

Course descriptions

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COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-014/15		Course title: Advertising Agencies			
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: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 70					
A	B	C	D	E	FX
45,71	31,43	7,14	11,43	1,43	2,86
Lecturers: Mgr. Gabriela Kosibová					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-055/15		Course title: Aesthetics in 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: 2					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 69					
A	B	C	D	E	FX
31,88	15,94	18,84	23,19	8,7	1,45
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-056/15		Course title: Aesthetics in 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: 2					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 66					
A	B	C	D	E	FX
24,24	24,24	22,73	18,18	7,58	3,03
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-043/00		Course title: Art Work Training			
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: 2					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 349					
A	B	C	D	E	FX
91,12	4,3	3,72	0,0	0,29	0,57
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-023/00		Course title: Author's Training			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 294					
A	B	C	D	E	FX
62,59	22,11	11,22	1,36	1,36	1,36
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-085/15		Course title: BTL Activities in Marketing Communication			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 67					
A	B	C	D	E	FX
11,94	23,88	28,36	23,88	10,45	1,49
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

STATE EXAM DESCRIPTION

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

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-038/17		Course title: Bachelor'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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 43					
A	B	C	D	E	FX
9,3	51,16	16,28	6,98	16,28	0,0
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change:					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-092I/18		Course title: Basics in Computer Graphics			
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: 2					
Recommended semester: 2., 4., 6.					
Educational level: I.					
Prerequisites:					
Antirequisites: FiF.KMK/A-boMK-092z/18					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 10					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Ján Jászberényi					
Last change:					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-092z/18		Course title: Basics in Computer Graphics			
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: 2					
Recommended semester: 1., 3., 5.					
Educational level: I.					
Prerequisites:					
Antirequisites: FiF.KMK/A-boMK-092l/18					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 10					
A	B	C	D	E	FX
80,0	10,0	0,0	0,0	0,0	10,0
Lecturers: Mgr. Ján Jászberényi					
Last change:					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-011/15		Course title: Basics in Creating Art Work			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 106					
A	B	C	D	E	FX
45,28	28,3	22,64	2,83	0,94	0,0
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 08.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-086/17		Course title: Basics in Culture Studies			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 21					
A	B	C	D	E	FX
28,57	42,86	23,81	4,76	0,0	0,0
Lecturers: PhDr. Zuzana Slušná, PhD.					
Last change: 13.06.2017					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KŽ/A-boMK-003/15		Course title: Basics in Mass Communication			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 71					
A	B	C	D	E	FX
50,7	23,94	12,68	8,45	1,41	2,82
Lecturers: Mgr. Gabriela Kosibová					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KFDF/A-AboFI901/15	Course title: Basics in Philosophy
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: I.	
Prerequisites:	
Course requirements: 100%, oral presentations, final test Scale of assessment (preliminary/final): preliminary 100%	
Learning outcomes: 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.	
Class syllabus: 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).	
Recommended literature: 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.	
Languages necessary to complete the course: Slovak	
Notes:	

