

## Course descriptions

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## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-043/15		<b>Course title:</b> Budgeting in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 145					
A	B	C	D	E	FX
61,38	26,9	6,9	2,07	2,07	0,69
<b>Lecturers:</b> Mgr. Andrej Csino					
<b>Last change:</b> 16.09.2019					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-003/15		<b>Course title:</b> Communication with the Public 3			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 178					
A	B	C	D	E	FX
78,09	14,04	5,06	1,12	1,12	0,56
<b>Lecturers:</b> doc. PhDr. Vlasta Konečná, CSc.					
<b>Last change:</b> 14.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-009/15		<b>Course title:</b> Communication with the Public 4			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 154					
A	B	C	D	E	FX
46,1	35,06	13,64	4,55	0,65	0,0
<b>Lecturers:</b> doc. PhDr. Vlasta Konečná, CSc.					
<b>Last change:</b> 14.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-047/15		<b>Course title:</b> Content and Form Text Analysis			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 145					
A	B	C	D	E	FX
80,69	18,62	0,69	0,0	0,0	0,0
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 08.06.2015					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-013/00		<b>Course title:</b> Corporate Identity			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 325					
A	B	C	D	E	FX
40,0	24,0	18,77	11,08	4,62	1,54
<b>Lecturers:</b> doc. PhDr. Vlasta Konečná, CSc.					
<b>Last change:</b> 14.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-008/00		<b>Course title:</b> Creating Advertising Campaigns			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 332					
A	B	C	D	E	FX
88,86	9,34	1,51	0,0	0,0	0,3
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b>					

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-993/15	<b>Course title:</b> Creating Promotional Materials
<b>Number of credits:</b> 4	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 02.06.2015	
<b>Approved by:</b>	



## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-992/15	<b>Course title:</b> Creating Promotional Units
<b>Number of credits:</b> 4	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 02.06.2015	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-001/15		<b>Course title:</b> Creativity in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 188					
A	B	C	D	E	FX
36,7	27,13	13,83	12,77	9,57	0,0
<b>Lecturers:</b> prof. PhDr. Pavel Horňák, CSc.					
<b>Last change:</b> 26.08.2019					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-032/15		<b>Course title:</b> Current Issues in Marketing Communication 1			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 144					
A	B	C	D	E	FX
74,31	17,36	6,25	0,0	2,08	0,0
<b>Lecturers:</b> Mgr. Daniela Vunhu					
<b>Last change:</b> 16.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-038/15		<b>Course title:</b> Current Issues in Marketing Communication 2			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 120					
A	B	C	D	E	FX
92,5	6,67	0,0	0,0	0,83	0,0
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 08.06.2015					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-082/15		<b>Course title:</b> Fashion Marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 174					
A	B	C	D	E	FX
88,51	8,05	2,87	0,57	0,0	0,0
<b>Lecturers:</b> Mgr. Peter Šagát, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-059/15		<b>Course title:</b> Final Exams Seminar			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 141					
A	B	C	D	E	FX
73,76	22,7	2,84	0,71	0,0	0,0
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 09.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-037/00		<b>Course title:</b> Geopolitics			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 260					
A	B	C	D	E	FX
62,31	18,46	7,31	2,31	2,69	6,92
<b>Lecturers:</b> PhDr. Petra Greksová, doc. PhDr. Vlasta Konečná, CSc.					
<b>Last change:</b> 16.09.2020					
<b>Approved by:</b>					

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-991/15	<b>Course title:</b> History and Theory of Marketing Communication
<b>Number of credits:</b> 4	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 02.06.2015	
<b>Approved by:</b>	



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-017/15		<b>Course title:</b> Language and Style of Advertising 1			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 149					
A	B	C	D	E	FX
36,24	25,5	25,5	8,05	4,03	0,67
<b>Lecturers:</b> PhDr. Eva Vopálenská, PhD.					
<b>Last change:</b> 22.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-024/00		<b>Course title:</b> Language and Style of Advertising 2			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 310					
A	B	C	D	E	FX
51,61	34,84	10,32	1,61	0,97	0,65
<b>Lecturers:</b> PhDr. Eva Vopálenská, PhD.					
<b>Last change:</b> 02.09.2019					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-002/15		<b>Course title:</b> Management			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 189					
A	B	C	D	E	FX
48,15	19,58	27,51	3,7	1,06	0,0
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-022/15		<b>Course title:</b> Marketing Communication Agencies			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 144					
A	B	C	D	E	FX
84,03	15,28	0,69	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Daniela Vunhu					
<b>Last change:</b> 16.09.2020					
<b>Approved by:</b>					

## STATE EXAM DESCRIPTION

<b>University:</b> Comenius University in Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-099/15	<b>Course title:</b> Master's Degree Thesis Defence
<b>Number of credits:</b> 15	
<b>Educational level:</b> II.	
<b>State exam syllabus:</b>	
<b>Last change:</b> 02.06.2015	
<b>Approved by:</b>	

