

## PROFESSIONAL GRADUATE STUDY OF MARKETING AND COMMUNICATION

### COURSE OBJECTIVES AND LEARNING OUTCOMES

#### Content Marketing and Online PR

##### Course objectives

The goal of the course is to familiarize students with the latest trends in digital marketing and digital public relations. With the use of new technologies in today's digital communications, the application of *content* marketing, which aims to create and distribute relevant and useful content in order to attract, interest and recruit a clearly defined target group, is increasingly relevant. With the rapid development of the marketing industry, it is necessary that digital channels are part of integrated marketing communication.

##### Learning outcomes

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

1. Break down the basic concepts of *content* marketing and *online* public relations
2. Discuss the role of *content* marketing and *online* public relations in today's integrated marketing communications
3. Solve *content* marketing and online public relations as an integral part of integrated marketing communications
4. Propose an online public relations communication plan
5. Create innovative and shareable *online* content for the target audience
6. Organize *content* marketing and *online* public relations campaigns.

#### Marketing Strategies

##### Course Objectives

The objectives of the course are to enable the student to understand the influence of the internal and external environment on the decision-making process of marketing strategy. Also, the goal is to train the student for a meritorious choice of a suitable marketing strategy, as well as the implementation of strategic analysis and strategic planning.

##### Learning outcomes

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

1. discuss the influence of various factors on the formulation of a company's marketing strategy
2. argue strategic goals according to SMART criteria
3. determine data for making strategic decisions
4. represent the opinion of the existing technique for strategic analysis
5. defend a new proprietary technique for strategic analysis
6. predict processes related to decision-making on marketing strategy
7. evaluate the latest scientific and professional findings.

#### International Business

##### Course objectives

Through lectures, discussions, exercises, consultations and exams, basic categories of learning outcomes are developed and encouraged: understanding and knowledge; application of knowledge and skills; intellectual skills; practical and communication skills, as well as learning, knowledge acquisition and permanent improvement skills with the main objective

of the course: to investigate the issue of international trade policy and gain knowledge about the possibilities of interventionist instruments and protective trade policy, but also about the liberalization of foreign trade and its economic effects. After taking the course and passing the exam, students will gain basic knowledge about strategies for entering foreign markets, so that this knowledge can be used in economic practice, in strategic decision-making and in carrying out specific work with partners from foreign countries. Through the analysis of historical and contemporary trends in the field of international business, the concept and fundamental determinants of international strategies, students will be able to define and adjust the strategy of entering a certain market, define the elements of the Agency Agreement, define sales parities (marketing and distribution margins), independently create cost calculations.

### Learning outcomes

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

1. to organize various classic and contemporary forms of international business of companies (e.g. export and import of goods and services) that take place between different countries
2. evaluate different classic and contemporary forms of international business of companies (e.g. export and import of goods and services) that take place between different countries
3. analyze the business concept of international exchange and adjust the market entry strategy according to the concept
4. analyze the roles and interests of various stakeholders in the exchange process on the international market and prepare calculations and documentation related to the export and/or import of goods
5. determine and argue sales parities and critically assess possible approaches to international cooperation.
6. predict the dynamics of cooperation among stakeholders in the international exchange market
7. discuss the business strategy of cooperation with regard to the obstacles that stand in the way of achieving cooperation and propose possible alternative solutions to given problems by applying the acquired factual and theoretical knowledge of foreign trade.

## Economics of the EU

### Course objectives

The aim of the course is to train students to understand the EU economy and all its institutions relevant to the implementation of the Union's economic, monetary, trade and other policies. The aim of the course includes a presentation of the international monetary system, budgetary constraints and coordination of economic policies in the EU, investment and business cycles in the EU, problems of economic growth and competitiveness, especially in the context of the last world crisis, globalization and demographic changes. Also, the goal is to train students in analytical understanding and systematic processing of empirical facts related to European political economy.

