

PROFESSIONAL UNDERGRADUATE STUDY OF MARKETING AND COMMUNICATION

COURSE OBJECTIVES AND LEARNING OUTCOMES

The Fundamentals of Economics

Course objectives

By mastering the material of this course, students will master the basic concepts of economics that make up economic activity both at the level of the smallest economic entity and at the global level. They will study these concepts and processes at the level of households and companies (microeconomics), the state (macroeconomics) and through economic relations between the inhabitants of different states. In this way, they will acquire the ability to analyze the entire economic processes and apply the acquired knowledge to other professional areas. Acquired knowledge of economics provides the basis for studying a series of courses in the field of business economics, that is, enterprise economics and related disciplines.

Learning outcomes

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

1. Analyze basic economic concepts
2. Discuss the concept of a modern market economy and the role of the state
3. Formulate the law of supply and demand
4. Determine the types of costs and their impact on the company's result
5. Argue the movement of the most important microeconomic categories
6. Create macroeconomic goals of the country's economy
7. Formulate the role of fiscal, monetary policy and the central bank.

The Fundamentals of Management

Course objectives

The goal of the course is to enable students to understand managerial concepts and the complex role and tasks of management in modern organizations, given that the course provides a concise overview of the central topics faced by managers today. Equally, the goals of the course refer to the acquisition of knowledge about basic managerial functions, methods and ways of working and their application in solving management and business problems in complex conditions. As part of the course, attention will be paid to mastering and developing one's own potential and competencies for management analysis and performing managerial tasks at different organizational levels and in different organizations.

Learning outcomes

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

1. Analyze the basic concepts of management
2. Discuss managerial functions
3. Argue management theories and approaches
4. Rank management
5. Assess the management environment
6. To create the challenges of modern management
7. Organize socially responsible management.

Communication Studies

Course objectives

The aim of the course is to acquaint students with the basics of communication and public communication, types of communication (verbal, non-verbal), to teach them how to successfully use certain forms of communication in everyday life, as well as in public performances. Lectures provide students with an insight into the basics of communication and communication, from its beginnings and development to different forms of communication (interpersonal, intrapersonal communication, verbal, non-verbal communication) with an emphasis on types of communication in different fields of activity and other scientific disciplines. Analysis of the connection of communication with linguistics, psychology, sociology, anthropology (interdisciplinary or multidisciplinarity) and their interaction in everyday life. Through seminar papers and presentations, students will study in more detail different types of communication between subjects in society, as well as communication through different types of media (analysis of advantages and disadvantages of individual media).

Learning outcomes

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

1. distinguish basic communication terms,
2. to reconsider certain forms of communication,
3. to argue the interdisciplinary character of communication as a science,
4. judge the effects of communication on different areas of human activity (relationships with friends, relatives, acquaintances, business partners...),
5. come up with different persuasion strategies and analyze their effectiveness,
6. interpret the action of interpersonal communication in different contexts.

Media Communication

Course objectives

The aim of the course is to acquaint students with the main concepts related to media communication, the basic terms, structure and function of the modern media system and the basic settings of mass media (radio, television, print, internet), media content (violence, advertising, media stereotypes), media habits (what and how much we watch and why), media influences (harmfulness of some content, eg violence and advertising); social role and responsibility of mass media, changes in mass communication under the influence of new technologies; training for a deeper understanding of specific concepts and terms from journalism as theory and practice.

Learning outcomes

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

1. analyze basic journalistic terms
2. evaluate the phenomena of media and communication society
3. critically assess the role and significance of the products of the cultural and media industry
4. predict new media trends
5. propose commercialization, industrialization and globalization of the media
6. create mass media
7. organize work in media houses.

The Fundamentals of Marketing

Course objectives

The goal of the course is to gradually familiarize students with the basic principles of marketing, to point out the possibilities and limitations they will face in marketing activities, and to train them for theoretical knowledge and practical application of marketing. The exercises in the course refer to the concrete creation of a marketing plan based on the example of a Croatian product or service. In this way, students gain an insight into all types of marketing strategies and activities realized on the existing market.

Learning outcomes

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

1. analyze basic marketing terms and concepts
2. discuss the role of marketing in society and in organizations
3. adopt marketing knowledge and techniques
4. formulate concrete marketing problems
5. create a product life cycle
6. classify different forms of marketing
7. apply the philosophy of marketing thinking in your environment.

Methodology of Writing Seminars and Final Papers

Course objectives

The aim of the course is to introduce students with the basics of the methodology of creating scientific and professional work, to train them in the use of different research methods for the purpose of selecting and implementing some of them when creating the final work. In addition, students will become familiar with different citation styles and their application, which is necessary for the production of quality scientific and professional work.

Learning outcomes

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

1. distinguish scientific research from professional research,
2. check different sources in data collection (archives, libraries, databases, online sources),
3. distinguish two basic citation styles (European/Oxford and American/Harvard),
4. create a research plan,
5. compile different data collection methods in research (qualitative and quantitative),
6. formulate the obtained results.

Business Accounting

Course objectives

The aim of the course is to familiarize students with the basic elements of accounting, to familiarize them with the process and meaning, to understand the role and use of data.

Learning outcomes

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

1. analyze basic accounting terms
2. differentiate accounting processes
3. solve the accounting logic
4. judge accounting documents
5. determine the balance
6. judge the profit and loss account
7. formulate an accounting policy.

The Fundamentals of Entrepreneurship

Course objectives

The goal of the course is to encourage creative business thinking and train students to make concrete, market-based and profitable business (entrepreneurial) decisions.

Learning outcomes

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

1. create your own business plan
2. analyze basic theoretical concepts from the field of entrepreneurship
3. create your own business plans
4. develop self-employment
5. formulate the loan repayment calculation
6. plan depreciation
7. formulate financial indicators.

Business English 1

Course Objectives

The course aims to develop three basic components:

1. knowledge and skills of general English;
2. basics of oral and written business communication with an emphasis on the cultural diversity determined by language;
3. business terminology;

Learning outcomes

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

1. use and make use of professional literature in a foreign language.
2. be able to distinguish essential elements in a complex professional text.
3. develop the ability to express themselves concisely and clearly within professional topics and communication skills.
4. demonstrate through a contrastive approach that they are able to perceive linguistic and cultural differences that are manifested in different media.

The Fundamentals of Language Literacy

Course objectives

The aim of the course is to acquaint students with the basics of the orthographic and grammatical norms of the Croatian standard language, to make them aware of its public use while mastering the main features of the basic language levels: phonological, morphological, syntactic and partially lexicological.

