, planning and carrying out marketing activities.

Learning outcomes

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

1. Explain the roles of modern media in the entire marketing management
2. Compare the similarities and differences between the traditional and digital environment
3. Re-examine the role of social media as a new marketing tool
4. Outline new trends in e-marketing
5. Use social media as a tool for market research

6. Come up with entrepreneurial promotions using digital media
7. Connect basic terms of social media marketing with practice
8. Analyse situations, setting targets, defining strategies and selecting tactics of Internet marketing
9. Estimate what elements of the surrounding affect e-marketing
10. Differentiate between benefits and drawbacks of social media marketing

International Marketing

Course objectives

The course explains international marketing in terms of a business process that takes place on the international market, and its significance for company business in today's era of globalisation.

Learning outcomes

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

1. Manage marketing activities in an international environment
2. Explain and apply the market principle on the international level in company business on the level of medium and small management
3. Use marketing skills and techniques for solving actual problems in marketing practice
4. Apply the philosophy of marketing thinking in an international environment

Marketing Management

Course objectives

The aim of the course is to equip students to perform activities of conducting analyses with the aim of developing a strategic marketing plan, and so that they can choose the most appropriate marketing strategy; developing skills that help with the implementation, assessment, and control of marketing activities and strategies.

Learning outcomes

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

1. Evaluate market opportunities by analysing buyers, competition, participants, context, strengths and weaknesses of a company
2. Draw up an integrated marketing plan
3. Carry out a quantitative and qualitative analysis
4. Explain the importance of drawing up a marketing strategy
5. Carry out a quantitative and qualitative analysis required to formulate effective marketing programmes
6. Discuss the various decisions in each element of the marketing mix
7. Compare the development process and implementation of various marketing strategies
8. Assess alternative methods for measuring a marketing plan and programme effectiveness
9. Help students to develop teamwork abilities by means of team writing of a seminar paper and drawing up a marketing strategy for a certain company
10. Draw up effective marketing strategies for accomplishing organisational goals
11. Create a strategic implementation of a programme in order to maximise the chances of

success

12. Estimate and analyse proposals and critically analyse and modify one's work using quality suggestions made by colleagues and the course instructor

Political Communication

Course objectives

The aim of the course is to introduce students to basic terms, concepts and theoretical approaches to political communication and provide relevant information related to the phenomena of such communication. Students will acquire knowledge of the actors of political communication, instruments, effects of political communication, media and communication channels, as well as the relationship between political communication and relevant cultural and social processes such as globalisation and modernisation. Political communication will be studied by means of communicating in election campaigns, executive and legislative powers, judiciary system and other segments, with an emphasis on Croatian practice.

Learning outcome

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

1. Demonstrate knowledge of key terms, theoretical concepts, and relevant social processes for a purposeful political communication
2. Re-examine the information relevant to the historical development of political communication in Croatia and the world
3. Analyse political communication as a one's future profession in the media or public relations, or state or local government
4. Demonstrate skills needed to carry out election campaigns, political rhetoric, and other segments of political communication
5. Integrate and present practical skills for working in media agencies for PR and marketing, political parties, international organisations, and institutions of political communication

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

The Basics of the German language

Course objectives

The aim of the course is to introduce students to the basics of general German language, which encompass developing the skills of reading and listening of short written and listening texts at the level of A1, basics of writing, reading, and introduction to spoken communication (greetings, introducing, reading numbers, describing living spaces, the countries of Europe, etc).

Learning outcomes

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

1. Demonstrate basic skills of writing and reading the alphabet
2. Greet a person, introduce oneself
3. Demonstrate the ability to order food and beverage from a menu and ask and pay the receipt
4. List the countries of Europe, languages and nationalities
5. Say, read, and write telephone numbers
6. Write a short biographical text
7. Describe possessions
8. Describe items and persons using adjectives
9. Understand short listening and written texts

Retail Marketing

Course objectives

The aim of the course is to introduce students to particularities of retail marketing and the understanding of the marketing process of an economic entity, and acquisition of fundamental and special methodic skills on certain marketing decisions in trade.