### Learning outcomes

By successfully completing the course, students will be able to:

1. to break down the fundamental macroeconomics on the EU market.
2. discuss the specifics of the functioning of macroeconomic problems in the EU.
3. to represent the opinion of fundamental macroeconomic problems in the EU.
4. evaluate different existing theories of integration.
5. to rank the influence and significance of the fundamental characteristics of the EU and the principles of operation of common policies in the economic segment.
6. judge the harmonization of the EU economy.
7. propose possible alternative solutions and measures for improving the EU economy by applying the acquired factual and theoretical knowledge.
8. classify Croatia's role in contemporary European economic relations, explain Croatian national interests, and become familiar with the instruments for their realization.



## Public Performances

### Course objectives

Through the theoretical and practical-performance part of the class, students should master the basic skills of public speaking and gain insight into all types and forms of public speaking through different forms. Creating self-confidence, overcoming stage fright, creating the structure of a public performance, mastering the skills of a high speaking and writing style are some of the specific goals of this course, through which students would become communicatively competent by adopting various techniques and be able to hold any type of public performance regardless of the duration, type and/or occasion.

### Learning outcomes

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

1. prepare for a public performance
2. rank basic communication skills
3. to argue the qualities of an exemplary speaker
4. judge the method and technique of public performance for the medium through which they address the audience
5. choose the best speaking skills in personal, social, political and any other public environment
6. evaluate types of public performance.

## Practicum D1

### Course objectives

The goal of the practicum (D1/D2/D3) is to enable the student to supplement the theoretical knowledge he/she has acquired or is acquiring in the teaching process, in order to be qualified for the labor market. During the practicum, students are introduced to specific jobs and tasks in the real sector, and certain segments of practice are explained to them, so during the execution and realization of the practicum, we collaborate with various profiles of experts: from marketing agencies, digital agencies, public relations agencies, marketing agencies content, event management agencies and organizations operating in the field of *hospitality* industry. In this way, students are enabled to think critically and conceptually successfully implement integrated marketing communication in practice.

### Learning outcomes

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

1. organize the processes of an integrated marketing campaign with a focus on digital marketing and/or marketing services in the *hospitality* industry
2. create multidisciplinary teams
3. evaluate teams
4. determine contents for the needs of communication with the public
5. critically evaluate different communication tools
6. choose adequate media.

## Practicum D2

### Course objectives

The goal of the practicum (D1/D2/D3) is to enable the student to supplement the theoretical knowledge he/she has acquired or is acquiring in the teaching process, in order to be qualified for the labor market. During the practicum, students are introduced to specific jobs and tasks in the real sector, and certain segments of practice are explained to them, so during the implementation and realization of the practicum, we collaborate with various profiles of experts: from marketing agencies, digital agencies, public relations agencies, marketing agencies content, event management agencies and organizations operating in the field of *hospitality* industry. In this way, students are enabled to think critically and conceptually successfully implement integrated marketing communication in practice.

## Learning outcomes

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

1. organize the processes of an integrated marketing campaign with a focus on digital marketing and/or marketing services in the *hospitality* industry
2. create multidisciplinary teams
3. evaluate teams
4. determine contents for the needs of communication with the public
5. critically evaluate different communication tools
6. choose adequate media.

## Research Methods in Marketing and Communications

### Course objectives

Through this course, the student is given a methodological and technical framework for understanding the importance of research in marketing and communications. The aim of the course is to provide the student with an insight into the ways and sources of information about the consumer, the product, the market and other elements essential for the successful formation of a marketing or communication mix, that is, to train him to independently design, conduct, analyze and interpret research.

### Learning outcomes

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

1. review the importance of research as a basis for decision-making in all marketing and communication processes
2. critically compare and judge different research methods and techniques, and choose the ones appropriate for your goals and needs
3. discuss research in marketing and communications
4. create the architecture of the marketing decision support system
5. judge contemporary theories and methodologies
6. predict applications of the latest knowledge.

## Sales Management

### Course objectives

The main goal of the Sales Management course is to train students to independently perform management activities related to the field of sales, as an important part of the company's marketing strategy.

