

Course descriptions

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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: 92					
A	B	C	D	E	FX
72,83	11,96	8,7	3,26	2,17	1,09
Lecturers: Mgr. Gabriela Kosibová					
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: 125					
A	B	C	D	E	FX
75,2	13,6	7,2	1,6	1,6	0,8
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: 126					
A	B	C	D	E	FX
45,24	36,51	12,7	4,76	0,79	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: 93					
A	B	C	D	E	FX
83,87	16,13	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: 272					
A	B	C	D	E	FX
38,97	22,79	20,22	11,03	5,15	1,84
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: 273					
A	B	C	D	E	FX
89,74	8,42	1,47	0,0	0,0	0,37
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: 130					
A	B	C	D	E	FX
36,92	20,0	16,15	14,62	12,31	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: 93					
A	B	C	D	E	FX
61,29	26,88	9,68	0,0	2,15	0,0
Lecturers: Mgr. Daniela Vunhu					
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: 72					
A	B	C	D	E	FX
100,0	0,0	0,0	0,0	0,0	0,0
Lecturers: doc. PhDr. Eva Chudinová, 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-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: 119					
A	B	C	D	E	FX
83,19	11,76	4,2	0,84	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: 85					
A	B	C	D	E	FX
75,29	22,35	2,35	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: 217					
A	B	C	D	E	FX
55,3	22,12	8,29	2,76	3,23	8,29
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: 89					
A	B	C	D	E	FX
41,57	16,85	24,72	10,11	5,62	1,12
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: 257					
A	B	C	D	E	FX
49,42	35,02	11,67	1,95	1,17	0,78
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: 129					
A	B	C	D	E	FX
45,74	17,05	32,56	3,1	1,55	0,0
Lecturers: doc. PhDr. Eva Chudinová, 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-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: 87					
A	B	C	D	E	FX
75,86	24,14	0,0	0,0	0,0	0,0
Lecturers: Mgr. Daniela Vunhu					
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: 88					
A	B	C	D	E	FX
15,91	29,55	34,09	17,05	3,41	0,0
Lecturers: Mgr. Tatiana Deptová, 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-053/18		Course title: Media 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: 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: 27					
A	B	C	D	E	FX
37,04	14,81	29,63	11,11	7,41	0,0
Lecturers: PhDr. Tomáš Šula, PhD.					
Last change:					
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: 92					
A	B	C	D	E	FX
27,17	27,17	25,0	3,26	1,09	16,3
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: 240					
A	B	C	D	E	FX
69,17	20,42	5,0	1,25	0,42	3,75
Lecturers: doc. PhDr. Eva Chudinová, 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-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: 263					
A	B	C	D	E	FX
88,21	7,98	2,28	1,52	0,0	0,0
Lecturers: doc. PhDr. Blandína Šramová, 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: 88					
A	B	C	D	E	FX
78,41	14,77	5,68	0,0	1,14	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: 120					
A	B	C	D	E	FX
32,5	44,17	13,33	5,0	5,0	0,0
Lecturers: doc. PhDr. Danica Bořutová, CSc., doc. Mgr. Katarína Kolbiarz Chmelinová, 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: 119					
A	B	C	D	E	FX
28,57	57,14	10,92	3,36	0,0	0,0
Lecturers: 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: 88					
A	B	C	D	E	FX
15,91	26,14	25,0	18,18	14,77	0,0
Lecturers: Mgr. Peter Buday, 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: 88					
A	B	C	D	E	FX
45,45	20,45	13,64	13,64	6,82	0,0
Lecturers: doc. PhDr. Danica Bořutová, CSc., Mgr. Katarína Beňová, PhD., doc. 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: 89					
A	B	C	D	E	FX
22,47	24,72	31,46	10,11	11,24	0,0
Lecturers: doc. PhDr. 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: 222					
A	B	C	D	E	FX
31,98	31,08	23,42	7,66	5,86	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: 60					
A	B	C	D	E	FX
78,33	6,67	11,67	0,0	1,67	1,67
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: 216					
A	B	C	D	E	FX
87,5	10,65	1,85	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: 93					
A	B	C	D	E	FX
38,71	40,86	19,35	0,0	0,0	1,08
Lecturers: Mgr. Martin Motáček					
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: 61					
A	B	C	D	E	FX
39,34	50,82	8,2	1,64	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.					