

# 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><br>FiF.KMK/A-moMK-043/15           | <b>Course title:</b><br>Budgeting in Marketing Communication |      |      |      |      |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |      |      |      |      |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar         |  |      |      |      |      |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |      |      |      |      |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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: 171              |  |      |      |      |      |  |  |  |  |  |
| A  | B  | C    | D    | E    | FX   |  |  |  |  |  |
| 64,33  | 24,56  | 6,43 | 2,34 | 1,75 | 0,58 |  |  |  |  |  |
| <b>Lecturers:</b> Mgr. Gabriela Kosibová             |  |      |      |      |      |  |  |  |  |  |
| <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><br>FiF.KMK/A-moMK-003/15           | <b>Course title:</b><br>Communication with the Public 3 |      |      |      |      |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |      |      |      |      |  |  |  |  |  |
| <b>Type of activities:</b> practicals                |   |      |      |      |      |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |      |      |      |      |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-009/15           | <b>Course title:</b><br>Communication with the Public 4 |       |      |      |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |       |      |      |     |  |  |  |  |  |
| <b>Type of activities:</b> practicals                |   |       |      |      |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |       |      |      |     |  |  |  |  |  |
| per week: 2 per level/semester: 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: 180              |   |       |      |      |     |  |  |  |  |  |
| A  | B   | C     | D    | E    | FX  |  |  |  |  |  |
| 51,11  | 32,78   | 11,67 | 3,89 | 0,56 | 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><br>FiF.KMK/A-moMK-047/15           | <b>Course title:</b><br>Content and Form Text Analysis |      |     |     |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |      |     |     |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |  |      |     |     |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |      |     |     |     |  |  |  |  |  |
| per week: 2 per level/semester: 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: 174              |  |      |     |     |     |  |  |  |  |  |
| A  | B  | C    | D   | E   | FX  |  |  |  |  |  |
| 77,01  | 21,84  | 1,15 | 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><br>FiF.KMK/A-moMK-013/00           | <b>Course title:</b><br>Corporate Identity |       |      |      |      |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |       |      |      |      |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar         |  |       |      |      |      |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |       |      |      |      |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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: 353              |  |       |      |      |      |  |  |  |  |  |
| A  | B  | C     | D    | E    | FX   |  |  |  |  |  |
| 43,63  | 23,23                                      | 17,28 | 10,2 | 4,25 | 1,42 |  |  |  |  |  |
| <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><br>FiF.KMK/A-moMK-008/00           | <b>Course title:</b><br>Creating Advertising Campaigns |      |     |     |      |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |      |     |     |      |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |  |      |     |     |      |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |      |     |     |      |  |  |  |  |  |
| per week: 2 per level/semester: 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: 362              |  |      |     |     |      |  |  |  |  |  |
| A  | B  | C    | D   | E   | FX   |  |  |  |  |  |
| 84,25  | 14,09  | 1,38 | 0,0 | 0,0 | 0,28 |  |  |  |  |  |
| <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><br>FiF.KMK/A-moMK-993/15           | <b>Course title:</b><br>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><br>FiF.KMK/A-moMK-992/15           | <b>Course title:</b><br>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><br>FiF.KMK/A-moMK-001/15           | <b>Course title:</b><br>Creativity in Marketing Communication |       |       |      |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |       |       |      |     |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar         |   |       |       |      |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |       |       |      |     |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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><br>FiF.KMK/A-moMK-032/15           | <b>Course title:</b><br>Current Issues in Marketing Communication 1 |      |     |      |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |      |     |      |     |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar         |   |      |     |      |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |      |     |      |     |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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><br>FiF.KMK/A-moMK-038/15           | <b>Course title:</b><br>Current Issues in Marketing Communication 2 |     |     |      |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |     |     |      |     |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar         |   |     |     |      |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |     |     |      |     |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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><br>FiF.KMK/A-moMK-082/15           | <b>Course title:</b><br>Fashion Marketing |      |      |     |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |      |      |     |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |   |      |      |     |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |      |      |     |     |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-059/15           | <b>Course title:</b><br>Final Exams Seminar |      |      |     |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |      |      |     |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |   |      |      |     |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |      |      |     |     |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-037/00                             | <b>Course title:</b><br>Geopolitics |      |      |      |      |  |  |  |  |  |