1. Development, understanding and mastering of the sales business process in the real world;
  2. Independent understanding of basic sales terms and strategies, and all elements of sales skills
  3. Developing skills used in teamwork and getting to know the issues of "live" examples from the business practice of the sales team;
  4. integrated operation of sales with other business functions, and sales management with the aim of securing market share.
- The course is intended for graduate professional study students with the purpose of training for the future independent performance of management activities in the field of sales, which includes planning, implementation and control of sales activities.

### Learning outcomes

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

1. demonstrate the ability to make quick decisions about resource allocation, independent of knowledge and information
2. critically evaluate the elements of sales and convincingly represent them

3. predict trends based on individual events, evaluate the quality and contribution of any employee with minimal expenditure of time and energy
4. describe, analyze and evaluate different sales management activities.
5. create simple superficial analyzes of sales results based on assumptions about the necessity of market share
6. independently prepare a sales plan and manage sales activities in accordance with the plan.

## Socially Responsible Business

### Course objectives

The purpose of this course is to train students to understand the concept of social responsibility, historical and legislative factors and assumptions that led to the development of social responsibility strategies, a stakeholder approach and the creation of shared value, which influenced the need for the business sector and management models to adapt to new conditions. The course examines models of ecologically sustainable business strategies and innovative approaches aimed at solving environmental problems by achieving positive social and economic development. This course aims to provide students with an understanding of the relationship between business decision-making and the social and environmental consequences of such decision-making, and to bring closer the importance of a multidisciplinary approach to decision-making in business practices. The course refers to international conventions, standards, strategic documents and the EU regulatory framework that promotes advanced standards of responsibility of the corporate sector for adapting to and reducing climate change, protecting biological diversity and ecosystems, preventing pollution, implementing a circular economy and protecting water and marine systems. It prepares students to understand the connection between business and influence on sustainability topics and how the corporate sector can operate in a sustainable way, thus securing its place in the market while contributing to the sustainable development of society.

### Learning outcomes

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

1. understanding the dynamics, complexity and interaction between natural, social and economic processes and systems from the perspective of sustainable development,
2. the ability to critically analyze strategies, goals and indicators of sustainable development and their connection with business and business strategies, taking into account different disciplinary perspectives.
3. ability to apply knowledge and competencies in inter- and trans-disciplinary teams on complex issues.
4. understanding of the concept of sustainable development with a focus on social, political and economic consequences, challenges and opportunities for change, and the ability to reflect on and incorporate the principles of sustainability through different perspectives and in an interdisciplinary manner that is inherent to sustainable development.
5. acquiring the skills of an interdisciplinary approach to sustainable development and the ability to apply this knowledge in business: business management, business consulting, business communication, marketing business, quality management and others.
6. understanding the interaction and interrelationships between natural and social systems and the role of the corporate sector in these interrelationships.
7. flexibility in the application of this knowledge in different areas by remembering the skill of thinking through challenges and understanding the cause-and-effect relationships related to future development.

## Management of Media and Media Organizations

### Course objectives

The aim of the course is to introduce students to the fundamental concepts and relationships that govern the media market and the media industry, with an emphasis on media operating in Croatia. The existing advertising-based media business model will be critically examined, along with the challenges of current dramatic changes. Development of the ability to identify and critically analyze stakeholders and their interactions in different media industries (television, radio, print, new

media). Consideration of the growing influence of the regulatory framework and public policies on the functioning of contemporary media. Acquisition of basic skills necessary for a manager in managing a media organization.

### Learning outcomes

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

1. Distinguish and compare different concepts and relationships that prevail in the media market;
2. Examine the characteristics of media industries and major participants in Croatia;
3. Critically assess the business advantages and disadvantages of each of the major media industries;
4. Identify and evaluate the impacts of the regulatory framework and public policies on media operations;
5. Develop a sustainable annual business plan (budget) for a media organization.

## Design and Innovation Management

### Course objectives

Students acquire new knowledge that will serve them to identify ways in which design and innovation can contribute to the strategic values of a business organization. This is achieved by implementing innovations in business, then by designing and innovating the product, making it more effective or easier to use, through visual differentiation of the product, through strengthening the brand, and by creating a positive experience for clients and consumers. Establishing a design strategy for a business organization as well as its product or service. Methods of managing design processes and projects.