Learning outcomes

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

1. analyze the features of the language standard.
2. differentiate the normative levels of the Croatian language.
3. check the grammatical structure of the sentence.
4. differentiate linguistic forms
5. argue language levels
6. determine grammar rules.
7. construct the differences between the functional styles of the Croatian standard language.

The Fundamentals of Video Game Development (Practice P1a, subspec. G)

Course objectives

The aim of the course is to familiarize students with the concept of video games as a new medium and their importance in the entertainment industry. Explore different interest groups and stakeholders within the gaming industry, and analyze the psychological factors that influence the behavior and experiences of players as the main stakeholders. Through lectures, discussions, case studies and practical exercises, students will gain a thorough understanding of the key elements and processes involved in game development through all the separate elements of game production itself. An additional goal is to gain a more detailed understanding of the stages of product production, including: coding, creating artwork, sound design, and video game design. All with the aim of bringing the video game industry closer to students to prepare them to enter one of the fastest growing creative industries.

Learning outcomes

1. Understand the concept of new media and its role in the development and distribution of games.
2. Identify and analyze the various interest groups and stakeholders within the gaming industry.
3. To analyze the psychological factors that influence the behavior and experiences of players in video games.
4. To explore the basic market factors that influence the development and success of a video game.
5. Understand the organizational structure and processes involved in game development studies.
6. Explain the elements and stages of the pre-production, production and post-production process.
7. Explore the processes needed to further develop a video game marketing plan.

MICE industry (Practice P1b, subspec. EM)

Course objectives

MICE, part of the tourism industry, (Meetings, Incentives, Conventions and Events/Exhibitions) is a legitimate industry, which accounts for as much as a quarter of total global travel, i.e. arrivals and foreign exchange inflows. Students will be introduced to the concept, meaning, importance and way of functioning of the MICE industry, from the theoretical framework to concrete examples.

Abilities: students will be able to provide an overview of the MICE industry, the importance of the MICE industry for tourism locally and globally, with a theoretical framework and a series of practical examples and exercises

- Solution of concrete problems in practice
- Ability to analyze good and bad examples from practice in this topic

Learning outcomes

1. make a plan for the performance of a specific MICE event.
2. recognize the importance of the MICE industry for the hotel industry and tourism.
3. analyze the effects of the MICE industry on the destination, know how to analyze "good" and "bad" events,
4. make a detailed analysis of the necessity of a certain event for a certain market.
5. promote the event according to all postulates of event promotion.

Public Relations

Course objectives

The goal of the course is to introduce students to how to establish and maintain relationships at all levels of social systems. To teach them everything about the field of public relations: how to define the basic concepts and how the practice takes place in different contexts.

To give them information about models that will help them understand concepts in practice, as well as introduce them to the problems of contemporary public relations.

To explain to students how public relations help to improve organizations and society as a whole. To teach them how to distinguish between public relations and marketing functions in organizations and how to distinguish related terms. To teach them how to use all the good prerequisites for success in public relations as a prerequisite for entry into the profession and success in it.

Learning outcomes

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

1. distinguish the concepts of public relations
2. differentiate communication with employees as part of the public relations function
3. adapt the communication of employees with journalists
4. argue the option of crisis communication
5. discuss the public relations model
6. evaluate public relations techniques
7. develop internal and external communication.

Promotion

Course objectives

The aim of the course is to train students to successfully master knowledge of specific activities, means and media necessary for successful and effective promotion of products, services and ideas, and to create the concept of integrated marketing communication, and to familiarize them with the characteristics of individual media and the needs of adapting messages to target groups, as well as media channels.

Learning outcomes

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

1. determine the importance of integrated marketing communication
2. choose and apply a promotional activity mix (IMK)
3. know how to determine the overall budget for the promotional mix
4. determine the importance and advantages of digital marketing
5. formulate project tasks (brief) for promotional campaigns.

Contemporary Business Communication

Course objectives

The goal of the course is to make students aware of the importance of oral and written culture, language, expression, verbal and non-verbal ways of sending messages, and to encourage them to think about personal appearance and appearance, to help them understand the complexity of the conditions of the business world, as well as to acquire competencies in writing business letters, presentations and negotiations.

Learning outcomes

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

1. analyze the specifics of business communication in an intercultural environment,
2. plan and lead a business meeting,
3. determine the specifics of the administrative functional style important for business correspondence,
4. effectively rank different types of business messages,
5. formulate a business letter,
6. judge presentation and negotiation techniques,
7. compile a resume in different formats.

Interactive Video Game Media (Practice 2a, subspec. G)

Course objectives

The goal of the course is to introduce students to the dynamic world of interactive video game media, focusing on the deep emotional connections between the game industry and its users. Students will explore the ways in which artistic disciplines shape game development, expanding beyond traditional boundaries to explore new possibilities in game design. Through a combination of theoretical frameworks, practical exercises and seminar projects, students will not only gain a deep understanding of the emotional impact of video games, but will also develop the skills and knowledge needed to create their own game design. During the course, students will learn to analyze and dissect the elements that contribute to emotional connections in video games, such as storytelling, character development, and environment creation. It will explore the role of visual art, music, narrative writing and sound design in fostering these connections, and how these artistic disciplines can be used to create impactful gaming experiences.

Learning outcomes

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

1. Identify and evaluate emotional connections in video games, understanding how they affect player experiences and engagement.
2. Analyze the artistic elements of video games, including storytelling, character development, visual design, sound design, and music.
3. Apply multidisciplinary approaches to video game development, integrating different artistic disciplines to enhance media interactivity.
4. To reflect on the ethical, social and cultural implications of the medium of interactive video games, taking into account the wider impact of games on society.
5. Generate innovative ideas and concepts for interactive media projects, using artistic disciplines outside the framework of traditional game development.
6. Effectively present and communicate creative ideas and projects, using appropriate terminology and techniques.

Design and Production of Event Experience (Practicum 2b, subspec. EM)

Course objectives

- Acquaint students with the process of event design and production.
- Develop abilities to plan and execute events with a focus on the participant experience.
- Train students to manage various technical, logistical and financial aspects of the event.
- Develop creative skills to create innovative and interactive experiences.
- Encourage analytical and critical thinking about the impact of design on event participants.

Learning outcomes

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

1. Understand the basic elements of event design and production.
2. Apply design theories in creating the participant experience.
3. Plan and coordinate all aspects of event production, including space, technical equipment, logistics and human resources.
4. Recognize challenges and offer creative solutions in event design.
5. Critically analyze and evaluate events from the perspective of the participants.

