

Course descriptions

TABLE OF CONTENTS

1. A-moMK-043/15	Budgeting in Marketing Communication.....	2
2. A-moMK-003/15	Communication with the Public 3.....	3
3. A-moMK-009/15	Communication with the Public 4.....	4
4. A-moMK-047/15	Content and Form Text Analysis.....	5
5. A-moMK-013/00	Corporate Identity.....	6
6. A-moMK-008/00	Creating Advertising Campaigns.....	7
7. A-moMK-993/15	Creating Promotional Materials (state exam).....	8
8. A-moMK-992/15	Creating Promotional Units (state exam).....	9
9. A-moMK-001/15	Creativity in Marketing Communication.....	10
10. A-moMK-032/15	Current Issues in Marketing Communication 1.....	11
11. A-moMK-038/15	Current Issues in Marketing Communication 2.....	12
12. A-moMK-082/15	Fashion Marketing.....	13
13. A-moMK-059/15	Final Exams Seminar.....	14
14. A-moMK-037/00	Geopolitics.....	15
15. A-moMK-991/15	History and Theory of Marketing Communication (state exam).....	16
16. A-moMK-017/15	Language and Style of Advertising 1.....	17
17. A-moMK-024/00	Language and Style of Advertising 2.....	18
18. A-moMK-002/15	Management.....	19
19. A-moMK-022/15	Marketing Communication Agencies.....	20
20. A-moMK-099/15	Master's Degree Thesis Defence (state exam).....	21
21. A-moMK-020/15	Master's Degree Thesis Seminar.....	22
22. A-moMK-037/15	Online Marketing.....	23
23. A-moMK-041/11	PR in Practice.....	24
24. A-moMK-005/00	Personality Psychology.....	25
25. A-moMK-021/15	Public Opinion and Advertising.....	26
26. A-moMK-030/00	Script Writing and Dramaturgy.....	27
27. A-moMK-006/15	Selected Topics from History of Art 1.....	28
28. A-moMK-010/15	Selected Topics from History of Art 2.....	29
29. A-moMK-016/15	Selected Topics from History of Art 3.....	30
30. A-moMK-023/15	Selected Topics from History of Art 4.....	31
31. A-moMK-046/15	Semiotics of Advertising.....	32
32. A-moMK-040/11	Social Advertising.....	33
33. A-moMK-001/17	Specific Features of Performance in Audio-Visual Media.....	34
34. A-moMK-048/12	The Marketing of Art, Culture and Cultural Heritage.....	35
35. A-moMK-089/15	Training in Creative Skills.....	36
36. A-moMK-051/17	Web Design.....	37

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-043/15		Course title: Budgeting in Marketing Communication			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 61					
A	B	C	D	E	FX
86,89	6,56	4,92	0,0	0,0	1,64
Lecturers: Mgr. Filip Púchovský					
Last change: 08.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-003/15		Course title: Communication with the Public 3			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 91					
A	B	C	D	E	FX
72,53	13,19	8,79	2,2	2,2	1,1
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-009/15		Course title: Communication with the Public 4			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 90					
A	B	C	D	E	FX
48,89	30,0	15,56	5,56	0,0	0,0
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-047/15		Course title: Content and Form Text Analysis			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 61					
A	B	C	D	E	FX
75,41	24,59	0,0	0,0	0,0	0,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 08.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-013/00		Course title: Corporate Identity			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 240					
A	B	C	D	E	FX
40,0	20,42	20,0	12,08	5,42	2,08
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-008/00		Course title: Creating Advertising Campaigns			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 242					
A	B	C	D	E	FX
88,43	9,5	1,65	0,0	0,0	0,41
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-993/15	Course title: Creating Promotional Materials
Number of credits: 4	
Educational level: II.	
State exam syllabus:	
Last change: 02.06.2015	
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.	

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-992/15	Course title: Creating Promotional Units
Number of credits: 4	
Educational level: II.	
State exam syllabus:	
Last change: 02.06.2015	
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.	

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-001/15		Course title: Creativity in Marketing Communication			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 102					
A	B	C	D	E	FX
41,18	13,73	16,67	14,71	13,73	0,0
Lecturers: prof. PhDr. Pavel Horňák, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-032/15		Course title: Current Issues in Marketing Communication 1			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 61					
A	B	C	D	E	FX
52,46	29,51	14,75	0,0	3,28	0,0
Lecturers: PhDr. Peter Uličný, PhD., Mgr. Filip Púchovský					
Last change: 08.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-038/15		Course title: Current Issues in Marketing Communication 2			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 4.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 57					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Jozef Adam					
Last change: 08.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-082/15		Course title: Fashion Marketing			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 92					
A	B	C	D	E	FX
78,26	15,22	5,43	1,09	0,0	0,0
Lecturers: Mgr. Peter Šagát, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-059/15		Course title: Final Exams Seminar			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 49					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 15.02.2018					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-037/00		Course title: Geopolitics			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 186					
A	B	C	D	E	FX
48,39	25,27	9,68	3,23	3,76	9,68
Lecturers: PhDr. Petra Greksová					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-991/15	Course title: History and Theory of Marketing Communication
Number of credits: 4	
Educational level: II.	
State exam syllabus:	
Last change: 02.06.2015	
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.	