### Learning outcomes

After passing the exam, students will be able to:

1. analyze theoretical knowledge about characteristics and world trends in design and innovation
2. discuss the concept of innovative thinking
3. plan design strategies
4. argue the application of design and innovation
5. organize creative teams.

## Business Security

### Course objectives

This course is intended for students who want to build awareness of security issues in business and their potential impact on the company's survival.

### Learning outcomes

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

1. compile the role of security management in business
2. analyze risks and other threats
3. organize business continuity in accordance with risks
4. judge crisis communication strategies in communication with the public
5. review business and marketing processes with the result of minimizing business risks
6. evaluate the development of the profession and apply the latest theoretical and practical achievements in their business.

## Guerrilla Communication in Contemporary Public Relations

### Course objectives

The aim of the course is to introduce students to the use of guerrilla communication in marketing campaigns. Using examples from practice, students will be able to see the differences between traditional methods and guerrilla methods of communication.

### Learning outcomes

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

1. Know the basic terms of guerrilla communication
2. Identify the key advantages and disadvantages of guerrilla communication
3. Design and strategically create guerrilla communication projects
4. Integrate guerrilla communication into a marketing campaign.

## Psychological Aspects of Mass Communication

### Course objectives

The aim of the course is to familiarize students with the basic concepts of media psychology, to encourage them to think critically about the media content they consume every day, as well as to investigate the effects of its presentation. Furthermore, the course will problematize issues such as the influence of the media on the social behavior of individuals, the influence of violence in the media, the portrayal of different social groups, then investigate the behavior and reactions of the audience to media content, as well as introduce students to the challenges of new media and the digital age. Also, the aim of the course is to strengthen the knowledge and competences of students in the domain of media literacy, which will enable an understanding of the impact of the media on the individual, taking into account the psychological-sociological context.

### Learning outcomes

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

1. analyze the basic concepts of media psychology.
2. compare the effectiveness of methods for researching the effects of mass communication.
3. to judge the effects of the portrayal of media violence.
4. evaluate different social groups in the media.
5. discuss mass media audience stakeholders.
6. rank media genres.
7. determine the priorities of the digital age.

## Brand Management - Branding

### Course objectives

The aim of the course is to learn about the benefits that a (trade) brand provides to companies and consumers, and to determine brand management strategies in certain stages of development as well as in specific conditions. How to build and successfully maintain brand identity and image, what are brand values, what are the risks in brand management. How certain products and services can be branded.

### Learning outcomes

After passing the exam, students will be able to:

1. analyze theoretical knowledge about the characteristics of trademarks
2. judge the application of branding concepts
3. organize the concept of brand building strategy
4. value stamps
5. to plan with brands - branding.

## Methods of Research and Scientific Work

### Course objectives

The aim of the course is to familiarize students with the basic elements of the research process and train them to use different research methodologies (qualitative and quantitative). Also, as part of the course, students will analyze possible ethical dilemmas in the implementation of research, as well as acquire knowledge and skills for independent drafting of research as a strategic document in the research process. The processing of different research methods will enable students to acquire knowledge and competences for their independent implementation, and above all as preparation for the preparation of a diploma thesis. Finally, as part of the course, students will learn how to prepare a research report depending on the research methodology used and in accordance with the standards of writing scientific and professional papers.

### Learning outcomes

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

1. analyze different research methods,
2. to discuss ethical problems when conducting research,
3. support the basic guidelines of the research process,
4. create a research plan (ideal and implementation),
5. evaluate the suitability of the sample in different research methodologies (qualitative and quantitative),
6. choose different qualitative and quantitative research methods,
7. determine the differences in writing research reports depending on the methodologies used.

