

Course descriptions

TABLE OF CONTENTS

1. A-boMK-014/15	Advertising Agencies.....	3
2. A-boMK-055/15	Aesthetics in Advertising 1.....	4
3. A-boMK-056/15	Aesthetics in Advertising 2.....	6
4. A-boMK-043/00	Art Work Training.....	8
5. A-boMK-023/00	Author's Training.....	10
6. A-boMK-085/15	BTL Activities in Marketing Communication.....	11
7. A-boMK-099/15	Bachelor's Degree Thesis Defense (state exam).....	13
8. A-boMK-038/17	Bachelor's Degree Thesis Seminar.....	15
9. A-boMK-092/18	Basics in Computer Graphics.....	17
10. A-boMK-092z/18	Basics in Computer Graphics.....	19
11. A-boMK-011/15	Basics in Creating Art Work.....	21
12. A-boMK-086/17	Basics in Culture Studies.....	23
13. A-boMK-003/15	Basics in Mass Communication.....	24
14. A-AboFI901/15	Basics in Philosophy.....	26
15. A-boMK-010/15	Basics in Photography.....	28
16. A-boMK-080/15	Basics in Sociology in Marketing Communication.....	30
17. A-boMK-057/15	Brand Building 1.....	32
18. A-boMK-058/15	Brand Building 2.....	33
19. A-boMK-027/15	Communication with the Public 1.....	34
20. A-boMK-035/15	Communication with the Public 2.....	35
21. A-boMK-039/00	Creativity Studio 1.....	36
22. A-boMK-041/00	Creativity Studio 2.....	37
23. A-boMK-087/15	Culture of Mass Media and Pop Culture.....	38
24. A-boMK-061/14	Digital Communication.....	40
25. A-boCJ-001/00	English for Academic Purposes 1.....	42
26. A-boCJ-002/00	English for Academic Purposes 2.....	44
27. A-boCJ-003/00	English for Academic Purposes 3.....	47
28. A-boCJ-004/00	English for Academic Purposes 4.....	49
29. A-boMK-031/15	Ethical Aspects of Advertising.....	51
30. A-boMK-017/00	Exhibitions and Fairs.....	53
31. A-boMK-026/15	Forms and Means of Marketing Communication - Audio Advertising.....	55
32. A-boMK-081/15	Forms and Means of Marketing Communication - Elementary Typography.....	57
33. A-boMK-036/15	Forms and Means of Marketing Communication - Making Print Campaigns.....	58
34. A-boMK-050/15	Forms and Means of Marketing Communication - Online Marketing.....	60
35. A-boMK-034/15	Forms and Means of Marketing Communication - Video Advertising.....	62
36. A-boMK-045/15	Genres in Journalism 1.....	64
37. A-boMK-047/00	Genres in Journalism 2.....	65
38. A-boCJ-031/00	German for Academic Purposes 1.....	67
39. A-boCJ-032/00	German for Academic Purposes 2.....	69
40. A-boCJ-033/00	German for Academic Purposes 3.....	71
41. A-boCJ-034/00	German for Academic Purposes 4.....	73
42. A-boMK-005/15	History of Advertising.....	74
43. A-boMK-028/00	Human Communication in Marketing.....	76
44. A-boMK-066/18	Internal Communication in PR.....	78
45. A-boMK-001/15	Introduction into the Studies of Marketing Communication.....	80

46. A-boMK-029/00	Law and Advertising.....	82
47. A-boMK-002/00	Marketing 1.....	84
48. A-boMK-007/00	Marketing 2.....	86
49. A-boMK-032/17	Methods and Techniques of Marketing Research.....	88
50. A-boMK-012/15	New Trends in Marketing Communication.....	90
51. A-boMK-049/15	Photographs in Advertising.....	93
52. A-boMK-091/15	Presentation Tools in Marketing Communication.....	94
53. A-boMK-040/00	Professional Training 1.....	96
54. A-boMK-042/00	Professional Training 2.....	98
55. A-boMK-044/00	Professional Training 3.....	100
56. A-boMK-046/00	Professional Training 4.....	102
57. A-boMK-019/15	Psychology in Marketing Communication.....	104
58. A-boMK-015/15	Public Relations 1.....	105
59. A-boMK-022/15	Public Relations 2.....	107
60. A-boMK-004/00	Slovak Language: Grammar.....	109
61. A-boMK-009/15	Slovak Language: Literary Training.....	111
62. A-boMK-030/15	Stylistics.....	112
63. A-boMK-018/00	Text Analysis.....	114
64. A-boMK-008/15	Theory of Marketing Communication.....	115

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-014/15		Course title: Advertising Agencies			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 141					
A	B	C	D	E	FX
57,45	25,53	6,38	5,67	2,13	2,84
Lecturers: Mgr. Katarína Pereszlényiová, doc. PhDr. Milan Banyár, PhD.					
Last change: 26.12.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-055/15	Course title: Aesthetics in Advertising 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in courses (max. 3 justified absences), successful completion of a written exam (test) at the end of the course: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Upon successful completion of this course, students know the basic concepts and theoretical background of aesthetics as a scientific discipline, have an overview of the historical development of aesthetics and the main concepts of various aesthetic theory, basic types of advertising communications, advertising campaign creation process, various types of advertising agencies and their organizational structure, control the course of the creative process in creating an advertising campaign, understand the importance of aesthetic function in advertising in relation to various topics, such as. relationship between art and advertising, gossip and advertising, depiction of beauty in advertising, aesthetic categories vs. emotional appeals in advertising, etc.	
Class syllabus: - Aesthetics as a science - definition of the term aesthetics, relation of aesthetics to other scientific disciplines, basic concepts of aesthetics (aesthetic taste, aesthetic standard, aesthetic value, aesthetic canon, aesthetically, etc.) - Aesthetic categories (beautiful, comic, tragic, noble, ugly) and their importance in advertising in relation to emotional appeals (humor, fear, erotic appeal, tragic motive and drasticness, brutality of	

expression in advertising), the concept of beauty as a key concept of aesthetics, beauty vs. ugliness, beauty in advertising.

- Aesthetic function, value and norm - their importance in the context of art and advertising.
- Development of views on art from the perspective of aesthetics - ancient aesthetics (Plato, Aristotle, Pythagoras, etc.), medieval aesthetics and aesthetics in the Renaissance, rationalist aesthetics, English school of aesthetics, romanticism, postmodern aesthetics.
- Gossip as an aesthetic phenomenon - definition and function of gossip, gossip and art, gossip and mass culture, gossip and advertising.
- Communication process - its importance in the context of art, media and advertising, perspectives of interpretation and evaluation of works of art and advertising communications.
- Representation of characters in advertising - characteristics of male character types, characteristics of female character types, celebrities and their use in advertising, advertising and gender stereotypes.
- Characteristics of the advertising campaign creation process - strategic advertising planning, product, target group, market analysis and competition analysis, advertising campaign goals, communication strategy, media selection, time schedule, campaign budget.
- Basic types of advertising agencies - classification of agencies according to the scope of services provided, organizational structure of advertising agencies - departments of advertising agencies and individual job positions.
- The course of the creative process - assignment from the client, meeting with the client, creation of an internal brief for the agency, brief and debrief, creative department and its tasks, brainstorming, selection of ideas, presentation of ideas, presentation of ideas to the client, creation and implementation of campaigns, campaign evaluation.

Recommended literature:

MISTRÍK, Erich. Estetický slovník. Bratislava : Iris, 2007. ISBN 978-80-89256-08-2.
 PTÁČKOVÁ, Brigita a Karel, STIBRAL. Estetika. Olomouc : Rubico, 2002. ISBN 80-85839-79-2.
 TELLIS, J. Gerard. Reklama a podpora prodeje. Praha : Grada Publishing, 2000. ISBN 80-7169-997-7.
 VYSEKALOVÁ, Jitka a Jiří, MIKEŠ. Reklama, jak dělat reklamu. 4th Revised and Expanded Edition. Praha : Grada Publishing, 2018. ISBN 978-80-247-5865-7.
 ZAHRÁDKA, Pavel et al. Estetika na přelomu milénia – vybrané problémy současné estetiky. Brno : Barrister & Principal, 2012. ISBN 978-80-87474-11-2.
 ZUSKA, Vlastimil. Estetika. Úvod do současnosti tradiční disciplíny. Praha : Triton, 2001. ISBN 80-7254-194-3.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 143

A	B	C	D	E	FX
46,85	18,88	12,59	14,69	6,29	0,7

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 02.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-056/15	Course title: Aesthetics in Advertising 2
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in courses (max. 3 justified absences), successful completion of a written exam (test) at the end of the course: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Upon successful completion of this course, students have theoretical and prectic knowledge in various aspects of aesthetic issues applied to the field of advertising and marketing communication. Students are able to evaluate various aesthetic manifestations in the content of advertising messages, e.g. focusing on the relationship between art and advertising, aesthetic categories in advertising, genre in advertising, myth-making in the context of advertising, simulacrum and the process of simulation in advertising, game principles in advertising, etc. Students are able to use the theory of aesthetics in their own analysis and creation of advertising communications, based on which they are able to independently and creatively apply aesthetic theory to the research of advertising communications.	
Class syllabus: - The relationship between art and advertising - expressions of works of art and their functional use in the creation of advertising communications. - Myth and advertising - myth from the point of view of history, definition of myth according to R. Barthes, ancient myth versus modern myth (advertising), advertising as a postmodern myth.	

- Religious symbols and biblical stories in advertising - an overview of various religious symbols and biblical stories, the possibility of using religious symbols and biblical stories in advertising.
- Myths, rumors and superstitions in advertising - characteristics of myths, rumors, superstitions and various possibilities of their application within the content of advertising communications.
- Fairy tales and fairy tale characters in advertising - the possibility of using fairy tale motifs in advertising.
- Comic book heroes as a part of advertising communications - a brief overview of the historical development of comics and the characteristics of individual genres of comics, analysis of the means of expression and expression of comics, the possibility of applying the comics genre in advertising.
- Game as an aesthetic phenomenon - game as a part of advertising and marketing communication, gamification, use of game elements and game principles in the process of creating a campaign.
- Simulacrum and the process of simulation in advertising - reality, virtual reality, fiction, hyperreality, teleontology, simulacrum in the context of media and advertising.

Recommended literature:

APPIGNANESI, Richard a Chris, GARATT. Postmodernismus pro začátečníky. Brno : Ando publishing, 1996. ISBN 80-902032-5-6.

BARTHES, Roland. Mytologie. Praha : Dokořán, 2004. 80-86569-73-X.

CAILLOIS, Roger. Hry a lidé. Praha : Nakladatelství Studia Ypsilon, 1998. ISBN 80-902482-2-5.

CÉZAR, Jan. I zážrak potřebuje reklamu, pestrý průvodce světem reklamní a marketingové komunikace. Brno : Computer press, 2007. ISBN 978-80-251-1688-3.

