

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: 125					
A	B	C	D	E	FX
58,4	23,2	7,2	6,4	2,4	2,4
Lecturers: Mgr. Gabriela Kosibová					
Last change: 16.09.2020					
Approved by:					

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: 127					
A	B	C	D	E	FX
44,09	18,11	13,39	16,54	7,09	0,79
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 15.09.2020					
Approved by:					

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: 125					
A	B	C	D	E	FX
39,2	20,0	18,4	14,4	7,2	0,8
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 15.09.2020					
Approved by:					

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: 399					
A	B	C	D	E	FX
86,47	7,52	5,26	0,0	0,25	0,5
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 15.09.2020					
Approved by:					

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: 345					
A	B	C	D	E	FX
66,09	20,87	9,57	1,16	1,16	1,16
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 124					
A	B	C	D	E	FX
29,84	25,81	20,97	13,71	6,45	3,23
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 09.09.2020					
Approved by:					

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:	

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: 92					
A	B	C	D	E	FX
26,09	41,3	17,39	7,61	7,61	0,0
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 09.09.2020					
Approved by:					

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: 30					
A	B	C	D	E	FX
96,67	3,33	0,0	0,0	0,0	0,0
Lecturers: PhDr. Ján Jászberényi					
Last change: 16.09.2020					
Approved by:					

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: 31					
A	B	C	D	E	FX
83,87	3,23	0,0	0,0	0,0	12,9
Lecturers: PhDr. Ján Jászberényi					
Last change: 16.09.2020					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 156					
A	B	C	D	E	FX
39,1	35,9	22,44	1,92	0,64	0,0
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 15.09.2020					
Approved by:					

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: 36					
A	B	C	D	E	FX
52,78	27,78	13,89	2,78	0,0	2,78
Lecturers: doc. PhDr. Zuzana Slušná, PhD.					
Last change: 13.06.2017					
Approved by:					

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: 104					
A	B	C	D	E	FX
51,92	28,85	10,58	5,77	0,96	1,92
Lecturers: Mgr. Gabriela Kosibová					
Last change: 16.09.2020					
Approved by:					

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: 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. NAGEL, T.: Čo to všetko znamená. Stručný úvod do filozofie. Bradlo, Bratislava 1991.	
Languages necessary to complete the course: Slovak	
Notes:	

Past grade distribution					
Total number of evaluated students: 434					
A	B	C	D	E	FX
46,08	29,72	13,82	5,53	2,3	2,53
Lecturers: doc. PhDr. Mariana Szapuová, CSc., PhDr. Ladislav Sabela, CSc.					
Last change: 02.04.2021					
Approved by:					

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: 195					
A	B	C	D	E	FX
92,82	5,64	0,0	0,0	0,51	1,03
Lecturers: Mgr. Hubert Kaffka, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 123					
A	B	C	D	E	FX
56,91	17,89	15,45	4,88	2,44	2,44
Lecturers: Mgr. Zuzana Bachratá, doc. PhDr. Blandína Šramová, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 98					
A	B	C	D	E	FX
85,71	10,2	4,08	0,0	0,0	0,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 08.06.2015					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 91					
A	B	C	D	E	FX
85,71	13,19	1,1	0,0	0,0	0,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 08.06.2015					
Approved by:					

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: 111					
A	B	C	D	E	FX
71,17	15,32	10,81	1,8	0,9	0,0
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 14.09.2020					
Approved by:					

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: 107					
A	B	C	D	E	FX
51,4	26,17	17,76	3,74	0,93	0,0
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 14.09.2020					
Approved by:					

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: 449					
A	B	C	D	E	FX
76,84	17,82	3,79	0,67	0,0	0,89
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 391					
A	B	C	D	E	FX
95,91	3,07	0,0	0,77	0,0	0,26
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 76					
A	B	C	D	E	FX
63,16	5,26	21,05	2,63	2,63	5,26
Lecturers: doc. PhDr. Pavel Rankov, PhD.					
Last change: 14.09.2020					
Approved by:					

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: 108					
A	B	C	D	E	FX
31,48	31,48	16,67	11,11	9,26	0,0
Lecturers: PhDr. Tomáš Šula, PhD.					
Last change: 16.09.2020					
Approved by:					