| <b>Educational activities:</b>   |                                     |      |      |      |      |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar                           |                                     |      |      |      |      |  |  |  |  |  |
| <b>Number of hours:</b>  |                                     |      |      |      |      |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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: 278                                |                                     |      |      |      |      |  |  |  |  |  |
| A  | B                                   | C    | D    | E    | FX   |  |  |  |  |  |
| 64,75  | 17,27                               | 6,83 | 2,16 | 2,52 | 6,47 |  |  |  |  |  |
| <b>Lecturers:</b> PhDr. Petra Greková, 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><br>FiF.KMK/A-moMK-991/15           | <b>Course title:</b><br>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><br>FiF.KMK/A-moMK-017/15           | <b>Course title:</b><br>Language and Style of Advertising 1 |      |      |      |      |
| <b>Educational activities:</b>                       |   |      |      |      |      |
| <b>Type of activities:</b> seminar                   |   |      |      |      |      |
| <b>Number of hours:</b>                              |   |      |      |      |      |
| per week: 2 per level/semester: 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> Mgr. Tatiana Deptová, 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><br>FiF.KMK/A-moMK-024/00           | <b>Course title:</b><br>Language and Style of Advertising 2 |       |      |      |      |  |  |  |  |  |
| <b>Educational activities:</b>                       |   |       |      |      |      |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |   |       |      |      |      |  |  |  |  |  |
| <b>Number of hours:</b>                              |   |       |      |      |      |  |  |  |  |  |
| per week: 2 per level/semester: 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. Peter Uličný, 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><br>FiF.KMK/A-moMK-002/15           | <b>Course title:</b><br>Management |          |          |          |           |  |  |  |  |  |
| <b>Educational activities:</b>                       |                                    |          |          |          |           |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |                                    |          |          |          |           |  |  |  |  |  |
| <b>Number of hours:</b>                              |                                    |          |          |          |           |  |  |  |  |  |
| per week: 2 per level/semester: 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              |                                    |          |          |          |           |  |  |  |  |  |
| <b>A</b>   | <b>B</b>                           | <b>C</b> | <b>D</b> | <b>E</b> | <b>FX</b> |  |  |  |  |  |
| 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><br>FiF.KMK/A-moMK-022/15           | <b>Course title:</b><br>Marketing Communication Agencies |      |     |     |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |      |     |     |     |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar         |  |      |     |     |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |      |     |     |     |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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><br>FiF.KMK/A-moMK-099/15           | <b>Course title:</b><br>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><br>FiF.KMK/A-moMK-020/15           | <b>Course title:</b><br>Master's Degree Thesis Seminar |       |       |      |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |       |       |      |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |  |       |       |      |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |       |       |      |     |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-053/18           | <b>Course title:</b><br>Media in Marketing Communication |       |       |     |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |       |       |     |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |  |       |       |     |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |       |       |     |     |  |  |  |  |  |
| per week: 2 per level/semester: 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> Mgr. Magdaléna Mihálová            |  |       |       |     |     |  |  |  |  |  |
| <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><br>FiF.KMK/A-moMK-037/15           | <b>Course title:</b><br>Online Marketing |       |      |      |       |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |       |      |      |       |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |  |       |      |      |       |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |       |      |      |       |  |  |  |  |  |
| per week: 2 per level/semester: 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> Mgr. Magdaléna Mihálová            |  |       |      |      |       |  |  |  |  |  |
| <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><br>FiF.KMK/A-moMK-041/11           | <b>Course title:</b><br>PR in Practice |     |      |      |      |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |     |      |      |      |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |  |     |      |      |      |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |     |      |      |      |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-005/00   | <b>Course title:</b><br>Personality Psychology |          |          |          |           |  |  |  |  |  |
| <b>Educational activities:</b>   |  |          |          |          |           |  |  |  |  |  |
| <b>Type of activities:</b> seminar   |  |          |          |          |           |  |  |  |  |  |
| <b>Number of hours:</b>  |  |          |          |          |           |  |  |  |  |  |
| per week: 2 per level/semester: 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  |  |          |          |          |           |  |  |  |  |  |
| <b>A</b>   | <b>B</b>                                       | <b>C</b> | <b>D</b> | <b>E</b> | <b>FX</b> |  |  |  |  |  |
| 87,1   | 9,68   | 1,94     | 1,29     | 0,0      | 0,0       |  |  |  |  |  |
| <b>Lecturers:</b> doc. PhDr. Blandína Šramová, PhD., doc. PhDr. Milica Schraggeová, 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><br>FiF.KMK/A-moMK-021/15                              | <b>Course title:</b><br>Public Opinion and Advertising |      |     |     |     |  |  |  |  |  |
| <b>Educational activities:</b>  |  |      |     |     |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar                                      |  |      |     |     |     |  |  |  |  |  |
