

## Course descriptions

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## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-014/15		<b>Course title:</b> Advertising Agencies			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 49					
A	B	C	D	E	FX
36,73	38,78	6,12	14,29	2,04	2,04
<b>Lecturers:</b> Mgr. Gabriela Kosibová					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-055/15		<b>Course title:</b> Aesthetics in Advertising 1			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 45					
A	B	C	D	E	FX
35,56	20,0	20,0	20,0	4,44	0,0
<b>Lecturers:</b> Mgr. Milan Banyár, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-056/15		<b>Course title:</b> Aesthetics in Advertising 2			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 40					
A	B	C	D	E	FX
27,5	22,5	22,5	20,0	5,0	2,5
<b>Lecturers:</b> Mgr. Milan Banyár, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-043/00		<b>Course title:</b> Art Work Training			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 326					
A	B	C	D	E	FX
96,01	2,76	0,61	0,0	0,0	0,61
<b>Lecturers:</b> Ing. Ján Valter, PhD., Mgr. Milan Banyár, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-023/00		<b>Course title:</b> Author's Training			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 273					
A	B	C	D	E	FX
61,17	22,34	12,09	1,47	1,47	1,47
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-085/15		<b>Course title:</b> BTL Activities in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 43					
A	B	C	D	E	FX
9,3	20,93	25,58	32,56	9,3	2,33
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					



## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-099/15	<b>Course title:</b> Bachelor's Degree Thesis Defense
<b>Number of credits:</b> 12	
<b>Educational level:</b> I.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 02.06.2015	
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-038/17		<b>Course title:</b> Bachelor's Degree Thesis Seminar			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 24					
A	B	C	D	E	FX
8,33	50,0	8,33	8,33	25,0	0,0
<b>Lecturers:</b> Mgr. Milan Banyár, PhD.					
<b>Last change:</b>					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-011/15		<b>Course title:</b> Basics in Creating Art Work			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 48					
A	B	C	D	E	FX
50,0	27,08	16,67	6,25	0,0	0,0
<b>Lecturers:</b> Ing. Ján Valter, PhD.					
<b>Last change:</b> 08.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-086/17		<b>Course title:</b> Basics in Culture Studies			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 19					
A	B	C	D	E	FX
31,58	26,32	31,58	10,53	0,0	0,0
<b>Lecturers:</b> PhDr. Zuzana Slušná, PhD.					
<b>Last change:</b> 13.06.2017					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KŽ/A-boMK-003/15		<b>Course title:</b> Basics in Mass Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 60					
A	B	C	D	E	FX
53,33	16,67	15,0	10,0	1,67	3,33
<b>Lecturers:</b> Mgr. Gabriela Kosibová					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-010/15		<b>Course title:</b> Basics in Photography			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 92					
A	B	C	D	E	FX
97,83	1,09	0,0	0,0	1,09	0,0
<b>Lecturers:</b> Mgr. Hubert Kaffka					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-080/15		<b>Course title:</b> Basics in Sociology in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 50					
A	B	C	D	E	FX
38,0	22,0	18,0	10,0	6,0	6,0
<b>Lecturers:</b> PhDr. Danica Hlinková					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-057/15		<b>Course title:</b> Brand Building 1			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 25					
A	B	C	D	E	FX
80,0	12,0	8,0	0,0	0,0	0,0
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 08.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-058/15		<b>Course title:</b> Brand Building 2			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 22					
A	B	C	D	E	FX
72,73	27,27	0,0	0,0	0,0	0,0
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 08.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-027/15		<b>Course title:</b> Communication with the Public 1			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 26					
A	B	C	D	E	FX
80,77	11,54	0,0	3,85	3,85	0,0
<b>Lecturers:</b> doc. PhDr. Vlasta Konečná, CSc.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-035/15		<b>Course title:</b> Communication with the Public 2			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 23					
A	B	C	D	E	FX
30,43	39,13	30,43	0,0	0,0	0,0
<b>Lecturers:</b> doc. PhDr. Vlasta Konečná, CSc.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-039/00		<b>Course title:</b> Creativity Studio 1			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 373					
A	B	C	D	E	FX
72,12	21,45	4,56	0,8	0,0	1,07
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-041/00		<b>Course title:</b> Creativity Studio 2			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 309					
A	B	C	D	E	FX
99,68	0,0	0,0	0,0	0,0	0,32
<b>Lecturers:</b> PhDr. Eva Vopálenská, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-087/15		<b>Course title:</b> Culture of Mass Media and Pop Culture			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 11					
A	B	C	D	E	FX
81,82	0,0	0,0	0,0	0,0	18,18
<b>Lecturers:</b> doc. PhDr. Pavel Rankov, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-061/14		<b>Course title:</b> Digital Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 63					
A	B	C	D	E	FX
14,29	33,33	22,22	15,87	14,29	0,0
<b>Lecturers:</b> PhDr. Tomáš Šula, PhD.					