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: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. 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. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: A selection of the following will be covered: <ul style="list-style-type: none"> • identify and create academic definitions (simple and expanded), • critically analyze and interpret field-specific texts, • determine main ideas and supporting details, 	

<ul style="list-style-type: none"> • write listing paragraphs, • write comparison and contrast texts, • write cause and effect texts, • identify signal words and their functions in the field-specific texts, • paraphrase texts, • summarize texts, • express personal opinions and give supporting points. 						
Recommended literature: WILLIAMS, J., BROWN, K., HOOD, S. Academic Encounters Level 3. Life in Society, Reading, Writing. Cambridge : CUP, 2012. SANABRIA, K. Academic Encounters. Life in Society 3. Listening, Speaking. Cambridge : CUP, 2012. SEAL, B. Academic Encounters. Human Behaviour. Reading, Study Skills, Writing. Cambridge : CUP, 2004. CERAMELLA, N., LEE, E. Cambridge English for the Media. Cambridge : CUP, 2013. ESPESTH, M. 1999. Academic Encounters. Human Behaviour. Listening, Note Taking and Discussion. Cambridge : CUP, 1997. JORDAN, R. R.. Academic Writing Course. Study Skills in English. Longman, 2004. McCARTHY, M. & O'DELL, F. Academic Vocabulary in Use. Cambridge : CUP, 2016. https://www.google.com/search?q=academic+vocabulary+in+use.pdf&oq=Academic+Vocabulary+in+Use.&aqs=chrome..69j0l5.3903j0j7&sourceid=chrome&ie=UTF-8 ŠULOVSÁ, D. Video-based Listening Tasks and Activities for ESP Classes. Bratislava : Stimul , 2018; http://stella.uniba.sk/texty/UK/DS_video-based_ESP.pdf LACÍKOVÁ SERDULOVÁ, M. English for Students of Psychology Collection of Study Material 1, Bratislava : Stimul, 2018. ŠIMKOVÁ, S. English for Students of Archeology 1: A Textbook for Universty Students. Bratislava : Vydavateľstvo UK, 2019.						
Languages necessary to complete the course: English						
Notes:						
Past grade distribution Total number of evaluated students: 6812						
A	ABS	B	C	D	E	FX
18,73	0,0	21,51	22,42	14,67	14,28	8,4
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. John Peter Butler Barrer, PhD., M. A. Linda Marie Steyne, PhD.						
Last change: 21.09.2020						
Approved by:						

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: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % – D, 65 % - 60 % – E, 59 % and less – FX The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. 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. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: Items not covered in Semester I from the following: <ul style="list-style-type: none"> • identify and create academic definitions (simple and expanded), • critically analyze and interpret field-specific texts, • determine main ideas and supporting details, 	

- write listing paragraphs,
- write comparison and contrast texts,
- write cause and effect texts,
- identify signal words and their functions in the field-specific texts,
- paraphrase texts,
- summarize texts,
- express personal opinions and give supporting points.

Recommended literature:

WILLIAMS, J., BROWN, K., HOOD, S. Academic Encounters Level 3. Life in Society, Reading, Writing. Cambridge : CUP, 2012.
 SANABRIA, K. Academic Encounters. Life in Society 3. Listening, Speaking. Cambridge : CUP, 2012.
 SEAL, B. Academic Encounters. Human Behaviour. Reading, Study Skills, Writing. Cambridge : CUP, 2004.
 CERAMELLA, N., LEE, E. Cambridge English for the Media. Cambridge : CUP, 2013.
 ESPESTH, M. 1999. Academic Encounters. Human Behaviour. Listening, Note Taking and Discussion. Cambridge : CUP, 1997.
 JORDAN, R. R.. Academic Writing Course. Study Skills in English. Longman, 2004.
 MCCARTHY, M. & O'DELL, F. Academic Vocabulary in Use. Cambridge : CUP, 2016.
<https://www.google.com/search?q=academic+vocabulary+in+use.pdf&oq=Academic+Vocabulary+in+Use.&aqs=chrome..69j0l5.3903j0j7&sourceid=chrome&ie=UTF-8>
 ŠULOVSÁ, D. Video-based Listening Tasks and Activities for ESP Classes. Bratislava : Stimul , 2018; http://stella.uniba.sk/texty/UK/DS_video-based_ESP.pdf
 LACÍKOVÁ SERDULOVÁ, M. English for Students of Psychology Collection of Study Material 1, Bratislava : Stimul, 2018.
 ŠIMKOVÁ, S. English for Students of Archeology 1: A Textbook for Universty Students. Bratislava : Vydavateľstvo UK, 2019.