Student Practice

Course objectives

The goal of the course is for the student to acquire practical knowledge and skills that enable him to complement the theoretical knowledge he has acquired or that he acquires in the teaching process, and which through professional practice he learns to apply in the teaching work environment, which qualifies him for work on the market. Equally, the goal is for the student to be involved in the day-to-day work and activities of the organization in which he is doing his professional practice, and through the daily tasks he receives from the mentor, he learns to solve problems and critically approach tasks within the given deadline.

Learning outcomes

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

1. compile a schedule of work during the entire internship
2. create work materials for the execution of work tasks in marketing or communications.
3. formulate the written form of the material within the given deadline
4. explain the steps in creating promotional campaigns for a specific event or product.

Direct Marketing

Course objectives

The aim of the course is to familiarize students with direct marketing, the basic feature of which is direct interactive communication (between the product/service provider and the customer), which has become the *conditio sine qua non* of the success of an economic entity that wants to get closer to the consumer and satisfy his needs and wishes.

Learning outcomes

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

1. develop concepts of direct interactive communication (between the product/service provider and the customer)
2. analyze new interactive media
3. create offers with different marketing approaches
4. come up with different direct marketing policies
5. formulate direct marketing channels
6. develop direct marketing campaigns
7. evaluate and argue direct marketing campaigns.

Crisis Communication

Course objectives

The aim of the course is to acquaint students with the theoretical concept of organizational (corporate) crisis, characteristics, causes and types of crises, fundamental determinants of crisis management, crisis communication, crisis relations with the media and other activities that are carried out in the three phases of a crisis, as well as their concrete application in the practical operation of the organization.

Learning outcomes

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

1. analyze a specific crisis event
2. discuss the main characteristics and importance of crisis management;
3. choose crisis management activities within the three basic phases of the crisis;
4. judge the specifics of communication before, during and after the crisis;
5. plan the communication preparation of the organization for the crisis
6. apply the best practices in the functioning of the organization's crisis team;
7. connect the basic abilities of a crisis communication manager.

Digital Business and Digital Consumer

Course objectives

The course is designed to introduce students to contemporary trends in business, with an emphasis on the impact of new technologies on the development and construction of business. The emphasis of the course is on the communication and marketing perspective of these changes, with the aim of providing a clear theoretical and methodological framework that is needed to understand the role and mechanisms of modern marketing and communication tools and models in the modernization and digitization of business. Through the course program, students will become familiar with the dominant trends of digital business transformation, models and tools of digital business and marketing, as well as basic strategic approaches to digital business and digital consumers.

Learning outcomes

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

1. Understand the demands of the digital economy and the business challenges that arise from it
2. To detect how customers approach decision-making when shopping offline compared to online shopping
3. Set the basic guidelines and requirements for digitization of companies and their operations
4. Define the fundamental brand attributes that are needed to create a brand identity
5. Differentiate user experience and shopping experience in the context of business and digital strategy

6. Recognize the most important digital marketing models and their application in different business conditions
7. Recognize the most important digital tools and their application in different business conditions
8. Set the basic methodological and strategic framework of the digital marketing strategy.

Integrated Communications in Contemporary Public Relations

Course objectives

The main goal of the course is to acquaint students with the forms of integrated communication and their application in today's public relations. By acquiring knowledge that will be based on theoretical frameworks and examples from practice, students will be trained to independently create comprehensive communication plans, implement them and analyze their success.

Learning outcomes

1. Define the basic terms and techniques of integrated communication in contemporary OSJ
2. Valorize the influence of individual communication channels
3. Create and manage integrated communication campaigns in OSJ
4. Recognize the potential and risks of different communication processes
5. Apply the entire integrated communication strategy
6. Evaluate and evaluate the success of communication campaigns in accordance with the set goals
7. Build basic competencies for critical reflection, positioning and implementation of communication strategies.

Digital Image Processing

Course objectives

The course will provide students with advanced knowledge in the field of word processing and basic knowledge in image processing. Students will learn concepts related to graphic design, use of color, apply knowledge of graphics and graphic tools (programs for processing digital images) and image and text processing methods. The aim of the lectures and exercises is to acquire knowledge and understanding, the process of creating documents and publications with the help of computers, text formatting, the basics of computer graphics and image processing, and the integration of text and images.

Learning outcomes

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

1. distinguish between different functions in Microsoft Word
2. solve word processing using Microsoft Word
3. choose the text formatting option and rearrange the text document
4. create an advanced text document
5. solve image processing using GIMP
6. edit the image using GIMP
7. create graphics using GIMP.

Introduction to International Relations

Course objectives

The aim of the course is to acquaint students with the basic terms related to international political, economic and security relations, basic features, political institutions and individual policies of the UN, the European Union and the NATO alliance,

as well as the processes that take place at the global and various regional levels and that affect Republic of Croatia, but also on the sustainability of the global political-economic-security system.

Students will become familiar with the subjects of international relations and learn to recognize and define the contents of international political, economic and security relations, their most important factors, and the fundamental features and influences of the globalization process.

In addition, after taking the course, students will be able to describe and define fundamental global challenges and problems, their regional reminiscences, as well as factors that affect the sustainability of the global system. Students will be able to independently and critically observe and recognize (by analyzing and synthesizing) the processes covered by the name international relations, understand them, communicate them and interpret them authentically.

After completing the course, students will acquire competencies that will enable them to more easily evaluate economic and political developments on the international scene, which will enable them to conduct analyzes in the field of international relations.

Learning outcomes

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

1. analyze the issue of international relations
2. discuss the complexity of contemporary international relations;
3. judge the most important actors of diplomatic relations;
4. to review the basic terms related to diplomacy and diplomatic relations
5. evaluate economic diplomacy;
6. judge the features and impacts of the globalization process;
7. to classify the lines of international relations in the area of Southeast Europe
8. formulate knowledge related to the political institutions of the European Union and the NATO alliance.

Forms of Media Communication – Practicum

Course Objectives

The course aims to introduce students to the characteristics of print and electronic media, to train them to understand and use the basic genres of print and digital communication, and to work in the media in general. Students will also improve and develop the professional skills of journalists employed in the media during the practicum, through exercises simulating work in the editorial office of a print media outlet.

Learning Outcomes.

Learning Outcomes

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

1. analyze the functions and characteristics of print and electronic media
2. organize the roles and responsibilities of individual media employees (management, editorial staff)
3. discuss the importance and elements of journalistic (publicistic) style
4. defend a journalistic position
5. argue for individual forms of journalistic (media) communication
6. classify different journalistic genres.