CLOW, Kenneth E. a Donald, BAACK. Reklama, propagace a marketingová komunikace. Brno : Computer Press, 2008. ISBN 978-80-251-1769-9

HORŇÁK, Pavel. Reklama: teoreticko-historické aspekty reklamy a marketingovej komunikácie. 2nd Revised and Expanded Edition. Zlín : VeRBuM, 2018. ISBN 978-80-87500-94-1.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 139

A	B	C	D	E	FX
38,13	20,14	20,86	13,67	6,47	0,72

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 02.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-043/00	Course title: Art Work Training
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in the course (max. 3 justified absences), continuous work on assignments during the semester, submission of work to the required extent. During the semester, students work on the following assignments: Logo design and creation. 20% Creating an image composition using a font. 20% Design and creation of a moodboard for a specific brand. 20% Advertising spot design and its visual processing in the form of a storyboard. 20% Creating an advertising poster. 20% Submission of all 5 papers at the end of the semester - a total of 100% of the course evaluation. The final average of the evaluation of all 5 submitted works is based on the following scale: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Upon successful completion of the course, students master the possibilities of functional use of art in the field of marketing communication. They have theoretical knowledge and practical experience in the field of visual communication, writing and typography, branding and advertising. They have practical art skills that they can functionally use in the process of designing and visual solution of the logo, in working with fonts and typography, as well as in creating moodboards, storyboards and advertising posters.	
Class syllabus:	

- Possibilities of using art in the field of marketing communication.
- Basic means of expression and expression in fine arts and marketing communication - line, spot, rhythm, balance and tension, symmetry, representation of space - perspective, composition, depth of field, color, font, etc.
- Logo - its importance in the field of marketing communication, forms and types of logos, basic rules of logo creation and the most common mistakes in its design, design process and logo creation.
- Font as a visual element of the image - font and typography (definitions), terminology and nomenclature in typography (font, typeface, font classification, font anatomy, etc.).
- Moodboard - its function and importance in the field of design, fashion industry, creation of advertising campaigns, or creation of visual brand identity.
- Storyboard - an important component in the process of production of an advertising spot, determining the visual solution of individual scenes. Characteristics of individual types and forms of storyboard, meaning and function of storyboard, process of storyboard design and creation.
- Advertising poster - a brief overview of the historical development of the advertising poster. The meaning and function of the poster in the field of marketing communication. Basic principles of creating an advertising poster.

Recommended literature:

AIREY, David. Logo – nápad, návrh, realizace. Brno : Computer Press, 2010. ISBN 978-80-251-3151-0.

AMBROSE, Gavin a Paul HARRIS. Typografie – grafický design. Brno : Computer Press, 2010. ISBN 978-80-251-2967-8.

BANYÁR, Milan. Značka a logo - vizuálne prvky značky a ich význam v procese brandingu. Zlín : Univerzita Tomáše Bati, 2017. 300 s. ISBN 978-80-7454-681-5.

BERAN, Vladimír. Typografický manuál – učebnice počítačové typografie. Náchod : MANUÁL, 1994. ISBN 80-901824-0-2.

HEALEY, Matthew. Co je branding? Praha : Slovart, 2008. ISBN 978-80-7391-167-6.

HEALEY, Matthew. Design Loga – Analýza úspěchu 300+ mezinárodních značek. Brno : Computer Press, 2011. ISBN 978-80-251-3608-9.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 416

A	B	C	D	E	FX
84,86	8,17	6,25	0,0	0,24	0,48

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 09.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-023/00		Course title: Author's Training			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 388					
A	B	C	D	E	FX
67,78	20,62	8,51	1,03	1,03	1,03
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 26.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-085/15	Course title: BTL Activities in Marketing Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students are going to design one of the tools of below the line activities, which is used to fulfil given communication goal (idea, adequacy of choice and execution of chosen tool, and method of presentation are all part of evaluation – 40 points). They will pass the test of acquired theoretical knowledge (35 points). Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have at most 2 missed lectures. Scale of preliminary/final assessment: 50/50 Scale of assessment (preliminary/final): 50/50	
Learning outcomes: Students can choose a BTL tool within communication, which matches the task, other tools of mediamix, segment and time of message spread within the mediaplan. They know the advantages and disadvantages and can conceive a draft in relation to the means of measuring of effectivity of chosen tool. They gain theoretical knowledge mapping the history and presence of BTL activities.	
Class syllabus: - ATL and BTL activities in MC - Historical aspects of BTL and forms of BTL activities - Theoretical preliminaries of direct marketing (definition, DM as a part of marketing mix). Functions of direct marketing (goals, fields of operation, advantages – disadvantages, economic effects, sections, one-to-one marketing, direct response, direct marketing vs mass marketing) - The meaning of databases of BTL (database marketing, the database structure of customers, sources of information, market segmentation and target group, customer profile) - Characteristics of individual tools of direct marketing. Direct mail, composite direct mail - Unaddressed package, geomarketing - Telemarketing, catalogue and shipment sale	
Recommended literature: KARLÍČEK, Miroslav a kol. Marketingová komunikace. Jak komunikovat na našem trhu. Praha: Grada Publishing, 2016. ISBN 978-80-2475-769-8.	

KOTLER, Philip a kol. Moderný marketing. 4. európske vyd. Praha: Grada Publishing, 2007. ISBN 978-80-247-1545-2.
 HORŇÁK, Pavel a kol. Marketingová komunikácia. Bratislava: Book & Book: Bratislava 2007. ISBN 978-80-9690-995-7.
 NASH, Edward: Direct marketing. Brno: Computer Press 2003. ISBN 8072268384
 ŠTARCHOŇ, P. – FALTYS, J. – DZUGASOVÁ, J.: Priamy marketing alebo Priama cesta ako si získať a udržať zákazníka. Bratislava: Direct Marketing Beta, 2004.
 SANTLEROVÁ, Květoslava a kol. Telemarketing v praxi. Praha: Grada Publishing, 2011. ISBN 978-80-2473-928-1

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 140

A	B	C	D	E	FX
29,29	26,43	22,86	12,86	5,71	2,86

Lecturers: Mgr. Tatiana Deptová, PhD.

Last change: 16.03.2022

Approved by:

STATE EXAM DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-099/15	Course title: Bachelor's Degree Thesis Defense
Number of credits: 12	
Educational level: I.	
<p>Course requirements:</p> <p>Submission of the bachelor's thesis within the deadline specified in the schedule of the current academic year for the relevant date of the state exam. The bachelor thesis is submitted in an electronic version via AIS. The work must meet the parameters determined by the internal quality system of the UK. On the provisions of Article 14 of the Internal Regulation no. 5/2020 (Study regulations of Faculty of Arts UK).</p> <p>The supervisor of the final thesis and its opponent will prepare reviews of the bachelor's thesis and suggest an evaluation in the A-FX classification scale, which the student has at his disposal min. 3 working days before the defense.</p> <p>Bachelor thesis evaluation criteria:</p> <ol style="list-style-type: none"> 1. The contribution of the bachelor's thesis, the fulfillment of the goals of the thesis in its assignment and the requirements for the content of the bachelor's thesis work given by the internal quality system of the UK. Assessed: demonstration of knowledge and skills, ability to work creatively in the study program, ability applied in the assembly, interpretation and processing of basic professional literature; in the case of a practically oriented bachelor's thesis and mastery of the application of theoretical principles in practice and verifiability of hypotheses; 2. Originality of the work (the bachelor's thesis must not have the character of plagiarism, it must not violate the author's rights of other authors); protocols are also part of the documentation for the defense of the bachelor's thesis originality from CRZP and Theses, to the results of which the thesis supervisor and the opponent comment in its opinions; 3. Accuracy and correctness of citation of used information sources, research results of others authors and author groups, the accuracy of the description of methods and working procedures of other authors or author groups; 4. Compliance of the bachelor's thesis structure with the prescribed composition defined by the internal system of quality UK; 5. Respecting the recommended range of the bachelor thesis (recommended range of the bachelor thesis is usually 30 - 40 standard pages = 54,000 to 72,000 characters, including spaces), the adequacy of the range of work is assessed by the thesis supervisor; 6. Linguistic and stylistic level of work and formal arrangement. The student orally presents the content, achieved goals and conclusions of the bachelor thesis and answers questions and comments of the thesis supervisor, opponent and members of the examination board. Commission comprehensively evaluate the quality of the bachelor's thesis, assess the method and form of defense and the student's ability to adequately respond to the comments and questions in the reviews of the thesis supervisor and the opponent. The evaluation is obtained from the arithmetic average of the evaluations from the review made supervisor, opponent and evaluation of the examination committee, which also assesses the quality of the presentation of the final thesis and the student's ability to respond to the comments of the supervisor, opponent and members of the examination committee. 	

Scale of assessment (preliminary/final): 0/100
<p>Learning outcomes:</p> <p>The student has mastered the basic requirements of writing a professional text in compliance with the rules of academic ethics, is able to work creatively in the field of study in which he graduated program, has adequate knowledge and understanding of the issues being addressed. He knows apply their skills in the collection, interpretation and processing of basic professional literature, or in its application in practice or has the ability to solve a partial task related to the focus of the bachelor's thesis.</p> <p>With the bachelor's thesis, the student demonstrates the ability to take a creative approach to solving problems in the field of marketing and communication practice, is able to analyze and critically evaluate the existing theoretical knowledge in the selected area, respectively. comprehensively process historical, archival data and bring proposals for their use in the field of MC.</p> <p>After a successful defense of the bachelor's thesis, the student is able to logically deal with the theoretical background of the bachelor's thesis and respond to questions on the issues addressed.</p>
<p>Class syllabus:</p> <ol style="list-style-type: none"> 1. Presentation of the bachelor's thesis to the the commission for state exams, the opponent bachelor thesis and those present. 2. Student's responses to comments and questions in the reports. 3. The student's response to the questions of the commission for state exams and the questions that emerged from the discussion. 4. Student's answer to the theoretical question.
State exam syllabus:
<p>Recommended literature:</p> <p>LICHNEROVÁ, L. Písanie a obhajoba záverečných prác [online]. Bratislava: Univerzita Komenského, 2016 [cit. 2016-10-09]. Dostupné na: http://stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prace.pdf</p> <p>Vnútný predpis č. 5/2020 [online]. Univerzita Komenského v Bratislave, 2015 [cit. 2021-09-09]. Dostupné na: https://uniba.sk/fileadmin/ruk/as/2020/20200527/04a_Studijny_poriadok_FiF_UK.pdf</p> <p>Záverečné práce [online]. Univerzita Komenského v Bratislave, Filozofická fakulta, 2020 [cit. 2021-08-09]. Dostupné na: https://fphil.uniba.sk/studium/student/bakalarske-a-magisterske-studium/zaverecne-prace/</p>
Last change: 15.02.2022
Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-038/17	Course title: Bachelor's Degree Thesis Seminar
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: In the examination part of semester, student submits the structure of the thesis (10 points), theoretical part + bibliography (30 points), project of the practical part of their final thesis (25 points), formal requirements of this type of output/thesis (10 points). Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have at most 2 missed lectures. Scale of preliminary/final assessment: 0/100 Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Student manages to design the logical structure of the thesis under the professional supervision of the teacher or supervisor, phrase research problem and research questions or hypotheses, correctly choose research method(s) and methodical process. They will acquire basic knowledge about the methods and requirements concerning the final thesis in terms of contents, linguistic and formal requirements. They will also overview local and foreign literature related to the final thesis. When a student successfully completes this subject, they know the basic principles of writing a scientific text and adhere to academic ethics. They mastered the theory of source quotation, know what plagiarism is, and is able to avoid it.	
Class syllabus: <ul style="list-style-type: none"> - Wording of the title of final thesis, writing the final thesis assignment and the possibilities of its modification in AIS. Types and contents of final thesis - Structure of final thesis and the general principles of writing scientific text (formal and content construction) - Wording of research problem, research question, hypothesis, and the importance of overviews local and foreign literature - Choice of research method and methodical process - Interpretation of achieved results and their review, answers to the research questions, checking of hypotheses - Conclusion of thesis – evaluation of achieved results, practical suggestions, project - Formal layout of final thesis, language, and stylistic tidiness 	

- Bibliographical references, techniques of citation, and quotation of sources
- Plagiarism and academic ethics
- Originality control, basic requirements of submitting the final thesis
- Presentation of final thesis, BSc thesis defense and the most common problems of writing final thesis

Recommended literature:

LICHNEROVÁ, Lucia. Písanie a obhajoba záverečných prác: vysokoškolské skriptá pre študentov Univerzity Komenského v Bratislave [online]. Bratislava: Stimul, 2016 [cit. 2019-01-09]. Dostupné na: stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prac.pdf

LICHNEROVÁ, Lucia, HRDINÁKOVÁ, Ľudmila. Ako dodržať akademickú etiku pri písaní vedeckých a odborných textov? In: Naša univerzita. 2020, roč. 67, č. 1, s. 62-65.