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 6041

A	ABS	B	C	D	E	FX
22,4	0,0	23,95	20,69	13,77	12,88	6,31

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: 21.09.2020

Approved by:

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: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. 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. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: A selection of the following will be covered: <ul style="list-style-type: none"> • actively use subject-specific vocabulary • report what others say and refer to information sources, • acquire strategies for writing the paper of argumentation, 	

<ul style="list-style-type: none"> • form questions in questionnaires and interviews, • transform graphic material into text and vice versa, • develop strategies of academic discussion, • learn methods in constructing and conducting survey, • write short academic texts (abstract, keywords, survey report), • acquire strategies of academic subject-oriented presentation. 						
<p>Recommended literature: WILLIAMS, J., BROWN, K., HOOD, S. Academic Encounters Level 3. Life in Society, Reading, Writing. Cambridge : CUP, 2012. SANABRIA, K. Academic Encounters. Life in Society 3. Listening, Speaking. Cambridge : CUP, 2012. SEAL, B. Academic Encounters. Human Behaviour. Reading, Study Skills, Writing. Cambridge : CUP, 2004. CERAMELLA, N., LEE, E. Cambridge English for the Media. Cambridge : CUP, 2013. ESPESTH, M. 1999. Academic Encounters. Human Behaviour. Listening, Note Taking and Discussion. Cambridge : CUP, 1997. JORDAN, R. R.. Academic Writing Course. Study Skills in English. Longman, 2004. McCARTHY, M. & O'DELL, F. Academic Vocabulary in Use. Cambridge : CUP, 2016. https://www.google.com/search?q=academic+vocabulary+in+use.pdf&oq=Academic+Vocabulary+in+Use.&aqs=chrome..69j0l5j93j0j7&sourceid=chrome&ie=UTF-8 ŠULOVSÁ, D. Video-based Listening Tasks and Activities for ESP Classes. Bratislava : Stimul , 2018; http://stella.uniba.sk/texty/UK/DS_video-based_ESP.pdf LACÍKOVÁ SERDULOVÁ, M. English for Students of Psychology Collection of Study Material 1, Bratislava : Stimul, 2018. ŠIMKOVÁ, S. English for Students of Archeology 1: A Textbook for Universty Students. Bratislava : Vydavateľstvo UK, 2019.</p>						
<p>Languages necessary to complete the course: English</p>						
<p>Notes:</p>						
<p>Past grade distribution Total number of evaluated students: 4364</p>						
A	ABS	B	C	D	E	FX
19,98	0,0	22,5	21,93	16,8	14,39	4,4
<p>Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. John Peter Butler Barrer, PhD., M. A. Linda Marie Steyne, PhD.</p>						
<p>Last change: 21.09.2020</p>						
<p>Approved by:</p>						

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: 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 The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. Scale of assessment (preliminary/final): 60/40	
Learning outcomes: Students will acquire, develop and consolidate their language skills important for effective communication in academic environment. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: Items not covered in Semester III from the following: <ul style="list-style-type: none"> • actively use subject-specific vocabulary • report what others say and refer to information sources, • acquire strategies for writing the paper of argumentation, • form questions in questionnaires and interviews, • transform graphic material into text and vice versa, • develop strategies of academic discussion, • learn methods in constructing and conducting survey, • write short academic texts (abstract, keywords, survey report), • acquire strategies of academic subject-oriented presentation. 	

Recommended literature:

WILLIAMS, J., BROWN, K., HOOD, S. Academic Encounters Level 3. Life in Society, Reading, Writing. Cambridge : CUP, 2012.

SANABRIA, K. Academic Encounters. Life in Society 3. Listening, Speaking. Cambridge : CUP, 2012.

SEAL, B. Academic Encounters. Human Behaviour. Reading, Study Skills, Writing. Cambridge : CUP, 2004.

CERAMELLA, N., LEE, E. Cambridge English for the Media. Cambridge : CUP, 2013.