Introduction to Video Game Marketing (subspec. G)

Course objectives

This course provides insight into video game marketing research and its impact on game development. Students will gain a comprehensive understanding of marketing's impact on video game success, including the 4P framework (Product, Price, Promotion and Place). The course will cover various marketing strategies and tactics used in the gaming industry, such as

market segmentation, communication channels, direct marketing, user acquisition and community management. Additionally, students will learn about event management, content creation, and influencer relationships as essential components of effective video game marketing. Through lectures, case studies, and hands-on exercises, students will develop a comprehensive understanding of video game marketing and its impact on game success.

Learning outcomes

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

1. Understand the role of marketing in the video game industry and its impact on game development.
2. Analyze and evaluate the impact of the 4P framework (product, price, promotion and place) on video game marketing strategies.
3. Identify and evaluate different market segments and target audiences in the video game industry.
4. Recognize and apply different communication channels for effective video game marketing.
5. Develop and implement direct marketing strategies, including event management, content creation and influencer relations.
6. Research user acquisition techniques and analyze their importance in driving game sales.
7. Understand the principles and best practices of community management in video game marketing.

Interactive Marketing Tools (subspec. G)

Course objectives

Games are not just products, they have to have an ecosystem to fix them. Like any famous person today, it is necessary for games to have their own social channels with active and adequate membership in order to spread the word as much as possible about their game. The goal will be to identify which interactive social channels to focus on and how to attract as large an audience as possible.

Learning outcomes

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

1. Identify adequate social channels
2. See the advantages and disadvantages of algorithms
3. Use algorithms to effectively grow your audience
4. Identify quality and adequate content for interactive media
5. Insight into the content creation process
6. Evaluate the advantages and disadvantages of certain interactive media.

Tourism Policy and Development

Course objectives

The aim of the course Tourism Policy and Development is to familiarize students with the concepts of tourism, development and tourism policy, at a level appropriate for studying at the Marketing and Communications graduate study. Also, the aim of the course is to acquaint students with the historical development and contemporary meaning of tourism, as well as the most important tourist contents, tourist resources and forms of tourism. Students are introduced to the factors of competitiveness and attractiveness of tourist destinations and contemporary challenges to tourism, such as safety, the role and importance of carrying capacity, overbuilding and pollution. Also, the goal of the course is to achieve the stated learning outcomes.

Learning outcomes

1. Describe and define the meaning of basic terms related to tourism;
2. Describe and define the meaning of basic terms related to tourism policy;
3. Analyze the historical development of tourism in the world and in Croatia;
4. Analyze the contemporary meaning of tourism in the world and in Croatia;
5. Compare and differentiate the most important tourist attractions;
6. Analyze the basic principles of tourism economics;
7. Analyze factors of competitiveness and attractiveness of tourist destinations;
8. Interpret trends in contemporary tourism.

Global Issues in The Travel Industry and E-tourism (subspec. EM)

Course objectives

Students will be introduced to the concept, meaning, and importance of tourism, which from a niche for the elite becomes a mass and important phenomenon, with every 10 inhabitants of the planet employed in tourism. The way of online promotion, booking, sales, analytics of travel agencies, accommodation capacities and destinations will be analyzed and defined. The influence of OTAs (online travel agencies) and issues related to tourism: excessive tourism, tourism as a monoculture, etc. Abilities: students will be able to understand the importance of tourism in general and the way of online distribution in tourism and be able to recognize some of the global issues concerning tourism.

- Ability to analyze all the current good and bad effects of tourism on the community
- Understand the functioning of today's digital tourism.

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 "e", i.e. digital tourism and the importance of digital tourism by destination, accommodation capacity, travel agency
3. know how to analyze good and bad examples of digital business in tourism
4. create a strategic marketing plan for the development of digital tourism for a tourism entity
5. be able to recognize some of the leading issues that plague the tourism industry globally, by topic and by region
6. argue the purpose and goals of effective management of digital tourism

Relations with the Media

Course objectives

The aim of the course is to acquaint students with the basics, techniques and instruments of media relations, understanding of the functioning of the mass media and the process of media relations, the use of instruments in media relations and the skills of making a statement to the media.

Learning outcomes

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

1. define and describe the basic concepts of relations with the media
2. describe the role and responsibility of the spokesperson
3. recognize the importance of successfully planning and organizing meetings with the media
4. use the skill of harmonizing all the elements needed to successfully make a statement to the media
5. use media relations instruments to distribute materials that will enable regular and proactive relations with the media.

Introduction to Digital Marketing

Course objectives

This course is designed to introduce students of the undergraduate professional study of marketing and communications to basic functionalities and concepts related to digital marketing, primarily digital advertising. Through the course program, they will become familiar with the terminology used in digital advertising analytics, the historical development of tools for digital analytics, and ways to measure the effectiveness of advertising campaigns.

Lessons include exercises through practical examples and case studies with guest experts.

Learning outcomes

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

1. analyze basic and advanced metrics of digital advertising (internet, online advertising)
2. to determine who the website visitors are and what their socio-demographic characteristics are
3. classify the behavior of visitors from different devices (desktop computers / smartphones)
4. evaluate which content or topics visitors prefer
5. plan micro and macro conversions through advertising goals
6. develop the basic channels of digital (online) advertising
7. judge software platforms as a source of ideas for content creation.

Information Technologies in Business

Course objectives

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

Objectives of the course:

- describe how information and communication technology (ICT) affects the operations of modern companies;
- by means of an example, show how the company's business itself changes with the use of ICT;
- train students for independent and advanced computer work, while using the Microsoft operating system and Office tools;
- to explore business via the Internet and its perspectives and possibilities and
- use available databases on the Internet to search for business information.

Learning outcomes

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

1. analyze the structure of the company's information system
2. review the real situation and needs for information literacy;
3. discuss the impact of information technologies on people and society;
4. determine the basics of modern information and communication technology;
5. differentiate different models of electronic business
6. construct a way of obtaining information through available databases.

Product Development and Design

Course objectives

The aim of the course is to train students to manage the activities of development and design of products and services or brands within the marketing mix. The process of making decisions on the development of products and/or services, as well as the management of brands of products and services, is specially addressed. Students are introduced to the concept of

design, and product and packaging design as important elements of its differentiation on the market; the concept of design management (design management) as a possible approach in strategic management is clarified. Active participation and teamwork are encouraged in the teaching.

Learning outcomes

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

1. analyze the characteristics and market properties of the product,
2. to review the opportunities and possible conceptions of product development,
3. create briefs for *designers*,
4. plan the life cycle
5. manage products and brands depending on their life cycle
6. develop a design
7. select design teams.

Business Finance

Course objectives

The aim of the course is to acquaint students with the system of analysis, assessment and decision-making within the framework of business finance, both at the company level and at the macro-level of the market. The goal is to train the student for prudent decision-making in terms of financial culture.