| <b>Number of hours:</b>   |  |      |     |     |     |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-030/00                        | <b>Course title:</b><br>Script Writing and Dramaturgy |      |      |      |      |  |  |  |  |  |
| <b>Educational activities:</b>                                    |   |      |      |      |      |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar                      |   |      |      |      |      |  |  |  |  |  |
| <b>Number of hours:</b>   |   |      |      |      |      |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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><br>FiF.KMK/A-moMK-006/15   | <b>Course title:</b><br>Selected Topics from History of Art 1 |       |       |      |     |  |  |  |  |  |
| <b>Educational activities:</b>   |   |       |       |      |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar   |   |       |       |      |     |  |  |  |  |  |
| <b>Number of hours:</b>  |   |       |       |      |     |  |  |  |  |  |
| per week: 2 per level/semester: 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>   |   |       |       |      |     |  |  |  |  |  |
| 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: 176  |   |       |       |      |     |  |  |  |  |  |
| A  | B   | C     | D     | E    | FX  |  |  |  |  |  |
| 28,98  | 40,34   | 15,91 | 10,23 | 4,55 | 0,0 |  |  |  |  |  |
| <b>Lecturers:</b> doc. PhDr. Danica Bořutová, CSc., doc. Mgr. Katarína Kolbiarz Chmelinová, PhD., Mgr. Jana Garaiová |   |       |       |      |     |  |  |  |  |  |
| <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><br>FiF.KMK/A-moMK-010/15   | <b>Course title:</b><br>Selected Topics from History of Art 2 |     |      |     |     |   |    |      |       |     |      |     |     |
| <b>Educational activities:</b>   |   |     |      |     |     |   |    |      |       |     |      |     |     |
| <b>Type of activities:</b> seminar   |   |     |      |     |     |   |    |      |       |     |      |     |     |
| <b>Number of hours:</b>  |   |     |      |     |     |   |    |      |       |     |      |     |     |
| per week: 2 per level/semester: 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><br>Total number of evaluated students: 171  |   |     |      |     |     |   |    |      |       |     |      |     |     |
| <table><thead><tr><th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr></thead><tbody><tr><td>38,6</td><td>51,46</td><td>7,6</td><td>2,34</td><td>0,0</td><td>0,0</td></tr></tbody></table> |   | A   | B    | C   | D   | E | FX | 38,6 | 51,46 | 7,6 | 2,34 | 0,0 | 0,0 |
| A  | B   | C   | D    | E   | FX  |   |    |      |       |     |      |     |     |
| 38,6   | 51,46   | 7,6 | 2,34 | 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><br>FiF.KMK/A-moMK-016/15           | <b>Course title:</b><br>Selected Topics from History of Art 3 |       |       |      |     |
| <b>Educational activities:</b>                       |   |       |       |      |     |
| <b>Type of activities:</b> seminar                   |   |       |       |      |     |
| <b>Number of hours:</b>                              |   |       |       |      |     |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-023/15  | <b>Course title:</b><br>Selected Topics from History of Art 4 |       |       |      |     |  |  |  |  |  |
| <b>Educational activities:</b>  |   |       |       |      |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar  |   |       |       |      |     |  |  |  |  |  |
| <b>Number of hours:</b>   |   |       |       |      |     |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-046/15           | <b>Course title:</b><br>Semiotics of Advertising |       |       |      |     |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |       |       |      |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar                   |  |       |       |      |     |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |       |       |      |     |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-040/11                                    | <b>Course title:</b><br>Social Advertising |       |      |      |     |  |  |  |  |  |
| <b>Educational activities:</b>  |  |       |      |      |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar  |  |       |      |      |     |  |  |  |  |  |
| <b>Number of hours:</b>   |  |       |      |      |     |  |  |  |  |  |
| per week: 2 per level/semester: 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><br>FiF.KMK/A-moMK-001/17           | <b>Course title:</b><br>Specific Features of Performance in Audio-Visual Media |      |     |      |      |  |  |  |  |  |
| <b>Educational activities:</b>                       |  |      |     |      |      |  |  |  |  |  |
| <b>Type of activities:</b> lecture / seminar         |  |      |     |      |      |  |  |  |  |  |
| <b>Number of hours:</b>                              |  |      |     |      |      |  |  |  |  |  |
| per week: 1 / 1 per level/semester: 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><br>FiF.KMK/A-moMK-048/12                                       | <b>Course title:</b><br>The Marketing of Art, Culture and Cultural Heritage |      |     |     |     |  |  |  |  |  |
| <b>Educational activities:</b>   |   |      |     |     |     |  |  |  |  |  |
| <b>Type of activities:</b> seminar   |   |      |     |     |     |  |  |  |  |  |
| <b>Number of hours:</b>  |   |      |     |     |     |  |  |  |  |  |
| per week: 2 per level/semester: 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: 268  |   |      |     |     |     |  |  |  |  |  |
| A  | B   | C    | D   | E   | FX  |  |  |  |  |  |
| 89,93  | 8,58  | 1,49 | 0,0 | 0,0 | 0,0 |  |  |  |  |  |
| <b>Lecturers:</b> PhDr. Martin Kostelníčák, 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><br>FiF.KMK/A-moMK-089/15                                | <b>Course title:</b><br>Training in Creative Skills |       |     |     |      |  |  |  |  |  |
| <b>Educational activities:</b>  |   |       |     |     |      |  |  |  |  |  |
| <b>Type of activities:</b> seminar  |   |       |     |     |      |  |  |  |  |  |
| <b>Number of hours:</b>   |   |       |     |     |      |  |  |  |  |  |
| per week: 2 per level/semester: 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: 189                                   |   |       |     |     |      |  |  |  |  |  |
| A   | B   | C     | D   | E   | FX   |  |  |  |  |  |
| 68,25   | 21,16   | 10,05 | 0,0 | 0,0 | 0,53 |  |  |  |  |  |
| <b>Lecturers:</b> prof. PhDr. Pavel Horňák, CSc., Mgr. Magdaléna Mihálová |   |       |     |     |      |  |  |  |  |  |
| <b>Last change:</b> 02.06.2015  |   |       |     |     |      |  |  |  |  |  |
| <b>Approved by:</b>   |   |       |     |     |      |  |  |  |  |  |