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-017/15		Course title: Language and Style of Advertising 1			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 58					
A	B	C	D	E	FX
34,48	12,07	29,31	13,79	8,62	1,72
Lecturers: PhDr. Eva Vopálenská, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-024/00		Course title: Language and Style of Advertising 2			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 226					
A	B	C	D	E	FX
46,9	35,4	13,27	2,21	1,33	0,88
Lecturers: PhDr. Eva Vopálenská, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-002/15		Course title: Management			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 96					
A	B	C	D	E	FX
37,5	15,63	41,67	4,17	1,04	0,0
Lecturers: Ing.JUDr. Miloš Ronec, MBA					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-022/15		Course title: Marketing Communication Agencies			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 4.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 58					
A	B	C	D	E	FX
63,79	36,21	0,0	0,0	0,0	0,0
Lecturers: Mgr. Jozef Adam					
Last change: 08.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

STATE EXAM DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-099/15	Course title: Master's Degree Thesis Defence
Number of credits: 15	
Educational level: II.	
State exam syllabus:	
Last change: 02.06.2015	
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.	

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-020/15		Course title: Master's Degree Thesis Seminar			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 57					
A	B	C	D	E	FX
14,04	28,07	33,33	19,3	5,26	0,0
Lecturers: Mgr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-037/15		Course title: Online Marketing			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 44					
A	B	C	D	E	FX
6,82	22,73	31,82	4,55	0,0	34,09
Lecturers: PhDr. Tomáš Šula, PhD.					
Last change: 15.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-041/11		Course title: PR in Practice			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 211					
A	B	C	D	E	FX
68,25	19,91	5,69	1,42	0,47	4,27
Lecturers: Mgr. Filip Púchovský					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-005/00		Course title: Personality Psychology			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 232					
A	B	C	D	E	FX
89,66	6,47	2,16	1,72	0,0	0,0
Lecturers: Mgr. Erika Škultétyová, Mgr. Jana Štefániková, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-021/15		Course title: Public Opinion and Advertising			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 57					
A	B	C	D	E	FX
66,67	22,81	8,77	0,0	1,75	0,0
Lecturers: PhDr. Vladimír Repčík					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-030/00		Course title: Script Writing and Dramaturgy			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 224					
A	B	C	D	E	FX
83,48	9,38	3,13	1,34	1,34	1,34
Lecturers: PhDr. Vladimír Repčík					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-006/15		Course title: Selected Topics from History of Art 1			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 92					
A	B	C	D	E	FX
35,87	50,0	9,78	4,35	0,0	0,0
Lecturers: Ing. Ján Valter, PhD., Mgr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-010/15		Course title: Selected Topics from History of Art 2			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 81					
A	B	C	D	E	FX
23,46	58,02	13,58	4,94	0,0	0,0
Lecturers: Mgr. Peter Buday, PhD., PhDr. Štefan Oriško, CSc.					
Last change: 15.02.2018					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-016/15		Course title: Selected Topics from History of Art 3			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 57					
A	B	C	D	E	FX
22,81	33,33	17,54	8,77	17,54	0,0
Lecturers: Ing. Ján Valter, PhD., Mgr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-023/15		Course title: Selected Topics from History of Art 4			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 4.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 57					
A	B	C	D	E	FX
63,16	22,81	10,53	3,51	0,0	0,0
Lecturers: doc. PhDr. Danica Bořutová, CSc., Mgr. Katarína Beňová, PhD., Mgr. Katarína Kolbiarz Chmelinová, PhD.					
Last change: 15.02.2018					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-046/15		Course title: Semiotics of Advertising			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 57					
A	B	C	D	E	FX
17,54	24,56	40,35	8,77	8,77	0,0
Lecturers: Mgr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-040/11		Course title: Social Advertising			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 194					
A	B	C	D	E	FX
31,44	30,41	25,26	6,7	6,19	0,0
Lecturers: Mgr. Alena Popovičová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-001/17		Course title: Specific Features of Performance in Audio-Visual Media			
Educational activities: Type of activities: lecture + seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 34					
A	B	C	D	E	FX
67,65	11,76	14,71	0,0	2,94	2,94
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 12.06.2017					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-048/12		Course title: The Marketing of Art, Culture and Cultural Heritage			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 187					
A	B	C	D	E	FX
86,1	11,76	2,14	0,0	0,0	0,0
Lecturers: PhDr. Martin Kostelničák					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-089/15		Course title: Training in Creative Skills			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 61					
A	B	C	D	E	FX
44,26	42,62	11,48	0,0	0,0	1,64
Lecturers: PhDr. Eva Vopálenská, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-051/17		Course title: Web Design			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 60					
A	B	C	D	E	FX
40,0	51,67	6,67	1,67	0,0	0,0
Lecturers: PhDr. Tomáš Šula, PhD.					
Last change: 21.06.2017					
Approved by: prof. PhDr. Ladislav Čúzy, CSc., prof. PhDr. Pavel Horňák, CSc.					