Learning outcomes

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

1. calculate personal finances;
2. review investments in funds and required returns - investment plans;
3. judge financing policy and dividend policy;
4. manage liquidity and liquid assets;
5. propose instruments of financial analysis and control;
6. identify the basic economic categories related to the credit-monetary and banking system.

Electronic Media

Objectives of the course

The aim of the course is to understand the purpose and role of various electronic media in modernity. An insight into the historical development of the media and their essence, as well as the acquisition of knowledge about the specifics of communication and information transfer of modern electronic media with the public. Getting to know the basic content differences (*diferentia 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 successful completion of the course, the students will be able to:

1. analyze public, commercial and independent electronic media
2. discuss genres and manipulation techniques
3. suggest the level of media literacy
4. to argue the role and mode of operation of individual electronic media in society

5. create the necessary skills to use electronic media for professional purposes
6. judge the existence of the Electronic Media Pluralism Fund
7. connect the basic frameworks of media legislation.

Rhetoric

Course objectives

The aim of the course is to familiarize students with the theory of public speaking so that they are able to express their thoughts and attitudes clearly, persuasively and precisely through public speaking skills. By analyzing concrete examples, they will get to know contemporary rhetorical genres and figures and master the necessary rhetorical skills, especially multimedia presentations of business messages.

Learning outcomes

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

1. analyze basic rhetorical terms
2. discuss the basic types of speech
3. to differentiate the speaking skills of individual speakers
4. to represent their own views
5. evaluate the interlocutor's judgment
6. create different multimedia for the purpose of rhetoric
7. recognize and consciously use the method of controlling affective expressions and non-verbal messages.

Marketing Services

Course objectives

Through the "Service Marketing" course, students are introduced to the specifics of service marketing and its significance for the successful operation of companies and the service sector as a whole. The aim of the course is to understand the key elements for shaping the marketing strategy of a service company. During the exercises, students learn which marketing to apply and in what way through the example of an existing service company of their choice, or they try to design a marketing campaign using the example of a service that does not yet exist.

Learning outcomes

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

1. break down the goals and areas of service marketing
2. evaluate ethical dilemmas in service marketing applications
3. to plan the concept of the marketing application plan in the service sector
4. evaluate the quality of service
5. analyze the service
6. create a service
7. propose techniques and tools in the practice of applying the scope of service marketing.

Corporate Culture

Course objectives

Students are introduced to the interpretation of the basic elements of corporate culture that shape the processes of interaction of members within the organization, as well as cooperation with the cultures of other organizations in the environment.

Also, the aim of the course is to acquire knowledge about the importance, roles and tasks of corporate culture, to get acquainted with the basic concepts, theories and functions of corporate culture. As corporate culture is a system of values, beliefs and customs, corporate culture is the process of forming values that are managed and modeled systematically.

Learning outcomes

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

1. analyze the elements of corporate culture and key concepts related to organizational processes: management, organizational structure, functions and resources of the organization
2. evaluate the importance of corporate culture for the success of the company's results
3. propose the best and most powerful theories for the quality development of corporate culture
4. distinguish between intra- and interorganizational factors that influence organizational processes
5. explain the role and importance of management in achieving business results, determine the levels of management and their role
6. critically assess the role of conflicts, changes and organizational culture on the organization.
7. develop a way of making decisions.

Creative Writing (subspec. G)

Course objectives

Writing good "copy" today in the sea of campaigns is a real skill, so the goal of this course is to familiarize students with the process of creative writing (copywriting) and to master techniques that can prepare them for challenges in the creative process. Give them an insight into the work of a creative agency and through field work and prepare them for working with clients, teach them that proper communication and understanding of briefs and strategies are an important part of every creative process.

Learning outcomes

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

1. identify the concept of creative writing
2. recognize writing techniques and eliminate creative blocks
3. apply specific writing styles for different media
4. assess and anticipate the media framework before starting to write a creative campaign
5. classify the target group for a particular campaign
6. evaluate and categorize the task through creative strategy.

Food and Beverage Management (subspec. EM)

Course objectives

Students will be introduced to the concept, meaning, and importance of well-designed, implemented and managed F&B management (food and beverage management) in the tourism and catering industry. Creation of F&B business strategy, operational business, promotion and sale of F&B services.

Abilities: students will be able to understand adequate food and beverage management in hotels, restaurants, resorts, special events.

- Create an F&B strategy plan

- Know how to develop an F&B strategy plan into operational and tactical steps

Learning outcomes

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

1. analyze the importance of quality F&B management
2. define F&B goals for the operation of a certain F&B outlet
3. know how to create an F&B plan for a specific outlet - promotion and sales
4. know how to create an F&B plan for a specific outlet - operational implementation
5. know how to define and name the basic culinary terms and staff responsibilities, from managerial to operational
6. know how to arrange food costing (internal and external price of meals and drinks) in hotels and restaurants

Business and Communication Ethics

Course objectives

The goal of the course is to enable students to gain insight into business ethics, public relations ethics, and journalistic ethics through an interdisciplinary approach to ethics as a philosophical discipline, economic policy, business practice, and the profession of public relations and media. Students will face issues of fair and natural business, recognition of unethical behavior in business, and implementation and coordination of the activities of a business organization, taking into account the interests of both the owner and other stakeholders (employees, clients, etc.). Issues such as the common good, social principles, moral business, social responsibility and setting, applying and violating ethical codes of organizations are the key topics of this course. In the second part of the course, students will learn about the ethical norms of business such as professional values, expertise, integrity, advocacy, independence, loyalty and fairness. Students will be familiar with valid international and national ethical codes of professions.

Learning outcomes

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

1. analyze issues of business ethics
2. discuss the organization's rights and ethical code
3. differentiate ethical norms
4. judge corruption
5. formulate moral principles of business
6. develop a socially acceptable business
7. formulate human rights.

Media Production and Digital Technologies (Practicum)

Course objectives

The aim of the course is to acquaint students with the production process of creating media content for different types of media in a digital environment. Students will learn about the use of modern information and communication technologies in the production of media content, which will ensure an understanding of the complex process of creating media content (from idea to realization). Furthermore, after taking the course, students will be able to recognize different media genres and to independently process and edit media content.

Learning outcomes

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

8. create media content for different types of media
9. examine different data sources
10. apply different forms of journalistic expression
11. argue the news selection process
12. select key audiences for presenting media content
13. organize media content into a meaningful whole (product)
14. evaluate the key elements of media production.