## Metrics and Optimization in Digital Marketing

### Course objectives

The course is designed to introduce students to basic and advanced functionalities and concepts related to website and store analytics. Through the course program, they will become familiar with the terminology used in Internet analytics, the historical development of tools for Internet analytics, and the way of analyzing and evaluating visitors. Lessons include exercises through practical examples and case studies with guest experts. A special focus is on the understanding of visitors and the terminology used in the world of website analytics.

### Learning outcomes

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

1. analyze basic and advanced web analytics metrics
2. determine the visitors of the website and their socio-demographic characteristics
3. examine the behavior of visitors from different devices (desktop computers / mobile phones)
4. review what content or topics visitors prefer
5. organize custom segments, custom remarketing lists and custom reports
6. evaluate using Google Analytics.

## Public Relations Management Strategies

### Course objectives

The goal of the course is to prepare students for independent design and implementation of communication strategies through familiarization with the theoretical framework and analysis of practical examples. Public relations is approached in a multidisciplinary manner, taking into account communication with all target audiences and the task of building and preserving the reputation of a person, product, company, etc. At the same time, students will be emphasized the importance of a complete and integrated approach to communication, which includes cooperation with public relations and marketing. They will also learn about different communication tools and the possibilities of their use.

## Learning outcomes

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

1. analyze theoretical and practical knowledge in public relations
2. discuss the skills needed to manage communication processes
3. create communication strategies independently
4. evaluate tactics for each particular situation
5. propose crisis communication plans
6. organize strategic management of crisis communication.

## Political Marketing and Communications

### Course Objectives

Political marketing is an applied, interdisciplinary field in which, complementary, the following meet: political analysis of subjects on the political scene, their programs, normative frameworks of electoral activities and the effects of electoral behavior; economic analysis that provides a conceptual framework for analyzing marketing and voter behavior; communication analysis of the study of the interactions between the holders of political programs and the public; psychological analysis that provides a basis for understanding the causality of human behavior, receiving messages and making electoral decisions. The aim of the course is to acquaint the student with the specifics of political communication and political marketing. The course will introduce the student to the activity of stakeholders in politics and connect this activity with the marketing and communication process. The aim of the course is to acquaint students with basic theories and concepts in political marketing and dominant approaches in the field. Through lectures and seminars, students will become aware of the interdisciplinary nature of this field and gain a comparative insight into contemporary trends in political marketing. The aim of the course is, furthermore, to acquaint students with the basic regulations related to the field of political marketing, to offer them tools for understanding key discussions in the field, and to train them to think critically about dominant trends in political marketing. Through the creation of an independent project, students will become aware of and learn concrete steps in creating a marketing strategy.

### Learning outcomes

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

1. judge a political idea or program as a marketing product, acquire and improve theoretical knowledge about the basic concepts and theoretical approaches of political marketing as a scientific discipline, and adopt relevant information related to the contemporary phenomenon of purposeful political marketing
2. rethink the communication message directed towards voters as a market
3. evaluate political processes from the point of view of the profession
4. to argue trends in the political engagement of parties and presidential candidates
5. critically evaluate communication and marketing messages in political processes.

## User and Costumer Experience (UX/CX)

### Course objectives

The aim of the course is to understand the user experience model in relation to products that consumers or users buy, look at, use and interact with; learn that the user experience model helps to focus attention on how the product, marketing or communication can successfully create a targeted experience and stimulate positive user/consumer feelings and create maximum product appeal; analyze the experience in interaction with the product so that a product design can be created that enables the satisfaction of the user's needs and satisfaction.

### Learning outcomes

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

1. create effective consumer/user experience models
2. analyze user experience processes in marketing and media communication
3. plan business goals according to user experience models
4. explore the problems, emotions and opinions of consumers/users in interaction with the product
5. organize a conceptual plan of the user experience model.

## Price Management

### Course objectives

The aim of the course is to acquaint students with Price Management as a microeconomic discipline, which through its interdisciplinary and multifunctionality represents a very powerful tool for improving the profitability, stability of business entities, as well as achieving the basic goals of the company, such as: growth of market share, strengthening of brand value and recognition, as well as long-term profitability business.