ISSN (print) 1338-4163. Dostupné tiež na: https://uniba.sk/fileadmin/ruk/nasa_univerzita/NU2020-21/201021_Nasa_univerzita_1_20-21.pdf

Vnútný predpis č. 5/2020 [online]. Univerzita Komenského v Bratislave, 2015 [cit. 2021-09-09]. Dostupné na: https://uniba.sk/fileadmin/ruk/as/2020/20200527/04a_Studijny_poriadok_FiF_UK.pdf

Záverečné práce [online]. Univerzita Komenského v Bratislave, Filozofická fakulta, 2020 [cit. 2021-08-09]. Dostupné na: <https://fphil.uniba.sk/studium/student/bakalarske-a-magisterskestudium/zaverecne-prace/>

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 120

A	B	C	D	E	FX
28,33	40,0	15,0	8,33	7,5	0,83

Lecturers: Mgr. Tatiana Deptová, PhD.

Last change: 29.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-0921/18	Course title: Basics in Computer Graphics
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2., 4., 6.	
Educational level: I.	
Prerequisites:	
Antirequisites: FiF.KMK/A-boMK-092z/18	
Course requirements: a) during the teaching part (continuously) submission of elaborated graphic outputs (70 points) on specified topics, eg: poster, business card, logo, invitation, banner, rollup, ... b) during the examination period: written test (30 points) The condition for admission to the examination is the achievement of min. 16 points from the ongoing evaluation. Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item. Classification scale: 100-90: A 89-79: B 78-68: C 67-57: D 56-46: E 45-0: FX The teacher accepts max. 2 absences with proven documents. The exact date and topics of the mid-term evaluation will be announced during the semester. Exam dates will be announced no later than the last week of the training section. Scale of assessment (preliminary/final): 70/30	
Learning outcomes: Students have a basic knowledge of computer graphics, its use in marketing communications and master the basic functionalities of the graphics program Adobe Illustrator.	
Class syllabus: <ul style="list-style-type: none"> - Introduction of the Adobe Illustrator user interface - Adobe Illustrator tools - Color scales - Vector graphics - Raster graphics - Basic criteria for creating computer graphics in marketing communication 	

<ul style="list-style-type: none"> - Basics of composition - Use of the golden ratio - Graphic work with client brief 					
Recommended literature: NAVRÁTIL, P. Počítačová grafika a multimédia. Prostějov : Computer Media, 2007. ISBN 80-86686-77-9. Žára, J.: Moderní počítačová grafika. Brno: Computer Press, 2010. ISBN 80-251-0454-0. Ružický, E. - Ferko, A.: Počítačová grafika a spracovanie obrazu. Bratislava: Sapientia, 1995. ISBN 80-967180-2-9. Šupšáková, B.: Vizuálna gramotnosť. Brno: Tribun EU, 2015. ISBN 978-80-263-0934-5. PETTERSSON, R. Graphic Design. Tullinge : Institute for Infology, 2019. ISBN 978-91-85334-29-2.					
Languages necessary to complete the course: slovak					
Notes:					
Past grade distribution Total number of evaluated students: 35					
A	B	C	D	E	FX
97,14	2,86	0,0	0,0	0,0	0,0
Lecturers: PhDr. Ján Jászberényi, PhD.					
Last change: 19.01.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-092z/18	Course title: Basics in Computer Graphics
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1., 3., 5.	
Educational level: I.	
Prerequisites:	
Antirequisites: FiF.KMK/A-boMK-092l/18	
Course requirements: a) during the teaching part (continuously) submission of elaborated graphic outputs (70 points) on specified topics, eg: poster, business card, logo, invitation, banner, rollup, ... b) during the examination period: written test (30 points) The condition for admission to the examination is the achievement of min. 16 points from the ongoing evaluation. Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item. Classification scale: 100-90: A 89-79: B 78-68: C 67-57: D 56-46: E 45-0: FX The teacher accepts max. 2 absences with proven documents. The exact date and topics of the mid-term evaluation will be announced during the semester. Exam dates will be announced no later than the last week of the training section. Scale of assessment (preliminary/final): 70/30	
Learning outcomes: Students have a basic knowledge of computer graphics, its use in marketing communications and master the basic functionalities of the graphics program Adobe Illustrator.	
Class syllabus: - Zoznámenie sa s užívateľským prostredím programu Adobe Illustrator - Nástroje programu Adobe Illustrator - Farebné škály - Vektorová grafika - Rastrová grafika - Základné kritéria tvorby počítačovej grafiky v marketingovej komunikácii	

<ul style="list-style-type: none"> - Základy kompozície - Využitie zlatého rezu - Práca grafika s klientským briefom 					
Recommended literature: NAVRÁTIL, P. Počítačová grafika a multimédia. Prostějov : Computer Media, 2007. ISBN 80-86686-77-9. Žára, J.: Moderní počítačová grafika. Brno: Computer Press, 2010. ISBN 80-251-0454-0. Ružický, E. - Ferko, A.: Počítačová grafika a spracovanie obrazu. Bratislava: Sapiaientia, 1995. ISBN 80-967180-2-9. Šupšáková, B.: Vizuálna gramotnosť. Brno: Tribun EU, 2015. ISBN 978-80-263-0934-5. PETTERSSON, R. Graphic Design. Tullinge : Institute for Infology, 2019. ISBN 978-91- 85334-29-2.					
Languages necessary to complete the course: slovak					
Notes:					
Past grade distribution Total number of evaluated students: 36					
A	B	C	D	E	FX
86,11	2,78	0,0	0,0	0,0	11,11
Lecturers: PhDr. Ján Jászberényi, PhD.					
Last change: 19.01.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-011/15	Course title: Basics in Creating Art Work
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in the course (max. 3 justified absences), continuous work on assignments during the semester, submission of work to the required extent. During the semester, students work on the following assignments: Perspective exercise - drawing objects using the perspective of objects and shadows. 20% Composition of buildings (street, city drawing). 20% Still life drawing (3-4 simple objects). 20% Self-portrait - drawing a self-portrait according to a photograph. 20% Figure drawing - anatomy, proportions, figural composition. 20% Submission of all 5 papers at the end of the semester - a total of 100% of the course evaluation. The final average of the evaluation of all 5 submitted works is based on the following scale: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Upon successful completion of the course, students have drawing skills that are aimed at correctly capturing the seen three-dimensional reality on a two-dimensional surface with the help of basic art elements. Students know the principles, rules and principles of drawing, control the perception of the seen reality and its representation using the principles of perspective, can correctly capture the displayed objects (shape, size, scale, proportions, composition) using different ways of expressing their volume (shading, hatching) and have spatial display skills in the form of quick sketches.	
Class syllabus:	

- Perspective - main principles and nomenclature of perspective (single-point, two-point and three-point perspective).
- Image composition - discussion of the format using lines of surfaces and structures, individual topics and their expression.
- Perspective exercise - display of basic geometric shapes and creation of complete black and white compositions.
- Perspective exercise - drawing objects using the perspective of objects and shadows.
- Perspective exercise - composition of buildings (street, city drawing).
- Perspective exercise - still life drawing (3-4 simple objects).
- Drawing the details of the human face - eye, ear, nose, mouth.
- Self-portrait - drawing a self-portrait according to the photo.
- Figure drawing - anatomy, proportions, figural composition.

Recommended literature:

BARRINGTON, Barber. Základy kresby - zátiší a objekty. Praktický kurz pro výtvarníky. Praha : SVOJTKA &Co., 2005. ISBN 80-7352-246-2.

BERGIN, Mark. Jak kreslit PERSPEKTIVA. Praha : SVOJTKA &Co., 2015. ISBN 978-80-256-1731-1.

BERGIN, Mark. Jak kreslit ZÁTIŠÍ. Praha : SVOJTKA &Co., 2015. ISBN 978-80-256-1728-1.

BERGIN, Mark. Jak kreslit PORTRÉT. Praha : SVOJTKA &Co., 2015. ISBN 978-80-256-1729-1.

BERGIN, Mark. Jak kreslit LIDSKÉ TĚLO. Praha : SVOJTKA &Co., 2015. ISBN 978-80-256-1730-1.

REYNA, de Rudy. Základy kresby a malby. Praha : SVOJTKA &Co., 2005. ISBN 80-969336-1-2.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 187

A	B	C	D	E	FX
36,36	38,5	22,99	1,6	0,53	0,0

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 09.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-086/17		Course title: Basics in Culture Studies			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 62					
A	B	C	D	E	FX
46,77	41,94	8,06	1,61	0,0	1,61
Lecturers: doc. PhDr. Zuzana Slušná, PhD.					
Last change: 13.06.2017					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boMK-003/15	Course title: Basics in Mass Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: activity at seminars (30%), seminar work on pre-determined topics assigned by the teacher in the range of up to 10 standard pages (40%), 100% participation in teaching (30%). Students must achieve a total of min. 60 percent success rate. Rating scale: A (100 - 93), B (92 - 84), C (83 - 76), D (75 - 68), E (67 - 60), FX (59 - 0) A specific topic of the paperwork is always prepared by a pair of students and presented to the others during the lesson. A discussion moderated by the teacher will then take place on the topic. It is possible to invite a guest from practice to teach during the discussion. Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students have advanced and updated knowledge of the issue, which will prepare them for a qualified application in the field of marketing communication. They have a deeper knowledge of the history and development of marketing communication and the creation of communication strategies that they can use in creating their own marketing campaigns.	
Class syllabus: Introduction to communication - Communication as a prerequisite for the existence of human society. The essence, main types and functions of communication. Approaches and communication styles. Structure and characteristics of elements of the communication process. The most important paradigms that are important for the study of communication - the evolutionary-developmental paradigm. Mass communication as a specific type of communication - Characteristics of mass communication. Basic differences between mass communication and other types of communication. Peculiarities of interpersonal and mass communication. Specificity of mass communication - mass, mass society, mass media. Structure of mass communication - popular Lasswell's formula of communication process, analysis of individual elements of mass communication process.	

<p>Theory of two-stage course of mass communication and characteristics of opinion leaders. The science of mass communication as an interdisciplinary social science - a brief description of sociological aspects.</p> <p>Theoretical level of knowledge and empirical level of knowledge of mass communication.</p> <p>Communication tools - signals, language and speech. Information revolution - print and image mass media. Information society. Milestones of the information revolution. Print and image mass media. Font, print, newspapers, magazines and photography. Electronic mass media - Specifics of electronic mass media. Telegraph, telephone, radio, film, television and internet.</p> <p>Models of mass communication - Selected models of mass communication. Theories of mass communication. Development of theories of mass communication.</p> <p>Theoretical view of the media and society - Media as a mediation of reality, power, integration - the symbolic nature of communication. Media culture. Media and level of culture. Freedom, diversity, objectivity, solidarity. Media and ethics. Violence, manipulation, stereotyping in the media.</p>																	
<p>Recommended literature:</p> <p>MIKULÁŠTÍK, M. Komunikační dovednosti v praxi. Praha: Grada, 2010. ISBN 978-80-247-2339-6</p> <p>BALL-ROKEACH, S. A DeFLEUR, M. L.: Teorie masové komunikace. Praha: Karolinum 1996. ISBN 80-7184-099-8.</p> <p>HORŇÁK, P. Reklama – teoreticko–historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018, ISBN 978-80-87500-94-1</p> <p>CHARVÁT, J. Masová komunikácia. Bratislava: SPN, 1996. ISBN 80-967545-8-0</p> <p>KUNCZIK, M. Základy masové komunikace. Praha: Karolinum, 1995. ISBN 807184134X</p> <p>LAMSER, V. Komunikace a společnost. Praha: Academia, 1969.</p> <p>McQUAIL, D. Úvod do teorie masové komunikace. Praha: Portál, 1999. ISBN 80-7178-200-9</p> <p>RANKOV, P. Masová komunikácia. Levice: Koloman Kertész Bagala Publishers Group, 2002. ISBN 80-88897-89-0</p>																	
<p>Languages necessary to complete the course:</p> <p>Slovak</p>																	
<p>Notes:</p>																	
<p>Past grade distribution</p> <p>Total number of evaluated students: 134</p> <table border="1"> <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>62,69</td><td>22,39</td><td>8,21</td><td>4,48</td><td>0,75</td><td>1,49</td></tr> </tbody> </table>						A	B	C	D	E	FX	62,69	22,39	8,21	4,48	0,75	1,49
A	B	C	D	E	FX												
62,69	22,39	8,21	4,48	0,75	1,49												
<p>Lecturers: PhDr. Petra Greksová</p>																	
<p>Last change: 03.06.2022</p>																	
<p>Approved by:</p>																	