Community Management (Practicum P3a, subspec. G)

Course objectives

This course provides an insight into the field of community management in the video game industry and its key impact on the long-term success of games and studios. Students will gain a comprehensive understanding of how to build, develop, and maintain a community of players, with an emphasis on communication strategies, moderation, engagement, and user feedback. Through lectures, case studies, and hands-on exercises, students will develop a comprehensive understanding of the social impact on video game development and the success of the game's marketing.

Learning outcomes

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

1. Explain the role of community management in the video game industry and its impact on the success of games.
2. Analyze different types of player communities and select appropriate communication channels.
3. Apply community engagement strategies through moderation, interaction and user content.
4. Plan and implement online and offline events for the development and strengthening of the community.
5. Develop cooperation strategies with influencers and content creators.
6. Apply best practices for crisis communication and community management.
7. Evaluate the success of community management activities using relevant metrics.

Event and Project Management (subspec. EM)

Course objectives

Students will learn the concept, meaning, importance, implementation and monitoring of project and event management, from the theoretical framework to concrete examples.

Abilities: students will be able to create a project plan and event management plan

Solution of concrete problems in practice from the sphere of project and event management

The 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 the event for a specific branch of business and/or destination
2. define project goals
3. create a specific project execution plan (project plan)
4. create an event plan
5. distinguish management principles
6. argue the purpose and goals of management and event management.

Strategic Management

Course objectives

The aim of the course is to learn the basics of strategic management of an organization. Strategic management of an organization is a complex undertaking that begins with a key question: why are certain companies more profitable than others? The course will require you to consider this issue by integrating knowledge from previous courses, while simultaneously learning and applying new management principles, concepts, methodologies, etc.

Learning outcomes

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

1. analyze the concepts of strategic management
2. compare different management tools
3. differentiate competitive advantages
4. propose corporate strategies
5. rank strategic management alternatives
6. develop cooperative strategies
7. create a strategic audit for the company.

Market and Public Opinion Research

Course objectives

The aim of the course is to acquaint students with the organizational structure of market research and marketing policy. To convey to students basic theoretical and practical knowledge about modern methods of market monitoring and research, as a basis for making business, and especially marketing, decisions.

Learning outcomes

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

1. break down the terms of market research
2. discuss research methods
3. argue the selected research method
4. distinguish between market research methods
5. collect data necessary and sufficient for research
6. organize market research
7. classify the results of market research.

Consumer Behavior

Course objectives

The goal of this course is to provide students with useful managerial knowledge about consumer behavior, that is, to acquaint students with the nature of the fundamental market subject - the consumer in the circumstances in which he makes his decisions.

Learning outcomes

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

1. analyze the concepts of consumer behavior
2. discuss ways of researching purchasing decisions as well as post-purchasing behavior
3. choose the consumer motive option
4. argue for making purchasing decisions

5. predict a model of consumer behavior
6. determine consumer priorities
7. develop a philosophy of consumer behavior in their environment.

Business Marketing

Course objectives

The Business Marketing course introduces students to the basic characteristics and specifics of marketing on the market of business entities and the public sector.

Learning outcomes

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

1. analyze the terms of business marketing
2. compare business marketing in different types of industries
3. differentiate business marketing of services from business marketing of products
4. perform market analysis using various methods
5. judge the economic and social role of business marketing
6. plan the marketing mix and determine the market research tools.

Personal Branding

Course objectives

The aim of the course is to acquaint students with the theoretical framework and techniques and tools through practical tasks in public relations applicable to an individual. Through the courses, students will be familiar with the legalities of individual media in order to be able to strategically position an individual in the public space with the goal of personal branding as successful as possible. One of the key factors of strategic positioning is the recognition of the industries in which the individual operates, and students will be given the knowledge needed to adapt to them. The course includes an introduction to protocol as one of the important segments of personal relations with the public (especially important in political communication). During the course, the importance of using digital channels of communication in personal branding will be pointed out, which must be part of the media mix.

Learning outcomes

1. Define the basic terms of personal branding
2. Analyze media formats for the purpose of personal branding of an individual
3. Implement the process of creating a personal branding strategy
4. Propose a communication plan for personal branding
5. Explain an exemplary protocol in personal OSJ
6. Apply personal branding techniques through digital communication channels.

Political Communication

Course objectives

The aim of the course is to get acquainted with the basic terms, concepts and theoretical approaches in the framework of political communication, and to acquire relevant information related to the phenomenon of political communication. Through the course, students will gain knowledge about actors of political communication, instruments, effects of political communication, media-communication channels, and become familiar with the relationship between political

communication and important cultural and social processes such as globalization and modernization. Political communication will be studied through communication in election campaigns, executive and parliamentary power, judiciary and other segments with an emphasis on Croatian practice. After completing the course, students will acquire the skills necessary for political communication and participation in socio-political processes.

Learning outcomes

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

1. analyze knowledge about key terms, theoretical concepts and relevant social processes for purposeful communication in politics
2. review important information related to the historical development of political communication in our country and the world
3. judge political communications as their future professional activities in the media or public relations, or in state or local administration
4. propose skills for conducting election campaigns, political rhetoric, and other segments of political communication
5. develop practical skills for working in the media, PR and marketing agencies, political parties, international organizations and institutions for political communication.

Business Statistics

Course objectives

Through the Basic Statistics course, students are introduced to the basic knowledge of statistical methods used in economic disciplines such as accounting and finance, as well as in business research. Students adopt a critical attitude towards the statistical way of reasoning, considering the limitations, which are immanent in statistics as a science.

Learning outcomes

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

1. analyze basic statistical methods
2. calculate statistical characteristics
3. calculate sample
4. evaluate the statistical model
5. formulate a time series
6. construct a prognostic model
7. create solutions using statistical software support.

Business Information Management (Business intelligence)

Course objectives

Business intelligence (Organization of knowledge of business information) is a course focused on making decisions based on information or knowledge. The course introduces students to the importance of business information in modern business and decision-making processes (processes, techniques and means for collecting and processing business information), their interpretation or conversion into business analyzes (knowledge) and the distribution of these analyzes to business policy makers and business decision-makers (management). In other words, the course provides students with basic knowledge about the concept, content, model, process and system of *business intelligence*, which has become/is becoming an integral part of business thinking, business culture, and business policy in modern companies. The aim of the course is to teach students to understand the importance of information in the business process and to learn to collect, interpret, use and keep it in the interest of achieving the company's business success as well as its business security. The goal is, in fact, to understand the *business intelligence process* (*business counterintelligence*), its products and its role in company management, but also

to develop the ability to organize and manage the *business intelligence process* and use its end products. College of *Business Intelligence* (business information) therefore has a conceptual and application goal.