### Learning outcomes

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

1. Compare pricing strategies and product positioning
2. Break down promotional discounts efficiently and profitably
3. Calculate the profitability of marketing campaigns
4. Determine price segmentation
5. Judge the price competition.

## Sports Marketing

### Course objectives

The course should provide students with scientific and professional knowledge about marketing in sports and train them to apply the acquired knowledge and skills in practice and to manage marketing activities in sports organizations.

The objectives of the course are:

1. Conceptually define sports marketing
2. Determine the key differences between traditional and sports marketing
3. Determine the specifics of the sports product and the sports market
4. Train students to manage marketing in sports
5. Acquiring knowledge for creating a marketing plan in sports

### Learning outcomes

By the end of the semester, students should be able to:

1. explain and define key terms from sports marketing
2. determine the most significant differences between traditional and sports marketing
3. determine the specifics of the sports product and the sports market
4. independently create a marketing plan for a sports product

## Digital Media

### Course objectives

The course is intended for students who want to understand the way media work in the 21st century. The course analyzes the impact of technology on the media as systems and on the media as channels of communication, and provides insight into

the knowledge necessary for successful business with the media of the modern era with the aim of integrating it into the communication strategy.

### Learning outcomes

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

1. evaluate and compare the basic difference between traditional media and digital media
2. identify trends in communication on digital media
3. integrate digital media as an integral part of integrated marketing communications
4. design an advertising campaign on social networks
5. manage advertising campaigns on digital media.

## Marketing Management in the Travel Industry (subspec. MH)

### Course objectives

Students will be introduced to the concept, meaning, importance, implementation and monitoring of sales management in tourism, from the theoretical framework to concrete examples.

Abilities: students will be able to create a sales plan and plan for the execution and monitoring of sales efforts, strategy, operations and results

- Solution of specific problems in practice from the sphere of sales in tourism
- Ability to analyze good and bad examples from practice from this topic.

### Learning outcomes

After taking the course, students will be able to:

1. analyze the importance of tourism and the results of sales in tourism
2. define the sales strategy
3. create a strategic sales plan
4. create a sales implementation plan through tactical and operational steps
5. know how to analyze sales goals and achievements
6. argue the purpose and goals of effective sales management

## Niche Tourism (subspec. MH)

### Course objectives

Students will learn the concept, meaning, importance, implementation and monitoring of several basic types of niche tourism, from the theoretical framework to concrete examples.

Abilities: students will be able to understand the importance of tourism in general, know how to recognize and analyze the significance of niche tourism by destination, and know how to create a strategic marketing plan for the development of certain niche tourism.

- Proposing concrete development plans in the sphere of niche tourism
- Ability to analyze good and bad examples from practice in this topic

### Learning outcomes

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

1. analyze the significance of tourism for regions, countries and localities
2. define niche tourism and the importance of niche tourism for a specific destination

3. know how to define at least five tourism niches
4. create a strategic marketing plan for the development of niche tourism in the destination
5. create a plan for the promotion of niche tourism through tactical and operational steps
6. to argue the purpose and goals of effective management of niche tourism

## Customer Relations

### Course objectives

- C1. Define the basic elements of the business process of managing relationships with clients - CRM
- C2. Adoption and application of basic sales strategies and elements of CRM
- C3. Identify the dimensions and implications of the relationship between the client and the advisor and choose communication techniques for successful communication with clients
- C4. Connect sales activities with other business functions, and sales management with the goal of securing market share.

The course is intended for students of undergraduate professional studies with the purpose of training for the future independent performance of management activities in the field of CRM.

### Learning outcomes

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

1. successfully distinguish general principles and processes in business relationships with clients in the environment, and develop different strategies for building relationships with clients.
2. create a matrix of elements of satisfaction and dissatisfaction between the advisor and the client in order to identify the impact on their mutual relations
3. devise innovative communication methods with the purpose of improving client relations using effective client access strategies.
4. propose effective business solutions in difficult customer relations, using advanced communication techniques, tools and approaches in CRM.