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KFDF/A-AboFI901/15	Course title: Basics in Philosophy
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2.	
Educational level: I., II.	
Prerequisites:	
Course requirements: 100%, oral presentations, final test Scale of assessment (preliminary/final): preliminary 100%	
Learning outcomes: Acquiring the basic orientation in philosophical problems, mastering the conceptual tools used in philosophical disciplines and the conceptual basis of social sciences and humanities. Understanding the key philosophical problems and their solutions. Developing the skills of critical reflection on current issues concerning human development from philosophical perspective.	
Class syllabus: Philosophy in the system of cultural activities. Historical transformations of the problem fields of philosophy and the paradigms of European philosophical thinking. Philosophy and science. The nature and methods of philosophy, philosophical argumentation. Philosophical disciplines and schools. Conceptual apparatus of philosophy as the basis of the social sciences and humanities. Key problems of philosophy and various ways of their thematisation (the problem of knowledge and science, the mind/body problem, the issue of language, the problem of morality and moral standards, the issue of justice).	
Recommended literature: LIESMANN, K.- ZENATY, G.: O myšlení. Olomouc 1994. HOLLIS, M.: Pozvání do filosofie. Brno 2001. POPKIN, R. H., STROLL, A.: Filozofie pro každého. Praha 2000. PEREGRIN, J: Filozofie pro normální lidi. Praha 2008. NAGEL, T.: Čo to všetko znamená. Stručný úvod do filozofie. Bradlo, Bratislava 1991.	
Languages necessary to complete the course: Slovak	
Notes:	

Past grade distribution						
Total number of evaluated students: 565						
A	ABS	B	C	D	E	FX
40,18	0,0	29,03	17,52	6,55	3,72	3,01
Lecturers: prof. PhDr. Emil Višňovský, CSc., doc. PhDr. Mariana Szapuová, CSc., Mgr. Adam Greif, PhD., Mgr. Zuzana Zelinová, PhD.						
Last change: 02.04.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-010/15	Course title: Basics in Photography
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Creation of photographic assignments continuously through the semester - max. 70 points. At the end of the semester paper work in the range of about 10 pages - max. 30 points. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60. Scale of assessment (preliminary/final): 70/30	
Learning outcomes: The student knows the theoretical definitions of photography, its history, technical foundations, creative procedures and following post-production in the creation of photography. He has skills in the field of photography and its presentation. The course not only develops knowledge of the basics of photography, but the student is able to defend their own results of creative activity. The subject thus provides prerequisites for the work of a photographer in a company, e.g. in product photography.	
Class syllabus: Lectures: 01 What is photography - basic definitions, 02 Origin of photography, basic discoveries that in history contributed to the creation of photography, 03 Principles and ways of photographic image, 04 Construction elements of the camera - their influence on the resulting photographic image, 05 Light in photography, 06 Photographic image processing options, 07 Composition Seminars: Creation of photographs on assigned topics, evaluation and discussion of created advertising photographs, visits to exhibitions within the Month of Photography.	
Recommended literature: BURIAN, Peter, CAPUTO, Robert. Škola fotografovania. Bratislava: Slovart, 1999. ISBN 80-7145-783-3 HORŇÁK, Pavel a kolektív. Marketingová komunikácia a médiá. Bratislava: Book & Book, 2008. ISBN 978-80-969099-9-5 HORŇÁK, Pavel a kolektív. Reklama 12. Bratislava: Book&Book, 2012. ISBN 978-80-89652-00-6 HORŇÁK, Pavel a kolektív. Marketingová komunikácia a médiá 13. Bratislava: Katedra MK FiF UK, 2014. ISBN 978-80-89652-08-2	

LÁB, Filip, TUREK, Pavel. Fotografie po fotografii. Praha: Karolinum, 2009. ISBN 978-80-246-1617-9					
Languages necessary to complete the course: slovak					
Notes:					
Past grade distribution Total number of evaluated students: 228					
A	B	C	D	E	FX
93,86	4,82	0,0	0,0	0,44	0,88
Lecturers: Mgr. Hubert Kaffka, PhD.					
Last change: 02.02.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-080/15	Course title: Basics in Sociology in Marketing Communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Scale of assessment (preliminary/final): 50/50	
Learning outcomes: After successfully completing this course students have basic information about sociology, its theory and methodology, but also basic ability to connect theoretical sociological concepts and marketing practice. Students work with texts of significant sociologists and understand connection between their key concepts and marketing communication.	
Class syllabus: <ol style="list-style-type: none"> 1. Introduction to the course 2. Sociology as a science and as a profession 3. Paradigms and theories, classics and today's big names and topics 4. Brief – background 5. Brief – goals 6. Research methodology 7. Famous sociological experiments 8. Brief – target group 9. Brief – insight 10. Brief – media 11. Summary 12. Reserve 	
Recommended literature: <ol style="list-style-type: none"> 1. GIDDENS, Anthony. Sociologie. Praha: Argo, 1999. ISBN 80-7203-124-4. 2. GOFFMAN, Erving. Všichni hrajeme divadlo: sebeprezentace v každodenním životě. Praha: Portál, 2018. ISBN 80-2621-342-4. 3. HOWE, Neil a William STRAUSS. Millennials Rising: The next Great Generation /by Neil Howe and Bill Strauss#; Cartoons by R.J. Matson. New York: Vintage Books, 2000. ISBN 9780375707193. 	

4. LAZARSFELD, Paul F., Bernard BERELSON a Hazel GAUDET. The People's Choice: How the Voter Makes up His Mind in a Presidential Campaign. Legacy edition. New York: Columbia University Press, 2021. ISBN 9780231197953.
5. MERTON, Robert K. Studie ze sociologické teorie. Praha: SLON, 2007. ISBN 80-85850-92-3.
6. MILLS, Charles W. Sociologická imaginace. Praha: SLON, 2008. ISBN 9788086429939.
7. VEBLEN, Thorstein. Teorie zahálčivé třídy. Praha: SLON, 1999. ISBN 9788085850710.
8. WEBER, Max. The Protestant Ethic and the Spirit of Capitalism. Mineola, N.Y.: Dover Publications, 2003. ISBN 0199747253.

Languages necessary to complete the course:

slovak/english

Notes:

Past grade distribution

Total number of evaluated students: 137

A	B	C	D	E	FX
52,55	20,44	16,79	5,84	2,19	2,19

Lecturers: Mgr. Roman Džambazovič, PhD., Mgr. Jakub Hankovský, Mgr. Kamil Charvát

Last change: 01.04.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-057/15		Course title: Brand Building 1			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 124					
A	B	C	D	E	FX
83,06	13,71	3,23	0,0	0,0	0,0
Lecturers: PhDr. Peter Uličný, PhD., doc. PhDr. Milan Banyár, PhD.					
Last change: 26.12.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-058/15		Course title: Brand Building 2			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 112					
A	B	C	D	E	FX
83,04	16,07	0,89	0,0	0,0	0,0
Lecturers: PhDr. Peter Uličný, PhD., doc. PhDr. Milan Banyár, PhD.					
Last change: 26.12.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-027/15		Course title: Communication with the Public 1			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 139					
A	B	C	D	E	FX
66,19	19,42	11,51	1,44	0,72	0,72
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 29.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-035/15		Course title: Communication with the Public 2			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 134					
A	B	C	D	E	FX
51,49	25,37	19,4	2,99	0,75	0,0
Lecturers: doc. PhDr. Vlasta Konečná, CSc.					
Last change: 29.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-039/00		Course title: Creativity Studio 1			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 479					
A	B	C	D	E	FX
78,29	16,7	3,55	0,63	0,0	0,84
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 29.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-041/00		Course title: Creativity Studio 2			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 444					
A	B	C	D	E	FX
94,82	4,05	0,23	0,68	0,0	0,23
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 29.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-087/15	Course title: Culture of Mass Media and Pop Culture
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences with documentation. Course requirements during the semester: Essay (20 points): 5,000 characters, a current topic related to current cultural and media situation. Class presentation (30 points) + written paper (10 points): 20 minutes, on a specified day, the student chooses a topic at the beginning of the semester (sample topics eg: Al-Jazeera Television as a global mass medium, Celebrities and influencers of social media and their audiences, Western movie - development and characteristics of the genre, Sci-fi - development and characteristics of the film genre, Vampire evolution: from horror to romantic sagas, Sitcom - historical development and characteristics of the genre, Bollywood - the position of the Indian film industry in the world, K-pop - South Korean popular music as a global pop culture and marketing phenomenon, Manga, anime - Japanese contribution to global pop culture, Cosplay: participation of fans in popular culture, Fanfiction - participation of fans in popular culture) Written test (30 points): in the last third of the semester (questions: lectures, presentations) Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Learning outcomes: Upon successful completion of the course, students have knowledge of current popular and media culture with regard to its historical development. They are able to analyze pop culture phenomena in terms of their social context, they have the skills to evaluate the relationship between content and media. They can use the acquired knowledge in analyzing the communications of marketing communication in the context of the system of popular and media culture.	
Class syllabus: Class syllabus - lectures: 1. Relationship between communication and culture. Subcultures in culture 2. Medium as technology and content. 3. Remediation of cultural content, the influence of the media on the content and the recipient 4. Definition of the terms mass, popular and mass media 5. Folk culture in the context of contemporary popular culture. 6. Structure and properties of media culture. 7. Internet,	

social media and culture. Network culture as a perspective of the development of mass media culture 8. Globalization of culture and media 9. Advertising and marketing communication as a part of media and popular culture 10. The contemporary theories and concepts of culture, media culture and popular culture 11.-12. Selected phenomena of popular and media culture (celebrity culture, fans and fandom, gamification, film genres, electronic games, children and media violence, etc.)					
Recommended literature: Recommended literature: Moravčíková, E. Vybrané megatrendy v súčasnej mediálnej zábave. Nitra: Univerzita Konštantína Filozofa, 2013. ISBN 978-80-558-0533-7. Kasarda, M. Populárna kultúra a masové médiá od karnevalovej ulice po virtuálny svet. Žilina: Eurokódex, 2013. ISBN 978-80-8155-011-9. Rankov, P. Remediácia ako perpetuum mobile kultúry. World Literature Studies. 2013, Vol. 5, N. 3, p. 15-25. ISSN (online) 1337-9690.					
Languages necessary to complete the course: Languages necessary to complete the course: Slovak English and Czech - for class readings					
Notes:					
Past grade distribution Total number of evaluated students: 91					
A	B	C	D	E	FX
68,13	4,4	17,58	2,2	2,2	5,49
Lecturers: doc. PhDr. Pavel Rankov, PhD.					
Last change: 28.03.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-061/14	Course title: Digital Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Presentation of the selected topic in the context of digital communication - max. 20 points during the semester, final exam consisting of a written test max. 80 points. The student must achieve at least 60 percent success in the individual parts of the evaluation. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60, FX 59 - 0 Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students know the various components and tools of contemporary digital communication and can use them to work in digital agencies. As the online environment is extremely dynamic and has its own specifics, the lectures will also include invited experts who have been working in the field for a long time.	
Class syllabus: <ol style="list-style-type: none"> 1. Introduction to digital 2. Digital strategy 3. Optimization of web presentations 4. Advertising PPC systems and display advertising 5. SEO 6. Measuring the success of communication, evaluation of campaigns, KPI 7. Copywriting in digital 8. Email marketing, chatbots 9. Online production 10. Hoaxy 11. Hey in online and how to communicate with guys on social networks 12. Trends in digital communication 	
Recommended literature: BINET, Les, CARTER, Sarah. How not to Plan. Troubador Publishing, 2018, ISBN 978-1-789-01450-1.	