<b>Last change:</b>					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-001/00	<b>Course title:</b> English for Academic Purposes 1
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> tests, compositions, essays, short presentations assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> Students will acquire, develop and consolidate their language skills important for effective communication in academic environment.	
<b>Class syllabus:</b> The use and functions of lexis and grammar in everyday communication and in academic environment Acquisition, development and consolidation of lexis and grammar of academic texts 1 Development of an awareness of language forms in academic texts 1 Practical training in the four communicative skills for academic purposes 1 Discourse organisation; registers; modes and genres of selected non-literary texts 1 Work with authentic model texts typical of arts and social sciences	
<b>Recommended literature:</b> Brown, K. and Hood. S.: Academic Encounters – Life in Society: Reading, Study Skills, Writing. Cambridge : Cambridge University Press 2002. Brown, K. a Hood. S.: Academic Encounters – Human Behaviour: Reading, Study Skills, Writing. Cambridge : Cambridge University Press 2002. Hais, K.: Anglická gramatika. Bratislava: SPN 2009: Jordan, J. J.: Academic Writing Course. NELSON 2004 McCarthy, M., O'Dell, F.: Academic Vocabulary in Use. Cambridge : CUP 2. Oshima, A. a Hogue, A.: Writing Academic English. London : Longman 1999 Sanabria, K.: Academic Encounters – Life in Society: Listening, Note Taking, Discussion. Cambridge : CUP 2004. Internally prepared study materials recommended for individual discourse groups	
<b>Languages necessary to complete the course:</b>	



English, Slovak						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 5814						
A	ABS	B	C	D	E	FX
15,91	0,0	20,62	23,36	16,01	15,79	8,31
<b>Lecturers:</b> PhDr. Svatava Šimková, PhD., PhDr. Alexandra Petříková, Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD.						
<b>Last change:</b> 12.03.2018						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-002/00	<b>Course title:</b> English for Academic Purposes 2
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b> FiF.KJ/A-boCJ-001/00 - English for Academic Purposes 1	
<b>Course requirements:</b> tests, compositions, essays, short presentations assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and lessj – FX	
<b>Learning outcomes:</b> Students will acquire, develop and consolidate their language skills important for effective communication in academic environment.	
<b>Class syllabus:</b> The use and functions of lexis and grammar in academic environment; Acquisition, development and consolidation of lexis and grammar of academic texts 2; Development of an awareness of language forms in academic texts 2; Practical training in the four communicative skills for academic purposes 2; Discourse organisation; registers; modes and genres of selected non-literary texts 2; Non-verbal components of academic texts: use and functions; Work with authentic model texts typical of arts and social sciences.	
<b>Recommended literature:</b> Brown, K. and Hood. S.: Academic Encounters – Life in Society: Reading, Study Skills, Writing. Cambridge : Cambridge University Press 2002. Brown, K. a Hood. S.: Academic Encounters – Human Behaviour: Reading, Study Skills, Writing. Cambridge : Cambridge University Press 2002. Hais, K.: Anglická gramatika. Bratislava: SPN 2009: Jordan, J. J.: Academic Writing Course. NELSON 2004 McCarthy, M., O'Dell, F.: Academic Vocabulary in Use. Cambridge : CUP 2. Oshima, A. a Hogue, A.: Writing Academic English. London : Longman 1999 Sanabria, K.: Academic Encounters – Life in Society: Listening, Note Taking, Discussion. Cambridge : CUP 2004. Internally prepared study materials recommended for individual discourse groups	
<b>Languages necessary to complete the course:</b>	
<b>Notes:</b>	

<b>Past grade distribution</b>						
Total number of evaluated students: 5001						
A	ABS	B	C	D	E	FX
19,08	0,0	23,6	21,88	15,2	14,0	6,26
<b>Lecturers:</b> PhDr. Svatava Šimková, PhD., PhDr. Alexandra Petříková, Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD.						