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-020/15		<b>Course title:</b> Master's Degree Thesis Seminar			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 141					
A	B	C	D	E	FX
24,11	29,79	29,08	13,48	3,55	0,0
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 09.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-053/18		<b>Course title:</b> Media in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 77					
A	B	C	D	E	FX
37,66	18,18	24,68	15,58	3,9	0,0
<b>Lecturers:</b> PhDr. Tomáš Šula, PhD.					
<b>Last change:</b> 16.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-037/15		<b>Course title:</b> Online Marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 145					
A	B	C	D	E	FX
28,97	26,9	22,07	8,97	2,76	10,34
<b>Lecturers:</b> PhDr. Tomáš Šula, PhD.					
<b>Last change:</b> 16.09.2020					
<b>Approved by:</b>					



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-041/11		<b>Course title:</b> PR in Practice			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 295					
A	B	C	D	E	FX
67,46	21,36	6,1	1,36	0,68	3,05
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 19.08.2019					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-005/00		<b>Course title:</b> Personality Psychology			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 310					
A	B	C	D	E	FX
87,1	9,68	1,94	1,29	0,0	0,0
<b>Lecturers:</b> doc. PhDr. Blandína Šramová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-021/15		<b>Course title:</b> Public Opinion and Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 142					
A	B	C	D	E	FX
85,21	10,56	3,52	0,0	0,7	0,0
<b>Lecturers:</b> PhDr. Vladimír Repčík, doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 16.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-030/00		<b>Course title:</b> Script Writing and Dramaturgy			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 288					
A	B	C	D	E	FX
85,76	8,68	2,43	1,04	1,04	1,04
<b>Lecturers:</b> PhDr. Vladimír Repčík, PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 16.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-006/15		<b>Course title:</b> Selected Topics from History of Art 1			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b> BOARDMAN, J.: The Oxford History of Classical Art. London 1993. GAGARIN, M.: Oxford Encyclopedia of Ancient Greece and Rome. Oxford 2010. GOMBRICH, E. H.: Příběh umění, Praha 1995. HOLLINGSWORTHOVÁ, M.: Umenie v dejinách človeka, Bratislava, 1994. ONIANS, J.: Classical Art and the Cultures of Greece and Rome. London 1999. PIJOAN, J.: Dejiny umenia, Tatran 1983.					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 175					
A	B	C	D	E	FX
29,14	40,57	16,0	10,29	4,0	0,0
<b>Lecturers:</b> doc. PhDr. Danica Bořutová, CSc., doc. Mgr. Katarína Kolbiarz Chmelinová, PhD.					
<b>Last change:</b> 23.08.2019					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-010/15		<b>Course title:</b> Selected Topics from History of Art 2			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 169					
A	B	C	D	E	FX
38,46	51,48	7,69	2,37	0,0	0,0
<b>Lecturers:</b> PhDr. Štefan Oriško, CSc.					
<b>Last change:</b> 23.08.2019					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-016/15		<b>Course title:</b> Selected Topics from History of Art 3			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 142					
A	B	C	D	E	FX
14,08	28,87	32,39	15,49	9,15	0,0
<b>Lecturers:</b> Mgr. Peter Buday, PhD.					
<b>Last change:</b> 23.08.2019					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-023/15		<b>Course title:</b> Selected Topics from History of Art 4			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 141					
A	B	C	D	E	FX
35,46	29,08	17,02	11,35	7,09	0,0
<b>Lecturers:</b> doc. PhDr. Danica Bořutová, CSc., doc. Mgr. Katarína Beňová, PhD., doc. Mgr. Katarína Kolbiarz Chmelinová, PhD.					
<b>Last change:</b> 23.08.2019					
<b>Approved by:</b>					



## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-046/15		<b>Course title:</b> Semiotics of Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 147					
A	B	C	D	E	FX
23,13	27,21	30,61	11,56	7,48	0,0
<b>Lecturers:</b> doc. PhDr. Milan Banyár, PhD.					
<b>Last change:</b> 15.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-040/11		<b>Course title:</b> Social Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 273					
A	B	C	D	E	FX
34,8	31,14	22,34	6,96	4,76	0,0
<b>Lecturers:</b> Mgr. Alena Popovičová, PhD., prof. PhDr. Pavel Horňák, CSc.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-001/17		<b>Course title:</b> Specific Features of Performance in Audio-Visual Media			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 104					
A	B	C	D	E	FX
74,04	15,38	8,65	0,0	0,96	0,96
<b>Lecturers:</b> doc. PhDr. Vlasta Konečná, CSc.					
<b>Last change:</b> 14.09.2020					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-048/12		<b>Course title:</b> The Marketing of Art, Culture and Cultural Heritage			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 242					
A	B	C	D	E	FX
88,84	9,5	1,65	0,0	0,0	0,0
<b>Lecturers:</b> PhDr. Martin Kostelničák, PhD., doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b>					

## COURSE DESCRIPTION

<b>University:</b> Comenius University in Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-089/15		<b>Course title:</b> Training in Creative Skills			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 146					
A	B	C	D	E	FX
59,59	26,71	13,01	0,0	0,0	0,68
<b>Lecturers:</b> Mgr. Martin Motáček, prof. PhDr. Pavel Horňák, CSc., PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 02.06.2015					
<b>Approved by:</b>					