## Practicum D3

### Course objectives

The goal of the practicum (D1/D2/D3) is to enable the student to supplement the theoretical knowledge he/she has acquired or is acquiring in the teaching process, in order to be qualified for the labor market. During the practicum, students are introduced to specific jobs and tasks in the real sector, and certain segments of practice are explained to them, so during the implementation and realization of the practicum, we collaborate with various profiles of experts: from marketing agencies, digital agencies, public relations agencies, marketing agencies content, event management agencies and organizations operating in the field of *hospitality* industry. In this way, students are enabled to think critically and conceptually successfully implement integrated marketing communication in practice.

### Learning outcomes

1. organize the processes of an integrated marketing campaign with a focus on digital marketing and/or marketing services in the *hospitality* industry
2. create multidisciplinary teams
3. evaluate teams
4. determine contents for the needs of communication with the public
5. critically evaluate different communication tools
6. choose adequate media.



## Business Logistics

### Course objectives

Acquisition of concrete basic knowledge in logistics, in theory and practice

Application-oriented understanding of business logistics

Acquiring knowledge and skills about the structure of a modern business organization with special emphasis on the role of logistical support.

Training students to solve key problems of managing various organizational and logistical processes.

### Learning outcomes

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

1. analyze the term logistics, business logistics, the meaning of business logistics, the needs of introducing business logistics
2. compare logistics systems
3. to critically judge development trends in logistics
4. determine logistics subsystems, logistics task areas, logistics within business functions
5. discuss external and internal factors of modern business, entrepreneurial organization
6. rank the fundamental features of work processes as complex, dynamic and manageable systems
7. evaluate the management of logistics processes.

## Marketing in Tourism (subspec. MH)

### Course objectives

The goal of the course is to train students to research, create and evaluate a marketing plan for the purpose of selling tourist products and services to potential customers.

Abilities:

- Application of basic knowledge about analysis, planning, organization and control of the company's marketing activities
- Solution of concrete problems in practice.

### Learning outcomes

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

1. review the application of marketing theory in the tourism and hospitality industry.
2. explain the role of marketing in different organizations in tourism and hospitality.
3. use appropriate tools and techniques to design a marketing plan for a tourism or hospitality organization.
4. evaluate the role of new technologies in tourism and hospitality marketing and understand their use as channels of distribution and communication.
5. to appreciate the changing nature of global demand for tourism and hospitality, and therefore the importance of market research and regular development of new products.
6. obtaining, selecting and analyzing relevant data for marketing purposes.

## Challenges of Artificial Intelligence

### Course objectives

The aim of the course is to familiarize students with the basic concepts of computer science and robotics, which analyze, research and develop techniques and procedures related to the possibilities of embedding and applying intelligence in

artificial systems. To acquaint them with the area which, based on the latest scientific and professional, theoretical and practical knowledge and research, will be one of the most important areas of human creativity and development. Students will get to know the definition of the main and specific terms of this part of computer capabilities and the possibilities of current and future ways of communication in human society, but also the merging of digital and artificial intelligent systems with human needs and characteristics of conscious thinking and decision-making. The media and communication advances and achievements of AI development will be covered, as well as the development of future marketing campaigns, the digital and internet AI market, and the ethical and practical aspects of communicating with AI.

### Learning outcomes

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

1. analyze basic terminology related to AI, robotics, new aspects of digital and Internet reality
2. distinguish aspects and phenomena of AI in society, and analyze and evaluate causes and consequences in current and upcoming media and communication changes
3. critically reflect on the role and significance of artificial intelligence in relation to human society
4. evaluate analytical and creative abilities for the possible concrete application of new AI trends, and the application of ideas and knowledge in digital and marketing campaigns
5. judge the multiple possibilities of artificial intelligence.