ESPESTH, M. 1999. Academic Encounters. Human Behaviour. Listening, Note Taking and Discussion. Cambridge : CUP, 1997.

JORDAN, R. R.. Academic Writing Course. Study Skills in English. Longman, 2004.

McCARTHY, M. & O'DELL, F. Academic Vocabulary in Use. Cambridge : CUP, 2016.

<https://www.google.com/search?q=academic+vocabulary+in+use.pdf&aq=chrome.1.69i57j0l5.3903j0j7&sourceid=chrome&ie=UTF-8>

ŠULOVSÁ, D. Video-based Listening Tasks and Activities for ESP Classes. Bratislava : Stimul , 2018; http://stella.uniba.sk/texty/UK/DS_video-based_ESP.pdf

LACÍKOVÁ SERDULOVÁ, M. English for Students of Psychology Collection of Study Material 1, Bratislava : Stimul, 2018.

ŠIMKOVÁ, S. English for Students of Archeology 1: A Textbook for Universty Students. Bratislava : Vydavateľstvo UK, 2019.

Languages necessary to complete the course:

English

Notes:**Past grade distribution**

Total number of evaluated students: 4006

A	ABS	B	C	D	E	FX
24,71	0,0	22,87	23,27	13,6	10,31	5,24

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: 16.07.2020

Approved by:

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: 1 / 1 per level/semester: 14 / 14 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: 94					
A	B	C	D	E	FX
43,62	32,98	11,7	3,19	7,45	1,06
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 09.09.2020					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 370					
A	B	C	D	E	FX
48,11	23,51	9,46	5,95	6,76	6,22
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 09.09.2020					
Approved by:					

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: 131					
A	B	C	D	E	FX
25,19	24,43	24,43	11,45	12,98	1,53
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 09.09.2020					
Approved by:					

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: 98					
A	B	C	D	E	FX
71,43	23,47	4,08	0,0	0,0	1,02
Lecturers: prof. PhDr. Pavel Horňák, CSc., Mgr. Branislav Mladý					
Last change: 26.08.2019					
Approved by:					

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: 97					
A	B	C	D	E	FX
94,85	3,09	0,0	0,0	2,06	0,0
Lecturers: Mgr. Gabriela Kosibová					
Last change: 16.09.2020					
Approved by:					

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: 94					
A	B	C	D	E	FX
37,23	25,53	11,7	19,15	6,38	0,0
Lecturers: PhDr. Tomáš Šula, PhD.					
Last change: 16.09.2020					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 93					
A	B	C	D	E	FX
53,76	26,88	15,05	4,3	0,0	0,0
Lecturers: prof. PhDr. Pavel Horňák, CSc.					
Last change: 26.08.2019					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 92					
A	B	C	D	E	FX
76,09	20,65	2,17	0,0	1,09	0,0
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 08.06.2015					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 265					
A	B	C	D	E	FX
29,06	29,06	16,6	9,43	12,08	3,77
Lecturers: doc. PhDr. Mária Follrichová, CSc.					
Last change: 20.09.2020					
Approved by:					

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: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 1847						
A	ABS	B	C	D	E	FX
19,55	0,0	16,84	18,52	12,89	19,06	13,16
Lecturers: Mgr. Ivana Zolcerová, PhD., PaedDr. Ján Markech, PhD.						
Last change: 21.09.2020						
Approved by:						

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: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 1571						
A	ABS	B	C	D	E	FX
17,06	0,0	13,81	19,61	16,74	20,31	12,48
Lecturers: PhDr. Veronika Vlčková, PhD., Mgr. Ivana Zolcerová, PhD., PaedDr. Ján Markech, PhD.						
Last change: 21.09.2020						
Approved by:						

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: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 1224						
A	ABS	B	C	D	E	FX
18,87	0,0	16,75	20,75	18,3	19,12	6,21
Lecturers: PhDr. Veronika Vlčková, PhD., Mgr. Ivana Zolcerová, PhD.						
Last change: 21.09.2020						
Approved by:						

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: The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 1102						
A	ABS	B	C	D	E	FX
19,15	0,0	15,79	20,87	18,24	19,78	6,17
Lecturers: Mgr. Ivana Zolcerová, PhD.						
Last change: 16.07.2020						
Approved by:						