<b>Last change:</b> 20.11.2017						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Arts						
<b>Course ID:</b> FiF.KJ/A-boCJ-003/00		<b>Course title:</b> English for Academic Purposes 3				
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 3.						
<b>Educational level:</b> I.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 3797						
A	ABS	B	C	D	E	FX
18,88	0,0	21,68	22,57	17,7	14,88	4,29
<b>Lecturers:</b> PhDr. Svatava Šimková, PhD., PhDr. Alexandra Petříková, Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Arts						
<b>Course ID:</b> FiF.KJ/A-boCJ-004/00			<b>Course title:</b> English for Academic Purposes 4			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> I.						
<b>Prerequisites:</b> FiF.KJ/A-boCJ-003/00 - English for Academic Purposes 3						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 3432						
A	ABS	B	C	D	E	FX
23,46	0,0	21,85	24,16	14,42	11,1	5,01
<b>Lecturers:</b> PhDr. Svatava Šimková, PhD., PhDr. Alexandra Petříková, Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-031/15		<b>Course title:</b> Ethical Aspects of Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 23					
A	B	C	D	E	FX
21,74	43,48	21,74	4,35	8,7	0,0
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-017/00		<b>Course title:</b> Exhibitions and Fairs			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 309					
A	B	C	D	E	FX
47,9	23,3	8,41	6,15	6,8	7,44
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-026/15		<b>Course title:</b> Forms and Means of Marketing Communication - Audio Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 35					
A	B	C	D	E	FX
8,57	14,29	31,43	11,43	31,43	2,86
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-081/15		<b>Course title:</b> Forms and Means of Marketing Communication - Elementary Typography			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 24					
A	B	C	D	E	FX
41,67	45,83	12,5	0,0	0,0	0,0
<b>Lecturers:</b> Ing. Ján Valter, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-036/15		<b>Course title:</b> Forms and Means of Marketing Communication - Making Print Campaigns			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 23					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Gabriela Kosibová					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-050/15		<b>Course title:</b> Forms and Means of Marketing Communication - Online Marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 24					
A	B	C	D	E	FX
20,83	20,83	16,67	29,17	12,5	0,0
<b>Lecturers:</b> PhDr. Tomáš Šula, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-034/15		<b>Course title:</b> Forms and Means of Marketing Communication - Video Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 22					
A	B	C	D	E	FX
27,27	45,45	18,18	9,09	0,0	0,0
<b>Lecturers:</b> prof. PhDr. Pavel Horňák, CSc.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KŽ/A-boMK-045/15		<b>Course title:</b> Genres in Journalism 1			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 22					
A	B	C	D	E	FX
86,36	9,09	0,0	0,0	4,55	0,0
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 08.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KŽ/A-boMK-047/00		<b>Course title:</b> Genres in Journalism 2			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 213					
A	B	C	D	E	FX
28,17	26,76	15,96	11,27	14,55	3,29
<b>Lecturers:</b> doc. PhDr. Mária Follrichová, CSc.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Arts						
<b>Course ID:</b> FiF.KJ/A-boCJ-031/00			<b>Course title:</b> German for Academic Purposes 1			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 1.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 1761						
A	ABS	B	C	D	E	FX
19,25	0,0	16,47	18,63	12,95	19,59	13,12
<b>Lecturers:</b> Mgr. Ivana Zolcerová, PhD., PhDr. Veronika Vlčková, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Arts						
<b>Course ID:</b> FiF.KJ/A-boCJ-032/00		<b>Course title:</b> German for Academic Purposes 2				
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 2.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b> FiF.KJ/A-boCJ-031/00 - German for Academic Purposes 1						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 1518						
A	ABS	B	C	D	E	FX
16,6	0,0	13,83	19,43	16,86	20,69	12,58
<b>Lecturers:</b> PhDr. Veronika Vlčková, PhD., PaedDr. Ján Markech, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Arts						
<b>Course ID:</b> FiF.KJ/A-boCJ-033/00		<b>Course title:</b> German for Academic Purposes 3				
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 3.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b>						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 1186						
A	ABS	B	C	D	E	FX
18,38	0,0	16,02	21,08	18,8	19,48	6,24
<b>Lecturers:</b> PhDr. Veronika Vlčková, PhD., Mgr. Ivana Zolcerová, PhD.						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava						
<b>Faculty:</b> Faculty of Arts						
<b>Course ID:</b> FiF.KJ/A-boCJ-034/00			<b>Course title:</b> German for Academic Purposes 4			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning						
<b>Number of credits:</b> 3						
<b>Recommended semester:</b> 4.						