DU PLESSIS, Erik. Jak zákazník vníma značku. Praha: Computer Press, 2011, ISBN 978-80-251-3529-7.
 HORŇÁKOVÁ, Michaela. Copywriting. Praktický průvodce tvorbou textu, které prodávají. Brno: Computer Press, 2012. ISBN 978-80-251-3269-2.
 LOSEKOOT, Michelle, VYHNÁNKOVÁ, Eliška. Jak na síť. Praha: Jan Melvil publishing, 2019, ISBN 978-80-755-5084-2.

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 126

A	B	C	D	E	FX
33,33	34,13	14,29	9,52	8,73	0,0

Lecturers: Mgr. Katarína Kurečková

Last change: 02.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-001/00	Course title: English for Academic Purposes 1
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will acquire, develop and consolidate their language skills important for effective communication in academic environment. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: A selection of the following will be covered: <ul style="list-style-type: none"> • identify and create academic definitions (simple and expanded), • critically analyze and interpret field-specific texts, 	

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

Recommended literature:

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

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

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

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

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

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

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

<https://www.google.com/search?q=academic+vocabulary+in+use.pdf&oq=Academic+Vocabulary+in+Use.&aqs=chrome..69i57j0l5.3903j0j7&sourceid=chrome&ie=UTF-8>

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

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

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

Languages necessary to complete the course:

English

Notes:

Past grade distribution

Total number of evaluated students: 7159

A	ABS	B	C	D	E	FX
19,91	0,0	21,99	22,01	14,09	13,69	8,31

Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Yulia Gordienko, Mgr. Ivana Juríková, Mgr. Peter Kleman, PhD.

Last change: 21.09.2020

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-002/00	Course title: English for Academic Purposes 2
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites: FiF.KJ/A-boCJ-001/00 - English for Academic Purposes 1	
Antirequisites: FiF.KJ/A-boCJ-002/00	
Course requirements: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % – D, 65 % - 60 % – E, 59 % and less – FX The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will acquire, develop and consolidate their language skills important for effective communication in academic environment. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: Items not covered in Semester I from the following:	

- identify and create academic definitions (simple and expanded),
- critically analyze and interpret field-specific texts,
- determine main ideas and supporting details,
- write listing paragraphs,
- write comparison and contrast texts,
- write cause and effect texts,
- identify signal words and their functions in the field-specific texts,
- paraphrase texts,
- summarize texts,
- express personal opinions and give supporting points.

Recommended literature:

Všeobecná literatúra

McCARTHY, Michael a Felicity O'DELL. Academic Vocabulary in Use. Cambridge: Cambridge University Press, 2010. ISBN 978-1-107-59166-0.

ŠULOVSÁ, D. Selected Topics from Academic Writing [nepublikovaný učebný text].

Dostupné v#MSTEAMS.

Literatúra špecifická pre odbor

CERAMELLA, Nick. a Elizabeth LEE. Cambridge English for the Media. Cambridge: Cambridge University Press, 2013. ISBN 978-0-521-72457-9.

ELIAŠOVÁ, V. Journalism and Marketing Communication Resource Materials (1st year students). Part 1 [online]. Bratislava: Stimul , 2020 [cit. 2021-10-14]. Dostupné na univerzitnom intranete: http://stella.uniba.sk/texty/UK/FIF_VE_JMC_1-2_9788081272981.pdf

ELIAŠOVÁ, V. Journalism and Marketing Communication Resource Materials (1st year students). Part 2 [online]. Bratislava: Stimul , 2020 [cit. 2021-10-14]. Dostupné na univerzitnom intranete: http://stella.uniba.sk/texty/UK/FIF_VE_JMC_1-2_9788081272981.pdf

LACÍKOVÁ-SERDULOVÁ, M. English for Students of Psychology 1 Collection of Study Material. [online]. Bratislava: Stimul , 2018 [cit. 2021-10-14]. Dostupné na univerzitnom intranete: http://stella.uniba.sk/texty/UK/FIF_MLS_english_psychology_1.pdf

LACÍKOVÁ-SERDULOVÁ, M. English for Students of Social Sciences Collection of Study Material for Students of Cultural Studies, Ethnology, Sociology [online]. Bratislava: Stimul , 2019 [cit. 2021-10-14]. Dostupné na univerzitnom intranete: http://stella.uniba.sk/texty/UK/FIF_MLS_EFSOSS.pdf

ŠIMKOVÁ, Svatava. English for students of archaeology 1 - a textbook for university students. Bratislava: Comenius University, 2019

ŠULOVSÁ, D. ESP Reader for Students of Philosophy and Religious studies [online].

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Dostupné na univerzitnom intranete: http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf

ŠULOVSÁ, D. Video-based Listening Tasks for ESP Classes. [online]. Bratislava: Stimul , 2018 [cit. 2021-10-14]. Dostupné na: http://stella.uniba.sk/texty/UK/FIF_DS_video-based_ESP.pdf

ŠULOVSÁ, D. Video-based Listening Tasks for ESP Classes. Volume 2 [nepublikovaný učebný text]. Dostupné v#MSTEAMS.

V Moodle / MS TEAMS sú dostupné dosiaľ nepublikované učebné materiály zamerané na odborovú angličtinu (pripravované k publikovaniu) a prezentácie vyučujúcich. Doplnková literatúra bude prezentovaná na začiatku aj počas semestra.

Languages necessary to complete the course:

English

Notes:

Past grade distribution						
Total number of evaluated students: 12743						
A	ABS	B	C	D	E	FX
23,35	0,0	24,19	20,37	13,36	12,4	6,33
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, Mgr. Peter Kleman, PhD.						
Last change: 20.10.2021						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-003/00	Course title: English for Academic Purposes 3
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will acquire, develop and consolidate their language skills important for effective communication in academic environment. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: A selection of the following will be covered: <ul style="list-style-type: none"> • actively use subject-specific vocabulary • report what others say and refer to information sources, 	

<ul style="list-style-type: none"> • acquire strategies for writing the paper of argumentation, • form questions in questionnaires and interviews, • transform graphic material into text and vice versa, • develop strategies of academic discussion, • learn methods in constructing and conducting survey, • write short academic texts (abstract, keywords, survey report), • acquire strategies of academic subject-oriented presentation. 						
Recommended literature: WILLIAMS, J., BROWN, K., HOOD, S. Academic Encounters Level 3. Life in Society, Reading, Writing. Cambridge : CUP, 2012. SANABRIA, K. Academic Encounters. Life in Society 3. Listening, Speaking. Cambridge : CUP, 2012. SEAL, B. Academic Encounters. Human Behaviour. Reading, Study Skills, Writing. Cambridge : CUP, 2004. CERAMELLA, N., LEE, E. Cambridge English for the Media. Cambridge : CUP, 2013. ESPESTH, M. 1999. Academic Encounters. Human Behaviour. Listening, Note Taking and Discussion. Cambridge : CUP, 1997. JORDAN, R. R.. Academic Writing Course. Study Skills in English. Longman, 2004. McCARTHY, M. & O'DELL, F. Academic Vocabulary in Use. Cambridge : CUP, 2016. https://www.google.com/search?q=academic+vocabulary+in+use.pdf&oq=Academic+Vocabulary+in+Use.&aqs=chrome..69j0l5.3903j0j7&sourceid=chrome&ie=UTF-8 ŠULOVSÁ, D. Video-based Listening Tasks and Activities for ESP Classes. Bratislava : Stimul , 2018; http://stella.uniba.sk/texty/UK/DS_video-based_ESP.pdf LACÍKOVÁ SERDULOVÁ, M. English for Students of Psychology Collection of Study Material 1, Bratislava : Stimul, 2018. ŠIMKOVÁ, S. English for Students of Archeology 1: A Textbook for Universty Students. Bratislava : Vydavateľstvo UK, 2019.						
Languages necessary to complete the course: English						
Notes:						
Past grade distribution Total number of evaluated students: 4563						
A	ABS	B	C	D	E	FX
20,89	0,0	23,03	21,7	16,17	13,76	4,45
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Yulia Gordienko, Mgr. Ivana Juríková, Mgr. Peter Kleman, PhD.						
Last change: 21.09.2020						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-004/00	Course title: English for Academic Purposes 4
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites: FiF.KJ/A-boCJ-003/00 - English for Academic Purposes 3	
Course requirements: tests, compositions, essays, short presentations assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. Scale of assessment (preliminary/final): 60/40	
Learning outcomes: Students will acquire, develop and consolidate their language skills important for effective communication in academic environment. They will develop text/discourse competences, an awareness of language forms in academic texts, discourse organisation and genres of selected academic texts, critical thinking, abilities to refer to materials and to avoid plagiarism. They will work with authentic model texts typical of humanities and social sciences.	
Class syllabus: Items not covered in Semester III from the following: <ul style="list-style-type: none"> • actively use subject-specific vocabulary • report what others say and refer to information sources, • acquire strategies for writing the paper of argumentation, • form questions in questionnaires and interviews, • transform graphic material into text and vice versa, • develop strategies of academic discussion, • learn methods in constructing and conducting survey, • write short academic texts (abstract, keywords, survey report), 	

<ul style="list-style-type: none"> • acquire strategies of academic subject-oriented presentation. 						
Recommended literature: WILLIAMS, J., BROWN, K., HOOD, S. Academic Encounters Level 3. Life in Society, Reading, Writing. Cambridge : CUP, 2012. SANABRIA, K. Academic Encounters. Life in Society 3. Listening, Speaking. Cambridge : CUP, 2012. SEAL, B. Academic Encounters. Human Behaviour. Reading, Study Skills, Writing. Cambridge : CUP, 2004. CERAMELLA, N., LEE, E. Cambridge English for the Media. Cambridge : CUP, 2013. ESPESTH, M. 1999. Academic Encounters. Human Behaviour. Listening, Note Taking and Discussion. Cambridge : CUP, 1997. JORDAN, R. R.. Academic Writing Course. Study Skills in English. Longman, 2004. McCARTHY, M. & O'DELL, F. Academic Vocabulary in Use. Cambridge : CUP, 2016. https://www.google.com/search?q=academic+vocabulary+in+use.pdf&oq=Academic+Vocabulary+in+Use.&aqs=chrome..69j0l5j90j7&sourceid=chrome&ie=UTF-8 ŠULOVSÁ, D. Video-based Listening Tasks and Activities for ESP Classes. Bratislava : Stimul , 2018; http://stella.uniba.sk/texty/UK/DS_video-based_ESP.pdf LACÍKOVÁ SERDULOVÁ, M. English for Students of Psychology Collection of Study Material 1, Bratislava : Stimul, 2018. ŠIMKOVÁ, S. English for Students of Archeology 1: A Textbook for Universty Students. Bratislava : Vydavateľstvo UK, 2019.						
Languages necessary to complete the course: English						
Notes:						
Past grade distribution Total number of evaluated students: 4274						
A	ABS	B	C	D	E	FX
26,3	0,0	23,14	22,58	13,06	9,83	5,1
Lecturers: PhDr. Svatava Šimková, PhD., Mgr. Alica Antalová, Mgr. Denisa Šulovská, PhD., PhDr. Milica Lacíková Serdulová, PhD., doc. PhDr. Věra Eliašová, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, Mgr. Peter Kleman, PhD.						
Last change: 16.07.2020						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-031/15	Course title: Ethical Aspects of Advertising
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Students will make a plan of advertising campaign aimed at the support of the fight against non-ethical advertising for a chosen target group. Communication goal: increase the awareness of TG about the options of improving the state of advertising practice through the means of filing complaints. Form of submitting: project presentation (10-15 min.) + campaign draft prints in paper size A3 (full-coloured) – 45 points. During the examination period, students will have a written test focusing on checking the knowledge of the theory of advertising ethics – 30 points. Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have at most 2 missed lectures. Scale of assessment (preliminary/final): 60/40	
Learning outcomes: Students have the knowledge of ethics and morals and their usage in marketing communication with the focus on advertising. They know the basic tools used to edit ethics and correctness of messages in MC, the working of SASC and its bodies, the way of filing complaints and issuing findings. A student knows the Code of Ethics for Advertising Practice and Option Protocol. They can strike an objective-critical attitude to the public spread of advertising messages and apply their newly gained knowledge in the planning of own communicants and campaigns.	
Class syllabus: <ul style="list-style-type: none"> - Selected questions from the history of ethics - Legal and ethical standards in ethics - Ethics in business, marketing, and advertising - Fundamental codes in marketing communication - Slovak Advertising Standards Council - Arbitration Commission of the Council - Fundamental principles of advertising ethics from the perspective of ethical codes - General principles of advertising practice - Special requirements for advertising 	

- Specific rules of advertising practice
- Ethics and their applications in advertising practice – critical evaluation of advertising messages, discussion

Recommended literature:

HORŇÁK, P.: Reklama. Teoreticko-historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018. ISBN 978-80-87500-94-1

Etický kódex Rady pre reklamu a Opčný protokol. Konsolidované znenie z 1. 5. 2019. Dostupné na: <http://www.rpr.sk/sk/eticky-kodex>. Cit. 15-10-2021.