Learning outcomes

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

1. break down *business intelligence*
2. to distinguish business information security (*business counterintelligence*)
3. evaluate *business intelligence*
4. examine business information gathering techniques
5. discuss the meaning of business information
6. create business analyzes based on business information
7. *business intelligence* models in EU member states
8. *business intelligence* models in different types of economic systems in the world.

Marketing in Culture

Course objectives

Culture contributes to the spiritual development of each individual, but also to the economic development of society as a whole, and analyzes and encourages the solution of social problems. The aim of the course is to train students for the specifics of marketing in various areas of culture: for independent observation, planning and implementation of marketing in cultural projects; for noticing the necessity of applying marketing for the successful operation and implementation of various programs of institutions in culture, as well as extra-institutional cultural projects.

Learning outcomes

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

1. compare the differences between the marketing of profit and non-profit organizations
2. choose strategies and marketing plans for cultural projects and programs
3. discuss services in culture
4. judge new media in culture
5. propose cooperation models
6. manage specific products and services of cultural organizations
7. adapt marketing tools to the specific needs of the non-profit sector.

Databases

Course objectives

Objectives of the course:

- Acquaint students with examples of databases that surround us;
- Describe the way the database is designed as a key part of its development;
- Explain and show how the program for creating Microsoft Access databases works;
- Use queries, forms and reports when creating and searching the database.

Learning outcomes

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

1. break down the concepts of database, file, entity/attribute, primary key

2. differentiate queries, reports, macros and modules using Microsoft Access
3. construct various queries and reports on the database and connect various tables in the database using Microsoft Access
4. formulate different types of fields that are used when working with the database and
5. create a simple database in Microsoft Access.

Negotiation Skills

Course objectives

The aim of the course is to acquaint students with negotiation techniques in a modern business environment. Successful negotiation is the key to business and life success; negotiation is a component of everyday life, so it is necessary to familiarize students with negotiation tactics, but also train them to use negotiation skills. The aim of the course is to develop the skills and tools necessary for successful negotiation, to master negotiation skills, negotiation techniques and negotiation rules. Through constant simulations of individual cases in which negotiation is necessary, train students for independent negotiation processes. Students will be able to demonstrate the learned skills and tools in their projects, which they will exhibit and present.

Learning outcomes

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

1. define and differentiate the goals and areas of business negotiation
2. to critically judge ethical doubts in negotiation
3. choose techniques and tools in the negotiation process
4. argue the stages of negotiation
5. classify seller-buyer relationships
6. independently plan and lead negotiation processes.

Media Training

Course objectives

The aim of the course is to familiarize students with the theory of public speaking so that they are able to express their thoughts and attitudes clearly, persuasively and precisely through public speaking skills. By analyzing concrete examples, they will get to know contemporary rhetorical genres and figures and master the necessary rhetorical skills, especially multimedia presentations of business messages.

Learning outcomes

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

1. create a personal communication style
2. develop communication skills to the level of unconscious competence
3. raise your own level of media literacy
4. skillfully represent one's own views, sovereignly command non-verbal language and understand non-verbal messages
5. carry out a deliberate public performance, successfully managing the topic and time of the public performance.

Creative Thinking (Workshop)

Course objectives

The aim of this course is to explore the participants' own creativity through an interdisciplinary approach. Starting from the theory, various approaches to creative thinking will be applied through exercises and workshops, and teamwork with possible application in various disciplines. Students will learn techniques for developing original thinking that can be used in a variety of business situations, from designing creative advertising strategies to creative managerial management of a company. The application of creative managerial management will be explored through business case analyzes and guest lectures.

Learning outcomes

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

1. distinguish various creative techniques
2. value creativity in business situations
3. apply creative thinking in various fields
4. independently plan design thinking methods.

Direct promotional channels in gaming (technology and theory; subspec. G)

Course Objectives

Identify and classify promotional channels based on effectiveness in relation to direct promotion of games and/or similar works on the internet. The aim of the course is to encourage critical thinking and statistics in order to best identify which promotional channels to use and how to best utilize them in today's digital age.

Learning Outcomes

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

1. Critically analyze appropriate promotional channels for individual games
2. Learn current industry best practices
3. Identify and mitigate negative effects of audience in gaming
4. Create campaigns that are appropriate for a particular project
5. Learn the history and future of game promotion.

Business Planning

Course objectives

The aim of the course "Business Planning" is to identify and analyze different types of plans and show their mutual relationship; understand the importance of periodically revising plans to ensure they are up-to-date in the light of any new developments.

Learning outcomes

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

1. check the plans
2. discuss business plans
3. determine the mutual relationship between business plans
4. predict the business environment
5. formulate the importance of periodic revision of business plans.

The Fundamentals of Corporate Communication

Course objectives

Acquaint students with the basics of corporate communication in medium and large organizations, define the environment in which they operate, explain the specifics of corporate relations with the media, internal communication and public affairs. Attention will also be paid to strategic communication, the four-phase planning process and the creation of a communication plan that includes the implementation of various tools and techniques in public relations.

Learning outcomes

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

1. describe and explain different conceptualizations and organizational structures of corporate communication.
2. distinguish between goals and implement internal and external communication instruments.
3. explain relations with different groups of stakeholders and approaches and models of communication with them.
4. apply techniques and tools of corporate media relations
5. design and create a communication plan.

Social Media Marketing

Course objectives

Social media marketing (SMM) is a set of marketing methods that generate publicity using tools such as social networks, blogs and microblogs, forums, news generators, RSS feeds and various other web sites. It is significant due to a number of specific advantages expressed through low usage costs and the possibility of interactive communication. Basically, it is about significant advantages over other forms of communication, which result in its greater use in all areas of social and economic activity.

Students will be introduced to numerous internet marketing tactics, such as user experience design, content management, dynamic pricing, online sales and distribution, *search engine* marketing and the use of social media in marketing communication. Special emphasis was placed on the new role of consumers in the digital environment (*prosumers, co-creators of value*), the growing importance of mobile marketing and measuring the effectiveness of online marketing (*digital analytics*).

The purpose of the course is to enable students to upgrade their existing marketing knowledge through familiarization with trends in the field and their specifics of analysis, planning and implementation of marketing activities.

Learning outcomes

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

1. analyze the roles of modern media in overall marketing management
2. compare similarities and differences in traditional and digital environments
3. rethink the roles of social media as a new marketing tool
4. develop social media as a market research tool
5. judge good company promotions with the help of digital media
6. predicting situations, setting goals, defining strategies and choosing Internet marketing tactics
7. formulate which elements of the environment affect e-marketing.