Past grade distribution					
Total number of evaluated students: 318					
A	B	C	D	E	FX
44,97	27,67	16,67	6,6	2,83	1,26
Lecturers: doc. PhDr. Mariana Szapuová, CSc., doc. PhDr. Ladislav Kiczko, CSc.					
Last change: 09.02.2016					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-010/15		Course title: Basics in Photography			
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: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 128					
A	B	C	D	E	FX
89,84	8,59	0,0	0,0	0,78	0,78
Lecturers: Daniel Laurinc, Ing. Zuzana Laurincová					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-080/15		Course title: Basics in Sociology in Marketing Communication			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 70					
A	B	C	D	E	FX
42,86	22,86	17,14	8,57	4,29	4,29
Lecturers: PhDr. Danica Hlinková, Mgr. Zuzana Bachratá					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-057/15		Course title: Brand Building 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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 46					
A	B	C	D	E	FX
89,13	6,52	4,35	0,0	0,0	0,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 08.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-058/15		Course title: Brand Building 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: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 42					
A	B	C	D	E	FX
78,57	19,05	2,38	0,0	0,0	0,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 08.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-027/15		Course title: Communication with the Public 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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 56					
A	B	C	D	E	FX
73,21	12,5	8,93	3,57	1,79	0,0
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-035/15		Course title: Communication with the Public 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: 5					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 54					
A	B	C	D	E	FX
31,48	33,33	27,78	5,56	1,85	0,0
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-039/00		Course title: Creativity Studio 1			
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: 2					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 400					
A	B	C	D	E	FX
74,0	20,0	4,25	0,75	0,0	1,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-041/00		Course title: Creativity Studio 2			
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: 2					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 338					
A	B	C	D	E	FX
95,27	3,55	0,0	0,89	0,0	0,3
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-087/15		Course title: Culture of Mass Media and Pop Culture			
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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 27					
A	B	C	D	E	FX
55,56	7,41	29,63	0,0	0,0	7,41
Lecturers: doc. PhDr. Pavel Rankov, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-061/14		Course title: Digital Communication			
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: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 74					
A	B	C	D	E	FX
14,86	31,08	24,32	16,22	13,51	0,0
Lecturers: PhDr. Tomáš Šula, PhD.					
Last change:					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-001/00	Course title: English for Academic Purposes 1
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: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: 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	
Learning outcomes: Students will acquire, develop and consolidate their language skills important for effective communication in academic environment.	
Class syllabus: 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	
Recommended literature: 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	
Languages necessary to complete the course:	