## Quality Management

### Course objectives

This course will provide students with the necessary knowledge (theoretical and practical) to work in jobs that are directly related to client relationship management. In addition, the course will acquaint students with the concept and meaning of product/service quality, basic theoretical knowledge of respected quality gurus, quality improvement models, the role of quality management, methods and "tools" for quality management, quality control, audit, managerial quality management systems according to ISO standards (especially ISO 9001, ISO 14001, 22000). To prepare students to acquire enough knowledge and skills to be able to perform practical tasks in companies. Develop awareness of the meaning of quality systems, especially managerial management systems according to ISO standards, showing them examples of the positive impact of the implementation of the aforementioned systems on concrete examples from practice.

### Learning outcomes

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

1. to organize a strategy of relations with clients
2. determine the connection between relations with clients, quality and finally the effects of successful business
3. critically evaluate different information systems supporting customer relations and quality management
4. to express an opinion on quality management models
5. discuss customer relationship management and quality management.

## Digital Literacy

### Course objectives

The digital literacy course provides basic digital competences that are necessary for the high-quality application of technology when performing one's duties. In today's world, where digital technologies undoubtedly play an increasing role as a kind of intermediary, the skills and knowledge that support digital literacy have never been more important. Being digitally literate is therefore an imperative for everyone who really wants to participate in the modern culture of living today. In the 21st century, digital literacy is considered essential for academic learning, employment and lifelong learning.

The goals of the digital literacy course are:

- acquire skills in working with software tools for processing text, tables and photos, use of e-mail and Internet browsers, web browsers, applications used to create presentations and access online communication channels, as well as acquire all other practical knowledge that helps in accessing already existing digital content ;
- understand the security part when accessing online content through a search engine and develop critical thinking that will help distinguish important from unimportant, useful from useless, and know how to find information, evaluate it and finally use it effectively;
- create independent digital content and multimedia projects such as websites, presentations and short films.

### Learning outcomes

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

1. evaluate data and information, critically select suitable sources of information and edit, create and publish/share your digital content;
2. to recommend certain internet services and opportunities for learning, business and future development;
3. choose programs with regard to the license and prerequisites for installing the program;
4. compare data collection strategies according to the relevance and reliability of data sources and effectively analyze and display data and results with the selected program;
5. evaluate, compare and evaluate a specific multimedia project.

## Psychology of Behavior and Decision-Making in the Organization

### Course objectives

The goal of the course is to show the influence of individuals, groups and structures on behavior within business organizations in order to apply this knowledge to increase organizational efficiency. Developing the basic skills necessary for cooperation, understanding and motivating individuals and groups in the organization. Understanding human behavior in making personal and business decisions, recognizing and removing mental obstacles in making more optimal decisions. Show selected areas from positive psychology and its application to personal and organizational success.

### Learning outcomes

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

1. Learn to connect the characteristics of the members of the organization with the characteristics of the organization with the aim of better adaptation and work performance.
2. Recognize the fundamental factors that influence employee behavior and how to shape them.
3. Determine your own decision-making style, strengths and limitations
4. Learn to recognize mental shortcuts and cognitive biases that can hinder optimal decision-making in the organization and how to reduce their impact
5. Define motivation in the organization, encourage motivational work environments, learn the elements of an integrative motivational program
6. To develop the skills of personal strength (power) in the organization and its transformation into influence
7. Apply scientifically established methods of positive psychology at the personal and organizational level

## Geography of Tourism (subspec. MH)

### Objectives of the course

Examination of tourism as a global, national and local phenomenon, with economic, social and environmental effects. The emphasis of this course is on tourism as creating a destination. Topics include tourism theory, major tourist destinations, climate change impacts, media impacts, hosts, guests and local tourism.

Objectives:

- Understanding space and place in the context of tourism;
- Understanding of geographic concepts and theories of tourism;
- Understanding the application of geographic concepts and theories to real-world locations.

**Learning outcomes**

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

1. Demonstrate an awareness of geographic diversity through knowledge of different places and an understanding of the processes that shape them spatially and over time;
2. Combine the breadth of knowledge of geography with a specialized understanding (in terms of the geography of tourism);
3. Analyze real-world problems and policy applications using geographical concepts, skills and understanding;
4. Literature and secondary data sources: searching and retrieving information;
5. Critical and reflective reading, listening, thinking.