International Marketing

Course objectives

The course explains international marketing as a complete business process that takes place on the international market and its importance for business operations in today's conditions of globalization. During the exercises, students create an international marketing plan based on the example of a Croatian company that exports its products to foreign markets, thus becoming familiar with the specific international marketing environment and marketing strategies.

Learning outcomes

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

1. manage marketing activities in an international environment
2. to argue the market principle at the international level in the business of companies at the level of lower and middle management
3. adopt marketing knowledge and techniques for solving specific marketing problems based on examples from practice
4. get to know the technological environment
5. formulate a philosophy of marketing thinking in an international environment.

Marketing Management

Course objectives

The aim of this course is to train students to carry out analysis for the purpose of developing a strategic marketing plan and to know how to choose the most appropriate marketing strategy; developing skills that help introduce, evaluate and control marketing activities and strategies.

Learning outcomes

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

1. assess market opportunities by analyzing customers, competition, participants, context, and company strengths and weaknesses.
2. create an integrated marketing plan.
3. differentiate quantitative and qualitative analysis.
4. Create the qualitative and quantitative analysis required for the formulation of effective marketing programs
5. compare the process of development and implementation of different marketing strategies
6. put together effective marketing strategies to achieve organizational goals.

Media Management

Course objectives

The aim of the course is to acquaint students with the organization and functioning of media companies in Croatia and abroad, to introduce them to the specifics of management technologies and methods within media companies and the legal framework in which such activities take place, to familiarize them with the profession of media managers as well as the skills that are necessary for this and train them for management functions in media companies.

Learning outcomes

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

1. analyze the functioning of management in the media as a special type of management
2. to discuss the basic concepts of media management
3. compare the organization and functioning of different media organizations

4. judge the concentration of ownership in the media and its effects on the functioning of the media
5. come up with a media business plan.

Visual Identity of a Project (Workshop)

Course Objectives

The aim of the course is to introduce students to the basics of visual communications in terms of the best possible management of cultural and artistic projects. Through practical work on problems, individually and in teams, students will acquire basic skills in creating visual communications and will learn to recognize communication styles appropriate to the needs of a cultural and artistic project.

Learning Outcomes

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

1. state the specific features of visual communication
2. distinguish theoretical approaches to visual communication
3. compare visual communications by type of media
4. distinguish visual communications in electronic and digital media
5. compare different solutions of visual communication
6. create basic concepts of visual communication.

Influencer Marketing

Course objectives

The goal of the course is to familiarize students with the phenomenon of influencers and influencer marketing, which we encounter through advertising channels in digital communication. In the practical part of the class, students should develop a personal style/approach in communication between a certain brand and the public.

Learning outcomes

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

1. to see the key role of influencer marketing in digital advertising
2. get to know and analyze the work of the most successful regional influencers
3. define and build an influencer communication strategy through social networks
4. get to know and apply the tools of successful influencer advertising
5. learn to create content adapted to the marketing goal.

Audiovisual Production (workshop; subspec. G)

Course Objectives

The course aims to introduce students to the basics of audiovisual production through theoretical lectures and introductory practical exercises with a focus on idea development, film language and creating a synopsis for an advertising spot. The final exercise is creating a synopsis for an AV advertisement that will be realized in the rest of the course (AVP2).

Learning Outcomes

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

1. Recognize the basic phases of audiovisual production

2. Explain the basic concepts of film language
3. Distinguish between types of AV formats and their production specificities
4. Interpret creative approaches in AV production through examples
5. Create a synopsis for an advertising spot.

Competitiveness of the Economy

Course objectives

The aim of the course is to demystify the concept of competitiveness in the context of the national economy with a special emphasis on how to achieve this in the conditions of a narrow (small) internal market.

The course is designed as a synergy of theoretical and practical knowledge so that students get a complete picture of the state of the economy and an understanding of the observed issues, in accordance with the modern conditions imposed by the 21st century.

Through lectures, students analyze the key problems of the economic system of the Republic of Croatia, as well as the development potentials according to individual teaching units.

Through the process of economic integration and the achievement of full membership in the EU, students in this course will observe the competitive ability of the national economy through the prism of its operation in the overall economic system of the EU. After taking the course, students will acquire the competencies necessary to monitor the competitive ability of national economic entities and compare them with the abilities of companies within the EU.

Learning outcomes

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

1. evaluate the state of the national economy
2. discuss international economic processes and their impact on the development of the national economy
3. to critically judge the comparative advantages used by countries to create a more competitive economy
4. develop competitiveness on the international labor market
5. to create competitiveness on the international market of goods and services.

Emotional Marketing

Course objectives

The goal of the course is to understand the importance of emotional resources as a key factor in successful marketing; learn how emotions shape a quality marketing context; learn the factors of emotional attraction of users/consumers; analyze interactions between marketing messages and emotions of potential users/consumers; learn to apply methods of emotional influence on users/consumers.

Learning outcomes

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

1. define the methods and ways of emotional marketing
2. discuss drawing emotional potential into the marketing relationship
3. create a marketing impact on the emotional experience of users/consumers
4. propose a conceptual plan for provoking the emotional patterns of users/consumers through marketing
5. put together a conceptualization of the emotional marketing communication project.

Public Relations in Practice

Course objectives

The goal of the course is to train students to independently identify the organization's communication goals, identify key publics and design an appropriate communication process, using modern techniques and public relations tools.

By mastering the curriculum, students will be able to independently carry out various communication activities adapted to a wide range of communication channels.

Students will be taught the segmentation of the public, they will get to know the practical course of setting up and implementing proactive communication processes, they will master the skills of designing and presenting key messages depending on the situational context and evaluating the success of communication.

They will be trained to understand the context of the communicator, be aware of the needs and goals of the communicating subject, learn to set key messages and format them depending on the chosen format, and master the skills of message distribution and presentation through the entire communication process.

Learning outcomes

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

1. identify the organization in the social context
2. distinguish, compare and recognize key publics
3. examine the role of public relations for the organization,
4. analyze the communication problem and analyze the communication flow,
5. determine and argue the most effective communication tools and techniques
6. create key messages
7. valorize the practical flow of the communication process
8. compare and organize communication activities
9. present messages in individual activities and organized processes.

Event Organization (Workshop) – Learning Through Practice (workshop; subspec. EM)

Course objectives

The aim of the course (workshop) is to acquaint students with the practical aspects, characteristics and specifics of event management , its conceptualization, planning and implementation.

Learning outcomes

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

1. describe the organization of the event
2. distinguish types of events
3. review the targeted groups of events
4. discuss organizational issues depending on the type of event
5. to argue one's position in the teamwork of event organization
6. highlight the challenges of event organization
7. evaluate the success of the event organization.