English, Slovak						
Notes:						
Past grade distribution						
Total number of evaluated students: 6147						
A	ABS	B	C	D	E	FX
16,79	0,0	20,82	23,07	15,52	15,54	8,26
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Ladislava Ivančová, PhD.						
Last change: 12.03.2018						
Approved by: prof. PhDr. Pavel Hornák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-002/00	Course title: English for Academic Purposes 2
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: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites: FiF.KJ/A-boCJ-001/00 - English for Academic Purposes 1	
Course requirements: 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	
Learning outcomes: Students will acquire, develop and consolidate their language skills important for effective communication in academic environment.	
Class syllabus: 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.	
Recommended literature: 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	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 5441						
A	ABS	B	C	D	E	FX
20,12	0,0	23,51	21,49	14,85	13,77	6,27
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Ladislava Ivančová, PhD.						
Last change: 20.11.2017						
Approved by: prof. PhDr. Pavel Horňák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Arts						
Course ID: FiF.KJ/A-boCJ-003/00		Course title: English for Academic Purposes 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: 3						
Recommended semester: 3.						
Educational level: I.						
Prerequisites:						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 3965						
A	ABS	B	C	D	E	FX
18,84	0,0	21,89	22,4	17,53	14,96	4,39
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Ladislava Ivančová, PhD.						
Last change: 02.06.2015						
Approved by: prof. PhDr. Pavel Horňák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Arts						
Course ID: FiF.KJ/A-boCJ-004/00		Course title: English for Academic Purposes 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: 3						
Recommended semester: 4.						
Educational level: I.						
Prerequisites: FiF.KJ/A-boCJ-003/00 - English for Academic Purposes 3						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 3723						
A	ABS	B	C	D	E	FX
23,82	0,0	22,32	23,8	14,16	10,69	5,21
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Ladislava Ivančová, PhD.						
Last change: 02.06.2015						
Approved by: prof. PhDr. Pavel Horňák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-031/15		Course title: Ethical Aspects of Advertising			
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: 5					
Recommended semester: 5.					
Educational level: I.					
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
31,82	34,09	18,18	4,55	11,36	0,0
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-017/00		Course title: Exhibitions and Fairs			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 326					
A	B	C	D	E	FX
46,01	24,23	9,2	6,75	6,75	7,06
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-026/15		Course title: Forms and Means of Marketing Communication - Audio 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: 4.					
Educational level: I.					
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
14,75	16,39	29,51	14,75	21,31	3,28
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-081/15		Course title: Forms and Means of Marketing Communication - Elementary Typography			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 45					
A	B	C	D	E	FX
51,11	42,22	6,67	0,0	0,0	0,0
Lecturers: Mgr. Andrej Csino, Mgr. Branislav Mladý					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-036/15		Course title: Forms and Means of Marketing Communication - Making Print 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: 4					
Recommended semester: 6.					
Educational level: I.					
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
97,73	2,27	0,0	0,0	0,0	0,0
Lecturers: Mgr. Gabriela Kosibová					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-050/15		Course title: Forms and Means of Marketing Communication - 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: 4					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 45					
A	B	C	D	E	FX
24,44	31,11	13,33	20,0	11,11	0,0
Lecturers: PhDr. Tomáš Šula, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-034/15		Course title: Forms and Means of Marketing Communication - Video Advertising			
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: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 43					
A	B	C	D	E	FX
30,23	34,88	25,58	9,3	0,0	0,0
Lecturers: prof. PhDr. Pavel Horňák, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KŽ/A-boMK-045/15		Course title: Genres in Journalism 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: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 43					
A	B	C	D	E	FX
81,4	16,28	0,0	0,0	2,33	0,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 08.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KŽ/A-boMK-047/00		Course title: Genres in Journalism 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: 5.					
Educational level: I.					
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
28,02	27,16	18,1	10,34	13,36	3,02
Lecturers: doc. PhDr. Mária Follrichová, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Arts						
Course ID: FiF.KJ/A-boCJ-031/00			Course title: German for Academic Purposes 1			
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: 3						
Recommended semester: 1.						
Educational level: I., 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: 1795						
A	ABS	B	C	D	E	FX
19,67	0,0	16,55	18,44	12,92	19,39	13,04
Lecturers: Mgr. Ivana Zolcerová, PhD., PhDr. Veronika Vlčková, PhD.						
Last change: 02.06.2015						
Approved by: prof. PhDr. Pavel Horňák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Arts						
Course ID: FiF.KJ/A-boCJ-032/00			Course title: German for Academic Purposes 2			
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: 3						
Recommended semester: 2.						
Educational level: I., II.						
Prerequisites: FiF.KJ/A-boCJ-031/00 - German for Academic Purposes 1						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 1535						
A	ABS	B	C	D	E	FX
16,68	0,0	13,81	19,54	16,74	20,65	12,57
Lecturers: PhDr. Veronika Vlčková, PhD., Mgr. Ivana Zolcerová, PhD.						
Last change: 02.06.2015						
Approved by: prof. PhDr. Pavel Horňák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Arts						
Course ID: FiF.KJ/A-boCJ-033/00		Course title: German for Academic Purposes 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: 3						
Recommended semester: 3.						
Educational level: I., 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: 1196						
A	ABS	B	C	D	E	FX
18,39	0,0	16,14	20,99	18,65	19,4	6,44
Lecturers: PhDr. Veronika Vlčková, PhD., Mgr. Ivana Zolcerová, PhD.						
Last change: 02.06.2015						
Approved by: prof. PhDr. Pavel Horňák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava						
Faculty: Faculty of Arts						
Course ID: FiF.KJ/A-boCJ-034/00		Course title: German for Academic Purposes 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: 3						
Recommended semester: 4.						
Educational level: I., II.						
Prerequisites: FiF.KJ/A-boCJ-033/00 - German for Academic Purposes 3						
Course requirements:						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 1074						
A	ABS	B	C	D	E	FX
18,44	0,0	15,74	21,14	18,34	20,02	6,33
Lecturers: PhDr. Veronika Vlčková, PhD., Mgr. Ivana Zolcerová, PhD.						
Last change: 02.06.2015						
Approved by: prof. PhDr. Pavel Horňák, CSc.						