Byť etickým je normálne - krátky manuál. Dostupné na: http://www.rpr.sk/chillout5-items/2/7/4/5/6/27456_6c9ae5.pdf. Cit. 15-10-2021.

Zákon o reklame, č. 147 Zb. z 5. apríla 2001. Dostupné na: http://www.rpr.sk/chillout5-items/2/9/9/1/0/29910_cfd42c.pdf. Cit. 28-10-2021.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 122

A	B	C	D	E	FX
42,62	31,15	15,57	3,28	5,74	1,64

Lecturers: Mgr. Tatiana Deptová, PhD., prof. PhDr. Pavel Horňák, CSc.

Last change: 16.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-017/00	Course title: Exhibitions and Fairs
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students divided into teams will organize an exhibition on a specified topic related to the focus of the Department of Marketing Communication of the Faculty of Arts at Comenius University. They will propose the idea of the exposition, design promotional material, invitations, create a script, mediaplan, and finally create and hold the expo. The evaluation is based on the fulfilment of the tasks of individual teams. (65 points). During the examination part of the semester, students will take a short test focused on the acquired theoretical knowledge about expos and fairs (10 points). Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have maximum of 2 missed lectures. Student who does not actively cooperate on the tasks with the rest of the team, and does not submit the outputs before deadlines, is not going to be graded. Scale of preliminary/final assessment: 100/0 Scale of assessment (preliminary/final): 80/20	
Learning outcomes: Students will acquire a) general theoretical knowledge about the history of exhibitions, their typology, characteristics, preparation of expos, and current significance of expos and fairs; b) practical experience aimed at the creation of exhibition script, organisation, and propagation of the exhibition as an event connected with marketing communication. By passing this subject, students have general theoretical knowledge about the history of exhibitions, their typology, characteristics, preparation of expos (libretto and script), current significance of expos and fairs, can create a libretto, exhibition script and organise a small exhibition.	
Class syllabus: - Historical aspects of exhibiting and presentation - Basic terms, categorisation, and typology (expo vs fair, exhibitions, categorisation, and typology of events from various aspects) - Organisation in the field of exhibitions (sociology, media organisation and its characteristics, finance)	

- Organisation in the field of exhibitions (organisation and creation process, impact of media, restrictions)
- Preparation of the text part of expo
- Fair as a medium (generation types of expos and fairs, functions of exposition media)
- Fair as a medium (tools of fair communication)
- Preparation of fair (typology of expos and fairs, types of expos)
- Preparation of fair (idea, client brief, phases of exhibition process, main creators)
- Events and their implementation
- Finalisation of expo
- Propagation of expos and fairs

Recommended literature:

PAVLŮ, Dušan Výstavy a veletrhy. Professional Publishing, 2009. ISBN 978-80-8694-638-2
 SVOBODA, Václav, FORET, Miroslav, KOLÁŘOVÁ, Kateřina, ZUMROVÁ, Lucie.

Vystavujeme na veletrhu. Jak expozici připravit a realizovat, aby splnila všechny požadované cíle. Praha : Computer Press, 2002. ISBN 8072266454

VYSEKALOVÁ, Jitka, Hrubalová, Monika, Girgašová, Jana. Veletrhy a výstavy. Efektivní prezentace pro úspěšný prodej. Praha: Grada, 2004. E-kniha. ISBN 978-80-247-6261-6

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 385

A	B	C	D	E	FX
47,53	24,42	9,87	5,71	6,49	5,97

Lecturers: Mgr. Tatiana Deptová, PhD., prof. PhDr. Pavel Horňák, CSc.

Last change: 29.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-026/15	Course title: Forms and Means of Marketing Communication - Audio Advertising
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students will create a task, make idea intent, and script of audio advertisement about a particular topic. Based on these three things, audio advertising spot will be created. During the examination part of the semester, students will take a test focused on their acquired theoretical knowledge (10 points). Task (10 points), idea intent (5 points), audio advertisement script (15 points), audio advertising spot (20 points), and test (25 points). Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Scale of preliminary/final assessment: 70/30 Scale of assessment (preliminary/final): 70/30	
Learning outcomes: By passing this subject, students will be able to create a task, make idea intent, and script of audio advertisement. They know all the types and can identify their positives and negatives in relation to certain communication goals and campaigns. They can choose the correct audio medium for spreading messages related to target groups. Students will acquire general theoretical knowledge about historical contexts of radio broadcast, types of radio stations, and its uses in marketing communication.	
Class syllabus: <ul style="list-style-type: none"> - General terms: radio, broadcast, legal frames - Overview of the history and evolution of radio broadcast in the world and in Slovakia - History of Slovak radio - Private radio stations and possibilities of their impact in relation to segments - Audio advertisement, its advantages and disadvantages, and the ability to work with other tools of marketing communication and mediamix - Genres of radio advertisements - Self-promotion of radio stations and the options of using professional agencies. Task, idea, script of audio advertisement, and the options of its adaptation - Creation of audio advertisement in its genre diversity 	

Recommended literature:

CRHA, Ivan, KŘÍŽEK, Zdeněk. Jak psát reklamní text. 4. vydanie. Praha: Grada, 2012. ISBN 978-80-247-4061-4

VYSEKALOVÁ, Jitka, kol. Psychologie reklamy. 4. rozšírené a aktualizované vyd. Praha: Grada Publishing, 2012. ISBN 978-80-247-4005-8

KOBIELA, Roman. Reklama. 200 tipů, které musíte znát. Brno: Computer Press, 2009. ISBN 978-80-251-2300-3

História Slovenského rozhlasu - Rozhlas a televízia Slovenska. Dostupné na: <https://www.rtvs.org/o-rtvs/historia/historia-sro>. Cit. 15-10-2021

Webové stránky RTVS a Slovenského rozhlasu.

Languages necessary to complete the course:

Slovak

Notes:**Past grade distribution**

Total number of evaluated students: 144

A	B	C	D	E	FX
26,39	24,31	24,31	11,11	12,5	1,39

Lecturers: Mgr. Tatiana Deptová, PhD.

Last change: 16.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-081/15		Course title: Forms and Means of Marketing Communication - Elementary Typography			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 140					
A	B	C	D	E	FX
71,43	24,29	3,57	0,0	0,0	0,71
Lecturers: prof. PhDr. Pavel Horňák, CSc., PhDr. Branislav Mladý					
Last change: 23.11.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-036/15	Course title: Forms and Means of Marketing Communication - Making Print Campaigns
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: a) during the teaching part (continuously) submission of elaborated graphic outputs (30 points) on specified topics, eg: poster, business card, logo, invitation, banner, rollup, ... b) during the examination period: written test (70 points) The condition for admission to the examination is the achievement of min. 10 points from the ongoing evaluation. Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item. Classification scale: 100-90: A 89-79: B 78-68: C 67-57: D 56-46: E 45-0: FX The teacher accepts max. 2 absences with proven documents. The exact date and topics of the mid-term evaluation will be announced during the semester. Exam dates will be announced no later than the last week of the training section. Scale of assessment (preliminary/final): 30/70	
Learning outcomes: After successful completion of the course, students have basic knowledge of creative and methodological processes of creating an advertising campaign in print and printed promotional materials. At the same time, students will gain an overview of the properties of font, text, image and colors in terms of graphics, wrapping and composition of graphic output.	
Class syllabus: - Introduction to the subject, the importance of promotional graphics and its application in social practice. - The relationship between graphics, utility graphics and promotional graphics. - Work with printed promotional materials - Types of promotional materials	

<ul style="list-style-type: none"> - Properties of individual types of promotional means - Design manual - a role in the creation of promotional materials - Font, colors and composition of printed and printed promotional materials - Creation of individual promotional materials 					
Recommended literature: BARTKO, O. Farba a jej použitie. Bratislava: SPN, 1980. ISBN 801-0006-54-8. PETTERSSON, R. Graphic Design. Tullinge : Institute for Infology, 2019. ISBN 978-91-85334-29-2. THIRY, K. Propagačná grafika ako forma vizuálnej komunikácie. In: Otázky žurnalistiky. Bratislava : Slovak Academic Press, 2011, s. 60-69. ISSN 0322-7049. TSELENTIS, J. Typografie. Praha : Slovart CZ, 2014. ISBN 978-80-73918-07-1. KENTOVÁ, S. Umenie zblízka - kompozícia. Bratislava : Perfekt, 1996. ISBN 978-80-80460-44-0.					
Languages necessary to complete the course: slovak					
Notes:					
Past grade distribution Total number of evaluated students: 124					
A	B	C	D	E	FX
90,32	4,84	1,61	0,0	2,42	0,81
Lecturers: PhDr. Ján Jászberényi, PhD.					
Last change: 19.01.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-050/15	Course title: Forms and Means of Marketing Communication - Online Marketing
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: a) during the teaching part (continuously) a paper (30 points) on a selected topic in the field of Online Marketing. b) during the examination period: written test (70 points) The condition for admission to the examination is the achievement of min. 10 points from the ongoing evaluation. Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item. Classification scale: 100-90: A 89-79: B 78-68: C 67-57: D 56-46: E 45-0: FX Teachers accept max. 2 absences with proven documents. The exact date and topic of the mid-term evaluation will be announced at the beginning of the semester. Exam dates will be published via AIS no later than the last week of the training section. Scale of assessment (preliminary/final): 30/70	
Learning outcomes: Students know the marketing tools on the Internet and in the online space and know how to prepare them for the work of an online marketer in practice. The student understands the importance of individual communication tools in the online space and their inclusion in the communication mix and knows how to use them correctly in the context of marketing activities. He knows the various tools of online marketing and can prepare an advertising campaign for various types of online projects.	
Class syllabus: <ul style="list-style-type: none"> - history - basic concepts in online marketing - Online presentation and its forms - Implementation (web, social networks, SEO, PPC ...) - e-commerce (B2B, B2C, C2C, A2C, E2E) - Individual tools of online marketing - Internet advertising - PR in the online environment - Preparation of online campaigns - Measuring the success of campaigns - Evaluation of campaigns 	

Recommended literature:

COLLECTIVE OF AUTHORS. Online marketing. Brno: Computer Press, 2014. ISBN 978-80-2514-155-7.

HASTING, Reed, MEYER Erin. No rules rules. London, Virgin Books, 2020, ISBN 978-07-5355-363-3.

PELSMACKER, Patrick de. Marketing communication. Prague: Grada, 2003. ISBN

80-2470-254-1. VISE, David A. Google story. Prague: Pragma, 2007. ISBN 978-80-7349-034-8.