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: 1 / 1 per level/semester: 14 / 14 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: 157					
A	B	C	D	E	FX
12,1	17,2	17,83	26,75	17,83	8,28
Lecturers: prof. PhDr. Danuša Serafinová, CSc.					
Last change: 25.09.2019					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 314					
A	B	C	D	E	FX
70,38	15,61	10,19	2,23	1,59	0,0
Lecturers: doc. PhDr. Blandína Šramová, PhD.					
Last change: 09.09.2020					
Approved by:					

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: 44					
A	B	C	D	E	FX
84,09	13,64	2,27	0,0	0,0	0,0
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change:					
Approved by:					

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: 402					
A	B	C	D	E	FX
28,11	34,08	20,4	10,7	6,22	0,5
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 15.09.2020					
Approved by:					

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: 309					
A	B	C	D	E	FX
50,81	26,21	14,56	6,15	2,27	0,0
Lecturers: PhDr. Vladimír Repčík, Mgr. Tatiana Deptová, PhD.					
Last change: 16.09.2020					
Approved by:					

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: 420					
A	B	C	D	E	FX
43,33	17,62	17,86	11,43	9,52	0,24
Lecturers: Ing.JUDr. Miloš Ronc, MBA, prof. PhDr. Pavel Horňák, CSc.					
Last change: 16.09.2020					
Approved by:					

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: 412					
A	B	C	D	E	FX
48,3	11,17	15,53	11,89	11,89	1,21
Lecturers: Ing.JUDr. Miloš Ronec, MBA, prof. PhDr. Pavel Horňák, CSc.					
Last change: 16.09.2020					
Approved by:					

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: 93					
A	B	C	D	E	FX
56,99	16,13	15,05	6,45	5,38	0,0
Lecturers: doc. PhDr. Blandína Šramová, PhD.					
Last change: 09.02.2021					
Approved by:					

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: 154					
A	B	C	D	E	FX
14,94	25,97	27,27	22,08	9,74	0,0
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 31.03.2021					
Approved by:					

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: 142					
A	B	C	D	E	FX
76,76	11,27	3,52	0,7	4,23	3,52
Lecturers: Mgr. Hubert Kaffka, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 156					
A	B	C	D	E	FX
61,54	30,77	6,41	0,0	0,64	0,64
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 15.02.2021					
Approved by:					

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: 405					
A	B	C	D	E	FX
95,56	2,22	1,48	0,49	0,0	0,25
Lecturers: Mgr. Daniela Vunhu					
Last change: 16.09.2020					
Approved by:					

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: 383					
A	B	C	D	E	FX
95,3	3,66	0,26	0,0	0,52	0,26
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 378					
A	B	C	D	E	FX
66,4	25,13	5,56	0,79	0,0	2,12
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 338					
A	B	C	D	E	FX
68,05	25,44	4,73	1,48	0,0	0,3
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 15.09.2020					
Approved by:					

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: 127					
A	B	C	D	E	FX
65,35	17,32	9,45	6,3	0,79	0,79
Lecturers: doc. PhDr. Blandína Šramová, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 141					
A	B	C	D	E	FX
45,39	28,37	18,44	4,96	2,13	0,71
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 116					
A	B	C	D	E	FX
72,41	19,83	6,03	1,72	0,0	0,0
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 424					
A	B	C	D	E	FX
15,33	21,23	24,76	17,45	16,75	4,48
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 09.09.2020					
Approved by:					

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: 148					
A	B	C	D	E	FX
31,76	20,95	18,24	10,14	3,38	15,54
Lecturers: PhDr. Eva Vopálenská, PhD.					
Last change: 02.09.2019					
Approved by:					

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: 94					
A	B	C	D	E	FX
25,53	36,17	17,02	13,83	5,32	2,13
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 09.09.2020					
Approved by:					

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: 382					
A	B	C	D	E	FX
65,71	22,51	7,85	2,62	0,26	1,05
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 02.06.2015					
Approved by:					

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: 1 / 1 per level/semester: 14 / 14 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: 136					
A	B	C	D	E	FX
26,47	41,18	22,06	9,56	0,74	0,0
Lecturers: prof. PhDr. Pavel Horňák, CSc.					
Last change: 26.08.2019					
Approved by:					