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KŽ/A-boMK-005/15		Course title: History of Advertising			
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: 5					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 111					
A	B	C	D	E	FX
8,11	14,41	19,82	29,73	17,12	10,81
Lecturers: prof. PhDr. Danuša Serafinová, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KŽ/A-boMK-028/00		Course title: Human Communication in Marketing			
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: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 275					
A	B	C	D	E	FX
66,55	17,82	11,27	2,55	1,82	0,0
Lecturers: doc. PhDr. Blandína Šramová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-066/18		Course title: Internal Communication in PR			
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: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 19					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Zuzana Bachratá					
Last change:					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-001/15		Course title: Introduction into the Studies of Marketing Communication			
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: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 358					
A	B	C	D	E	FX
29,61	34,08	19,55	10,06	6,15	0,56
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-029/00		Course title: Law 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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 262					
A	B	C	D	E	FX
43,51	29,39	17,18	7,25	2,67	0,0
Lecturers: PhDr. Vladimír Repčík					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-002/00		Course title: Marketing 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: 3					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 376					
A	B	C	D	E	FX
43,88	17,55	16,76	10,9	10,64	0,27
Lecturers: Ing.JUDr. Miloš Ronec, MBA					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-007/00		Course title: Marketing 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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 365					
A	B	C	D	E	FX
46,58	10,68	15,07	13,15	13,15	1,37
Lecturers: Ing.JUDr. Miloš Ronec, MBA					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-032/17		Course title: Methods and Techniques of Marketing Research			
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: 6.					
Educational level: I.					
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
20,45	27,27	29,55	11,36	11,36	0,0
Lecturers: doc. PhDr. Blandína Šramová, PhD.					
Last change:					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-012/15		Course title: New Trends in Marketing Communication			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 103					
A	B	C	D	E	FX
8,74	20,39	28,16	30,1	12,62	0,0
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-049/15		Course title: Photographs in 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: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 75					
A	B	C	D	E	FX
58,67	18,67	6,67	1,33	8,0	6,67
Lecturers: Mgr. Hubert Kaffka, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-091/15		Course title: Presentation Tools in Marketing Communication			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 114					
A	B	C	D	E	FX
60,53	28,95	8,77	0,0	0,88	0,88
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-040/00		Course title: Professional Training 1			
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 359					
A	B	C	D	E	FX
95,26	2,51	1,67	0,56	0,0	0,0
Lecturers: Mgr. Daniela Vunhu					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-042/00		Course title: Professional Training 2			
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 356					
A	B	C	D	E	FX
94,94	3,93	0,28	0,0	0,56	0,28
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-044/00		Course title: Professional Training 3			
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 323					
A	B	C	D	E	FX
60,99	29,1	6,5	0,93	0,0	2,48
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-046/00		Course title: Professional Training 4			
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 310					
A	B	C	D	E	FX
65,81	27,42	4,84	1,61	0,0	0,32
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-019/15		Course title: Psychology in Marketing Communication			
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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 70					
A	B	C	D	E	FX
57,14	18,57	12,86	7,14	1,43	2,86
Lecturers: doc. PhDr. Blandína Šramová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-015/15		Course title: Public Relations 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: 3					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 86					
A	B	C	D	E	FX
34,88	29,07	23,26	8,14	3,49	1,16
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-022/15		Course title: Public Relations 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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 65					
A	B	C	D	E	FX
61,54	26,15	9,23	3,08	0,0	0,0
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-004/00		Course title: Slovak Language: Grammar			
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: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 379					
A	B	C	D	E	FX
14,25	20,32	25,07	17,68	17,68	5,01
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-009/15		Course title: Slovak Language: Literary Training			
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: I.					
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
36,27	18,63	16,67	6,86	2,94	18,63
Lecturers: PhDr. Eva Vopálenská, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-030/15		Course title: Stylistics			
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: 5.					
Educational level: I.					
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
29,55	34,09	13,64	13,64	6,82	2,27
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-018/00		Course title: Text Analysis			
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: 2					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 324					
A	B	C	D	E	FX
61,11	25,0	9,26	3,09	0,31	1,23
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					

COURSE DESCRIPTION

University: Comenius University in Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-008/15		Course title: Theory of 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: 5					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 109					
A	B	C	D	E	FX
14,68	46,79	25,69	11,93	0,92	0,0
Lecturers: prof. PhDr. Pavel Horňák, CSc.					
Last change: 02.06.2015					
Approved by: prof. PhDr. Pavel Horňák, CSc.					