ŘEZÁČ, Jan. Razor sharp web. Prague, Baroque Partners, 2016. ISBN 978-80-270006441.

Languages necessary to complete the course:

Slovak / English

Notes:**Past grade distribution**

Total number of evaluated students: 121

A	B	C	D	E	FX
48,76	21,49	9,09	14,88	4,96	0,83

Lecturers: Mgr. Magdaléna Mihálová

Last change: 31.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-034/15	Course title: Forms and Means of Marketing Communication - Video Advertising
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Not specified.	
Course requirements: Creation of advertising scenarios and presentation on a selected topic in the field of video advertising within the teaching max. 10 points, creation of a commercial, presentation at the end of the semester - max. 20 points, knowledge test at the end of the course - max. 80 points. For evaluation A needs to reach min. 90 points, B - 80 points, C - 70 points, D - 60 points, E - 50 points. Scale of assessment (preliminary/final): 10/90	
Learning outcomes: The students gained information about audiovisual means of promotion and learned the basics of creating commercials. Knowledge of the history of film or television also belongs to the basic equipment of a video advertising expert. They master the basic principles applied in the creation of audiovisual media, not only in the field of advertising. So they are able to be employed in the field of video advertising, but also in other areas, where they can also evaluate this production.	
Class syllabus: <ol style="list-style-type: none"> 1. Specifics and forms of audiovisual promotional means. 2. Advertising film festivals in the Slovak Republic and in the world. 3. Promotional film, its advantages, types. 4. Promotional broadcasting on television, advantages, types. 5. Television advertising, characteristics, the process of creating species. 6. Video advertising, characteristics, types. 7. Scenario of commercials, camera movements, types of shots. 8. Principles of creation and realization of audiovisual promotional means. 9. The main components of the effective operation of video advertising. 10. Creation of advertising scenarios. 11. Creation of commercials. 	

12. Evaluation of the collection of commercials according to the originality of the idea and the level of implementation.					
Recommended literature: JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al.: Velký slovník marketingových komunikací. Praha : Grada, 2012. ISBN 978-80-247-4354-7 (9/9) 3) HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1 HORŇÁK, Pavel. Reklama – teoreticko–historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018, ISBN: 978-80-87500-94-1 HORŇÁK, Pavel. Formy a prostriedky propagácie. Videoreklama. Bratislava: Univerzita Komenského v Bratislave 2019. ISBN 978-80-223-4820-1 OGILVY, David. O reklamě. Praha: Managment Press, 1996. ISBN 80-85943-25-5					
Languages necessary to complete the course: Slovak language					
Notes:					
Past grade distribution Total number of evaluated students: 122					
A	B	C	D	E	FX
61,48	22,95	12,3	3,28	0,0	0,0
Lecturers: prof. PhDr. Pavel Horňák, CSc.					
Last change: 02.02.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KŽ/A-boMK-045/15		Course title: Genres in Journalism 1			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 135					
A	B	C	D	E	FX
65,93	31,85	1,48	0,0	0,74	0,0
Lecturers: PhDr. Peter Uličný, PhD., prof. PhDr. Pavel Horňák, CSc.					
Last change: 30.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boMK-047/00	Course title: Genres in Journalism 2
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Conditions for passing the course: Seminar work, PowerPoint presentation and journalistic speech during the semester. Final exam consisting of a written test during the trial period. In all parts of the evaluation, the student must achieve at least 60 percent success. Rating scale: A (100 - 92), B (91 - 84), C (83 - 76), D (75 - 68), E (67 - 60), Fx (59 - 0) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): continuously 40%, in the probationary period 60%	
Learning outcomes: Students have and master the knowledge of the theory of journalistic genres - news genres, genres of journalistic rational type and genres of journalism of emotional type. They are acquainted with the current state of journalistic genres in the world and in Slovakia and in individual titles of the Slovak periodical. In their own journalistic speech, they verified their ability to portray journalistic expressions with a diverse range of journalistic genres.	
Class syllabus: Introduction to the theory of genres. Characteristics of the genre. Genre interpretation. Theory of genre dominance. Journalist's opinion on the current phenomenon: acceptance (news), rational (journalism of a rational type), emotional (journalism of an emotional type). News. Short report, extended report, official report, report, news interview. Introduction to the theory of journalism of a rational and emotional type. Rational type of journalism: note, comment, reflection, editorial, review, print horizon, analysis, complex journalistic analysis, journalistic interview, editorial discussion, polemics, epistolary journalism (response, survey, discussion, journalistic letter). Emotional type journalism: reportage, line, essay, feuilón, besednica, causerie (entertainment), gloss, column, italics, entrefilet).	
Recommended literature: FOLLRICHOVÁ, Mária. 2012. Novinárska publicistika emocionálneho typu . Bratislava: UK, 2012. 238 s. ISBN 978-80_223-3230-9.	

FOLLRICHOVÁ, Mária – HACEK, Ján – KUBINYI, Peter. Novinárske žánre pre zrakovo znevýhodnených študentov- teória a prax. Bratislava: UK 2015. 202 s. ISBN 978-80-8127-146-5.
 TUŠER, Andrej – FOLLRICHOVÁ, Mária. 2001. Teória a prax novinárskych žánrov I. Bratislava: UK, 2000, 106 s. ISBN 8022315559.
 VELAS, Štefan. 2000. Teória a prax novinárskych žánrov II. Bratislava: UK, 2000, 66 s. ISBN 8022314935.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 271

A	B	C	D	E	FX
29,52	29,15	16,24	9,23	11,81	4,06

Lecturers: doc. PhDr. Mária Follrichová, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-031/00	Course title: German for Academic Purposes 1
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I., II.	
Prerequisites:	
Course requirements: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 1867						
A	ABS	B	C	D	E	FX
19,66	0,0	17,03	18,37	12,85	18,91	13,18
Lecturers: Mgr. Ivana Zolcerová, PhD., Mgr. Adriana Schwarzbacher						
Last change: 21.09.2020						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-032/00	Course title: German for Academic Purposes 2
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I., II.	
Prerequisites: FiF.KJ/A-boCJ-031/00 - German for Academic Purposes 1	
Course requirements: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 1602						
A	ABS	B	C	D	E	FX
17,54	0,0	13,8	19,6	16,73	19,98	12,36
Lecturers: Mgr. Ivana Zolcerová, PhD., Mgr. Adriana Schwarzbacher						
Last change: 21.09.2020						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-033/00	Course title: German for Academic Purposes 3
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I., II.	
Prerequisites:	
Course requirements: Evaluation: 100% Continuous control of study results throughout the teaching part of the given study period: <ul style="list-style-type: none"> • written and oral form of examination (in the middle and at the end of the semester) • individual assignments (for every seminar) • written work submitted either separately (continuously throughout the semester) or in the form of a portfolio (twice in the semester - in the middle and at the end of the semester, or only at the end of the semester) The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX	
Learning outcomes:	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course:	
Notes:	

Past grade distribution						
Total number of evaluated students: 1238						
A	ABS	B	C	D	E	FX
19,06	0,0	16,64	20,84	18,09	19,22	6,14
Lecturers: Mgr. Ivana Zolcerová, PhD.						
Last change: 21.09.2020						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022						
University: Comenius University Bratislava						
Faculty: Faculty of Arts						
Course ID: FiF.KJ/A-boCJ-034/00		Course title: German for Academic Purposes 4				
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning						
Number of credits: 3						
Recommended semester: 4.						
Educational level: I., II.						
Prerequisites: FiF.KJ/A-boCJ-033/00 - German for Academic Purposes 3						
Course requirements: The Department of Languages determines the number of acceptable absences as follows: two absences (four in the case of a 4-hour subsidy if the two two-hour-sessions are taught continuously in one week) are acceptable without the obligation to submit the proof of non-attendance. In case of another (i.e. third/fifth) absence, a notice of conditional exclusion from the course follows. A subsequent absence (i.e. the fourth/sixth absence) means the final exclusion from the course. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on appropriate an course of action. tests, written and oral assignments Assessment: 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX						
Learning outcomes:						
Class syllabus:						
Recommended literature:						
Languages necessary to complete the course:						
Notes:						
Past grade distribution Total number of evaluated students: 1116						
A	ABS	B	C	D	E	FX
19,18	0,0	15,77	20,97	18,01	19,8	6,27
Lecturers: Mgr. Ivana Zolcerová, PhD.						
Last change: 16.07.2020						
Approved by:						

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boMK-005/15	Course title: History of Advertising
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Presentation of a selected historical topic in the context of advertising - max. 20 points during the semester, final exam consisting of a written test max. 80 points. The student must achieve at least 60 percent success in the individual parts of the evaluation. Rating scale: A (100 - 92), B (91 - 84), C (83 - 76), D (75 - 68), E (67 - 60), Fx (59 - 0) Violation of academic ethics results in the cancellation of points earned in the relevant item evaluation. Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students have knowledge of the history of advertising and advertising from the beginning to the present against the background of a changing socio-historical situation. They know advertising activities, press and non-press means used by advertising, personalities of the world advertising and the history of world brands. In practice, this helps them inspire their advertising campaigns. In addition, however, they have the opportunity to work in the academic environment in the field of advertising and marketing communication.	
Class syllabus: <ul style="list-style-type: none"> - Basic context of advertising, promotion and marketing communication. - Characteristics of advertising in relation to the stages of development of human society. - Predecessors of advertising, preconditions for the emergence of the first means of advertising. - The birth of advertising in antiquity. - Outline of the development of advertising from the Middle Ages to the present. - The birth of new advertising media in the 20th century. - The history and present of advertising in the U.S. - History of advertising in Czechoslovakia. - World advertising personalities. - New trends, forms and means of advertising. 	
Recommended literature:	

JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al.: Velký slovník marketingových komunikací. Praha : Grada, 2012. ISBN 978-80-247-4354-7
 HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1
 HORŇÁK, Pavel. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018, ISBN: 978-80-87500-94-1
 PINCAS, Stéphane – LOISEAU, Marc: Dějiny reklamy. Praha: TASCHEN/Slovart, 2009.ISBN: 978-80-7391-266-6
 SERAFÍNOVÁ, Danuša: Reklama a inzercia v novinách (od prvých inzerátov po zlatý vek komerčnej inzercie. In: Horňák, Pavel a kol.: Marketingová komunikácia. Bratislava: Book & Book, 2007. s. 61 – 83.ISBN 978-80-969099-5-7

Languages necessary to complete the course:

Slovak language

Notes:

Past grade distribution

Total number of evaluated students: 190

A	B	C	D	E	FX
18,95	21,05	15,26	23,16	14,74	6,84

Lecturers: prof. PhDr. Pavel Horňák, CSc.