<b>Educational level:</b> I., II.						
<b>Prerequisites:</b> FiF.KJ/A-boCJ-033/00 - German for Academic Purposes 3						
<b>Course requirements:</b>						
<b>Learning outcomes:</b>						
<b>Class syllabus:</b>						
<b>Recommended literature:</b>						
<b>Languages necessary to complete the course:</b>						
<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 1066						
A	ABS	B	C	D	E	FX
18,39	0,0	15,67	21,2	18,29	20,08	6,38
<b>Lecturers:</b> PhDr. Veronika Vlčková, PhD., Mgr. Margaréta Miková						
<b>Last change:</b> 02.06.2015						
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.						

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KŽ/A-boMK-005/15		<b>Course title:</b> History of Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 82					
A	B	C	D	E	FX
6,1	10,98	20,73	32,93	15,85	13,41
<b>Lecturers:</b> prof. PhDr. Danuša Serafinová, CSc.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KŽ/A-boMK-028/00		<b>Course title:</b> Human Communication in Marketing			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 261					
A	B	C	D	E	FX
65,13	18,39	11,88	2,68	1,92	0,0
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-001/15		<b>Course title:</b> Introduction into the Studies of Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 332					
A	B	C	D	E	FX
29,52	32,53	20,48	10,54	6,33	0,6
<b>Lecturers:</b> Mgr. Milan Banyár, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-029/00		<b>Course title:</b> Law and Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 260					
A	B	C	D	E	FX
43,46	29,62	17,31	6,92	2,69	0,0
<b>Lecturers:</b> PhDr. Vladimír Repčík					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-002/00		<b>Course title:</b> Marketing 1			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 346					
A	B	C	D	E	FX
45,09	17,63	15,32	10,4	11,27	0,29
<b>Lecturers:</b> Ing.JUDr. Miloš Ronec, MBA					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-007/00		<b>Course title:</b> Marketing 2			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 312					
A	B	C	D	E	FX
48,4	11,86	13,14	12,18	12,82	1,6
<b>Lecturers:</b> Ing.JUDr. Miloš Ronec, MBA					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-032/17		<b>Course title:</b> Methods and Techniques of Marketing Research			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 23					
A	B	C	D	E	FX
0,0	30,43	30,43	21,74	17,39	0,0
<b>Lecturers:</b> PhDr. Danica Hlinková					
<b>Last change:</b>					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-012/15		<b>Course title:</b> New Trends in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 63					
A	B	C	D	E	FX
3,17	19,05	26,98	38,1	11,11	1,59
<b>Lecturers:</b> Mgr. Milan Banyár, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KFDF/A-AboFI901/15	<b>Course title:</b> Philosophy: the Basics
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 100%, oral presentations, final test Scale of assessment (preliminary/final): preliminary 100%	
<b>Learning outcomes:</b> Acquiring the basic orientation in philosophical problems, mastering the conceptual tools used in philosophical disciplines and the conceptual basis of social sciences and humanities. Understanding the key philosophical problems and their solutions. Developing the skills of critical reflection on current issues concerning human development from philosophical perspective.	
<b>Class syllabus:</b> Philosophy in the system of cultural activities. Historical transformations of the problem fields of philosophy and the paradigms of European philosophical thinking. Philosophy and science. The nature and methods of philosophy, philosophical argumentation. Philosophical disciplines and schools. Conceptual apparatus of philosophy as the basis of the social sciences and humanities. Key problems of philosophy and various ways of their thematisation (the problem of knowledge and science, the mind/body problem, the issue of language, the problem of morality and moral standards, the issue of justice).	