Learning outcomes

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

1. List marketing functions of trade, methods of creating a strategy of a retail company, forms of retail and wholesale business units based on the concept of their development
2. Apply the knowledge of globalisation and internationalisation of retail
3. Identify the indicators of marketing analysis of retail in Croatia
4. Apply the philosophy of marketing thinking in retail forms, i.e. on the target market

Promotion and Design — Cases

Course objectives

The aim of the course is to equip students for communication with business partners in English, as well as for quality use of professional literature, particularly in the field of promotion and design. The course covers topics such as promotional mix, promotional campaigns, the application of new technologies, and the development and design of products and brands. Special attention is paid to case studies. Active participation and teamwork in class are encouraged.

Learning outcomes

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

1. Use professional literature in English,
2. Research and interpret case studies
3. Present projects in marketing, focusing on promotion and design (in English)

Human Resources Management

Course objectives

The aim of the course is to introduce students to the procedures, models, and methods used in analysis and human resources management, and HRM in practice. Apart from that, the goal is to develop the ability to successfully manage personal resources and human resources in business practice which includes the processes of managing personal potential, career management, workplace analysis, application of appropriate sources and procedures when recruiting candidates, practical methods and techniques of candidate selection, integration and training methods, motivational techniques for increasing employee productivity.

Learning outcomes

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

1. Describe the role and significance of HRM
2. Create a personal development plan
3. Carry out career development planning
4. Research various means of education at work and beyond
5. Show the employment procedure
6. Conduct an analysis of work and workplaces
7. Draw up an application letter and CV
8. Differentiate between sources of recruiting HR
9. Apply employee selection methods
10. Identify types of rewards as motivational factors
11. Analyse the possibilities of new approaches to work and office hours scheduling

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 the 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 Competitiveness of an Economy

Course objectives

The aim of this course is to demystify the term “competitiveness” in the context of a national economy, with special emphasis on how to do it in conditions of a (small) domestic market.

The course has been conceived as a synergy of theoretical and practical skills so that students would get the complete insight into the state of the economy and understanding of the issue in questions, in accordance with modern conditions brought about by the twenty-first century.

In lectures, students will analyse the key changes in the economy of the Republic of Croatia, as well as potentials of development based on certain course units.

Learning outcomes

During and upon successful completion of the course, students will be able to:

1. Valorise the state of the national economy in an orderly fashion
2. Acquire insight into how international economic processes affect the development of the national economy
3. Critically assess the comparative advantages that countries use to gain a more competitive economy
4. Research how to achieve competitiveness in the international labour market
5. Analyse how to achieve competitiveness in the international market of goods and services
6. Research how a “small” national import-oriented economy may become a globally competitive economy

The Commercialisation of Emotions in Marketing

Course objectives

The aim of the course is to understand the significance of emotional resource as a key factor of successful marketing; learn how emotions shape the quality context of marketing; learn the factors of emotional appeal of users/consumers; analyse the interactions between marketing messages and the emotions of potential users/consumers; learn to apply the methods of emotional influence on users/consumers.

Learning outcomes

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

1. Be familiar with the processes of commercialisation of emotions in marketing
2. Analyse the implementation of emotional potential into marketing
3. Create a marketing influence on the emotional experience of users/consumers
4. Draw up a conceptual plan of provoking emotional patterns with users/consumers through marketing
5. Come up with a conceptual plan of a project of emotional marketing communication

Professional work placement – Internship

Course objectives

The aim of the course is to have students acquire practical skills and competences which supplement the theoretical knowledge acquired in the study programme. The placement aims to apply the theory of the courses in a working environment, which qualifies students to work on the market. At the same time, the aim is for the students to use the placement to engage into everyday work and activities of an organisation in which they carry out their work, to learn how to solve problems by completing daily tasks assigned by the supervisor, and to learn how to critically approach tasks in a given period.

Learning outcomes

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

1. Organise and draw up a timetable of assignments for the duration of the placement
2. Collect and prepare working materials for accomplishing working tasks
3. Create a written form of materials in a given period
4. Propose and research a topic (in the field)