<b>Recommended literature:</b> LIESMANN, K.- ZENATY, G.: O myšlení. Olomouc 1994. HOLLIS, M.: Pozvání do filosofie. Brno 2001. POPKIN, R. H., STROLL, A.: Filozofie pro každého. Praha 2000. PEREGRIN, J: Filozofie pro normální lidi. Praha 2008.	
<b>Languages necessary to complete the course:</b> Slovak	
<b>Notes:</b>	

<b>Past grade distribution</b>					
Total number of evaluated students: 220					
A	B	C	D	E	FX
41,82	27,73	18,18	7,27	3,18	1,82
<b>Lecturers:</b> doc. PhDr. Mariana Szapuová, CSc., doc. PhDr. Ladislav Kiczko, CSc.					
<b>Last change:</b> 09.02.2016					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-049/15		<b>Course title:</b> Photographs in Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 48					
A	B	C	D	E	FX
66,67	18,75	4,17	2,08	2,08	6,25
<b>Lecturers:</b> Mgr. Hubert Kaffka					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-091/15		<b>Course title:</b> Presentation Tools in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 83					
A	B	C	D	E	FX
65,06	21,69	12,05	0,0	1,2	0,0
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-040/00		<b>Course title:</b> Professional Training 1			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 3 <b>per level/semester:</b> 42 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 333					
A	B	C	D	E	FX
95,2	2,7	1,5	0,6	0,0	0,0
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-042/00		<b>Course title:</b> Professional Training 2			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 3 <b>per level/semester:</b> 42 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 320					
A	B	C	D	E	FX
97,81	1,88	0,0	0,0	0,0	0,31
<b>Lecturers:</b> Mgr. Filip Púchovský					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-044/00		<b>Course title:</b> Professional Training 3			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 3 <b>per level/semester:</b> 42 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 299					
A	B	C	D	E	FX
58,53	31,44	6,35	1,0	0,0	2,68
<b>Lecturers:</b> Mgr. Milan Banyár, PhD., Mgr. Filip Púchovský					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-046/00		<b>Course title:</b> Professional Training 4			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 3 <b>per level/semester:</b> 42 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 287					
A	B	C	D	E	FX
63,41	29,62	5,23	1,74	0,0	0,0
<b>Lecturers:</b> Mgr. Milan Banyár, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-019/15		<b>Course title:</b> Psychology in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 48					
A	B	C	D	E	FX
64,58	16,67	10,42	6,25	2,08	0,0
<b>Lecturers:</b> Mgr. Jana Štefániková, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-015/15		<b>Course title:</b> Public Relations 1			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 58					
A	B	C	D	E	FX
32,76	27,59	25,86	6,9	5,17	1,72
<b>Lecturers:</b> Mgr. Filip Púchovský					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-022/15		<b>Course title:</b> Public Relations 2			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 45					
A	B	C	D	E	FX
66,67	24,44	6,67	2,22	0,0	0,0
<b>Lecturers:</b> Mgr. Filip Púchovský					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-004/00		<b>Course title:</b> Slovak Language: Grammar			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 351					
A	B	C	D	E	FX
14,81	20,23	25,07	17,38	17,09	5,41
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-009/15		<b>Course title:</b> Slovak Language: Literary Training			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 55					
A	B	C	D	E	FX
32,73	18,18	18,18	10,91	5,45	14,55
<b>Lecturers:</b> PhDr. Eva Vopálenská, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-030/15		<b>Course title:</b> Stylistics			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 24					
A	B	C	D	E	FX
29,17	37,5	16,67	8,33	8,33	0,0
<b>Lecturers:</b> PhDr. Eva Vopálenská, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-018/00		<b>Course title:</b> Text Analysis			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 300					
A	B	C	D	E	FX
62,33	23,33	9,67	3,33	0,0	1,33
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-008/15		<b>Course title:</b> Theory of Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> lecture + seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 71					
A	B	C	D	E	FX
12,68	50,7	26,76	8,45	1,41	0,0
<b>Lecturers:</b> prof. PhDr. Pavel Horňák, CSc.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b> prof. PhDr. Pavel Horňák, CSc.					