Last change: 03.06.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KŽ/A-boMK-028/00	Course title: Human Communication in Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students actively participate in communication exercises to train various forms verbal and nonverbal communication, commercial negotiation, argumentation, the solution of conflicts, and presentation skills (40 points). Student will present various uses of interpersonal communication in marketing communication practice. The student's ability to identify various uses of interpersonal communication in MC, the potential of their positives and deficiencies, and suggest more effective forms of communication to reach selected communication goal (35 points). Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have at most 2 missed lectures. Scale of preliminary/final assessment: 70/30 Scale of assessment (preliminary/final): 100/0	
Learning outcomes: By passing this subject, students understand the theory of interpersonal communication, effective business techniques, basic tools of verbal and nonverbal communication, and ways of solving conflicts. They can apply this knowledge on various tools of MC and acquire/improve their communication skills in these areas. Students can use interpersonal communication to gain communication goals in MC.	
Class syllabus: <ul style="list-style-type: none"> - Theoretical aspects of using interpersonal communication in MC - Personality of effective businessman and marketing employee in the process of interpersonal communication - Tools of verbal and nonverbal communication - Negotiation and solving of conflicts - Establish connection between customer and agency - Assertiveness as a form of optimal communication - Principles of optimal self-presentation and communication in front of an audience - Decision process and solving of problems in marketing practice - Ethical aspects of using communication techniques in MC practice 	

- Practicing selected communication skills in marketing practice I.
- Practicing selected communication skills in marketing practice II.
- Practicing selected communication skills in marketing practice III.
- Discussion

Recommended literature:

SEEMAN, Peter. Komunikačné techniky. Žilina: Edis, 2021. ISBN 978-80-5541-793-6
 KHELEROVÁ, Vladimíra. Komunikační a obchodní dovednosti manažera. 3. doplnené vyd. Praha: Grada Publishing, 2010. ISBN 978-80-247-3566-5.
 KOVÁČ, Ernest. Lektorské a komunikačné zručnosti. Akadémia humanitných a medzikultúrnych štúdií Edith Steinovej, 2021. ISBN 978-80-9738-984-0.
 PLAMÍNEK, Jiří. Komunikace a prezentace. Umění mluvit, slušet a rozumět. 2. doplnené vyd. Praha: Grada Publishing, 2012. ISBN 978-80-247-4484-1
 HORÁKOVÁ, Iveta, STEJSKALOVÁ, Dita, ŠKAPOVÁ, Hana. Strategie firemní komunikace. 2. rozšířené vyd. Praha: Management Press, 2008. ISBN 978-80-7261-178-2

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 343

A	B	C	D	E	FX
72,3	14,87	9,33	2,04	1,46	0,0

Lecturers: Mgr. Tatiana Deptová, PhD., doc. PhDr. Vlasta Konečná, CSc.

Last change: 16.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-066/18	Course title: Internal Communication in PR
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Paperwork, final test The condition for passing the course Internal Communication is the submission and presentation of a written work in the field of internal communication of the selected company. The student chooses an entity in which he demonstrates the acquired knowledge in the field of internal communication, as well as his own suggestions for improving internal communication. He presents the work at a seminar with a discussion. The condition is passing the final test. Classification scale: 100-90: A 89-80: B 79-70: C 69-60: D 59-55: E 54-0: FX The exact date of the written part of the evaluation will be announced at the beginning of the semester. Exam dates will be published via AIS within a specified period. Scale of assessment (preliminary/final): 20/80	
Learning outcomes: The student will gain knowledge in the field of internal communication in the field of public relations at such a level that he can set up a system of internal communication in PR in the company, company organization. After completing the course, he / she masters the principles of effective internal communication, tools of internal communication, masters the possibilities of overcoming barriers in internal communication. Gains knowledge of the Association of Internal Communication, especially ethical standards and rules, masters the possibilities of examining internal communication within the organization, company, society.	
Class syllabus:	

<p>Introduction to the issue of internal communication in PR in the context of marketing communication</p> <p>Origin and history of internal communication</p> <p>System and tools of internal communication in public relations</p> <p>Corporate communication vs internal communication</p> <p>Formal and informal internal communication and its forms</p> <p>Personal communication and managerial performance in internal communication</p> <p>Internal communication through the media</p> <p>Barriers to internal (corporate) communication</p> <p>Principles of effective internal communication</p> <p>Internal communication in the context of the crisis</p> <p>Working with human resources in internal communication</p> <p>Association of internal communication, ethical rules</p> <p>Current surveys in the field of internal communication</p>																	
<p>Recommended literature:</p> <p>CAYWOOD, Clarke L. 2003. Public relations: Řízená komunikace podniku s veřejností. Brno: Computer Press, 2003. ISBN: 8072268864, 9788072268863</p> <p>HLOUŠKOVÁ, I. 1998. Vnitrofiremní komunikace. 1. vyd. Praha: Grada, 1998. ISBN: 8071695505, 9788071695509</p> <p>HOLÁ, J. 2006. Interní komunikace ve firmě. Brno: Computer press c2006. ISBN 80-251-1250-0</p> <p>MICHALÍK, D. 2010. Interná komunikácia. Praha: VÚBP, 2010. ISBN 978-80-86973-08-1</p>																	
Languages necessary to complete the course:																	
Notes:																	
<p>Past grade distribution</p> <p>Total number of evaluated students: 49</p> <table border="1"> <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>85,71</td><td>12,24</td><td>2,04</td><td>0,0</td><td>0,0</td><td>0,0</td></tr> </tbody> </table>						A	B	C	D	E	FX	85,71	12,24	2,04	0,0	0,0	0,0
A	B	C	D	E	FX												
85,71	12,24	2,04	0,0	0,0	0,0												
Lecturers: doc. PhDr. Eva Chudinová, PhD.																	
Last change: 10.01.2022																	
Approved by:																	

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-001/15	Course title: Introduction into the Studies of Marketing Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in courses (max. 3 justified absences), successful completion of a written exam (test) at the end of the course: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 0/100	
Learning outcomes: Upon successful completion of the course, students master the basic concepts in the field of marketing and marketing communication, know the various functions, goals, forms and tools of marketing communication. They are familiar with the issues of new marketing-communication techniques. They know the system of organization of study, teaching, management of universities.	
Class syllabus: - Get to know with the study plan, characteristics of individual disciplines, graduate requirements necessary for optimal application in practice. - Characteristics of basic concepts in the field of marketing and marketing communication (marketing, marketing communication, promotion, promotion, marketing mix, communication mix, over-line and under-line activities, marketing communication tools, advertising, sales promotion, personal selling, PR, direct marketing, integrated marketing communication, new forms of marketing communication, etc.) - Rights and obligations of students, acquaintance with basic study literature, the system of using libraries, questions of methodology and study techniques. - Basic requirements for seminar, seminar work, exam.	

- Organization and management of universities (bodies and workplaces, officials and their competencies, scientific and pedagogical ranks of university staff).
- History of university education in the world and in our country.
- History of Comenius University and study of marketing communication at Faculty of Arts, Comenius University.

Recommended literature:

HORNÁK, Pavel. Reklama: teoreticko-historické aspekty reklamy a marketingovej komunikácie. 2. preprac. a rozš. vyd. Zlín : VeRBuM, 2018. ISBN 978-80-87500-94-1.

JURÁŠKOVÁ, O., HORNÁK, P. a kol.: Velký slovník marketingových komunikací. Praha : Grada Publishing, 2012. 272 s. ISBN 978-80-247-4354-7

KARLÍČEK, Miroslav. et al. Marketingová komunikace. Jak komunikovat na našem trhu. 2nd Revised and Expanded Edition. Praha : Grada Publishing, 2016. ISBN 978-80-247-5769-8.

PŘIKRYLOVÁ, Jana et al. Moderní marketingová komunikace. 2nd Revised and Expanded Edition. Praha : Grada Publishing, 2019. ISBN 978-80-271-0787-2.

VYSEKALOVÁ, Jitka a Jiří MIKEŠ. Reklama, jak dělat reklamu. 4nd Revised and Expanded Edition. Praha : Grada Publishing, 2018. ISBN 978-80-247-5865-7.

Vnútorňý predpis č. 5/2020 Študijný poriadok Univerzity Komenského v Bratislave, Filozofickej fakulty [online]. Available at: https://fphil.uniba.sk/fileadmin/fif/o_fakulte/dokumenty_vnutorne_predpisy/vnutorne_predpisy/vp_5_2020.pdf

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 434

A	B	C	D	E	FX
31,8	32,72	19,12	10,14	5,76	0,46

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 09.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-029/00	Course title: Law and Advertising
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Presentation of the chosen topic max. 20 points, final test 80 points. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60, FX 59 - 0 Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students master the legislative standards in the field of advertising with emphasis on the law on advertising, the law on broadcasting and retransmission and copyright law. They can use the principles of regulation of advertising in individual media. They understand advertising regulation as a specific product in a public space. It also includes a comparison of domestic and European media legislation in relation to the regulation of advertising, the issue of ethical self-regulation and ethical principles and principles versus advertising.	
Class syllabus: <ol style="list-style-type: none"> 1. Legislation in the field of advertising - characteristics, concepts, law 2. Laws governing advertising 3. Advertising law 4. Broadcasting and Retransmission law 5. Copyright law 6. Principles and meaning of regulation of advertising in public space 7. Legislative restrictions on advertising 8. Unfair competition 9. Misleading advertising, comparative advertising 10. Advertising of prohibited products and protection of minors 11. Protection of intellectual property, advertising as a copyright 12. Advertising, human rights, ethical self-regulation and personality protection 	
Recommended literature: DRGONEC, Ján. Základy masmediálneho práva. Bratislava: Bratislavská vysoká škola práva, 2008. ISBN 80-893630-4-9	

PRACHÁR, Juraj et al. Podnikateľ v aréne trhu, reklamy a marketingu. Bratislava: Sprint, 1991. ISBN 80-900484-0-4
 VOZÁR, Jozef. Reklama a právo. Bratislava: Veda, 1997. ISBN 80-224052-9-9
 SVĚTLÍK, Jaroslav. Marketing pro evropský trh. Praha: Grada Publishing, 2003. ISBN 80-247-0422-6

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 335

A	B	C	D	E	FX
53,73	25,07	13,43	5,67	2,09	0,0

Lecturers: PhDr. Vladimír Repčík, Mgr. Tatiana Deptová, PhD.

Last change: 02.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-002/00	Course title: Marketing 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Presentation of two topics during the semester, each max. 20 points. The final exam is oral max. 60 points. To successfully complete the year, it is necessary to obtain at least 25 points during the semester and 35 points from the final exam. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Students will master the general principles of marketing. The student manages to analyze and present the marketing plan of the selected company.	
Class syllabus: Marketing, marketing management Marketing analysis Marketing research Marketing strategy Marketing programs, marketing mix Marketing control Marketing plan Trends in marketing Marketing ethics Globalization of marketing	
Recommended literature: CLOW, Kenneth, BAACK, Donald. Reklama, propagace a marketingová komunikace. Brno: Computer press 2008. ISBN 978-80-251-1769-9 De PELSMACKER, Patrick., GEUENS Maggie, BERGH, Joeri. Marketingová komunikace. Praha : Grada Publishing, 2003. ISBN 80-247-0254-1 KOTLER, Philip.: Marketing. Praha. Sprint, 1992. ISBN 1262-48-35-2.	

KOTLER, Philip. Marketing – management. Praha : Grada publishing, 2001. ISBN 80-2470016-6 SCHULTZ, Don E. Moderní reklama, umění zaujmout. Praha : Grada Publishing, 1995. ISBN 80-7169-062-7					
Languages necessary to complete the course: slovak					
Notes:					
Past grade distribution Total number of evaluated students: 452					
A	B	C	D	E	FX
45,58	17,04	17,7	10,62	8,85	0,22
Lecturers: Ing.JUDr. Miloš Ronec, PhD., prof. PhDr. Pavel Horňák, CSc.					
Last change: 02.02.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-007/00	Course title: Marketing 2
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: Marketing 1	
Course requirements: Presentation of two topics during the semester, each max. 20 points. The final exam is oral max. 60 points. To successfully complete the year, it is necessary to obtain at least 25 points during the semester and 35 points from the final exam. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Students will master the general principles of marketing management. The student manages to prepare and present a marketing plan for their own start up.	
Class syllabus: Marketing management and managers Development of Marketing management theory Process Marketing management - planning, organizing, leading people, control The personality of a marketing manager Managerial skills, methods, technologies and tools Content Marketing management Ethical aspects of Marketing management Legal issues of Marketing management Trends and challenges of marketing management	
Recommended literature: CLOW, Kenneth, BAACK, Donald. Reklama, propagace a marketingová komunikace. Brno: Computer press 2008. ISBN 978-80-251-1769-9 De PELSMACKER, Patrick., GEUENS Maggie, BERGH, Joeri. Marketingová komunikace. Praha : Grada Publishing, 2003. ISBN 80-247-0254-1 KOTLER, Philip.: Marketing. Praha. Sprint, 1992. ISBN 1262-48-35-2.	

KOTLER, Philip. Marketing – management. Praha : Grada publishing, 2001. ISBN 80-2470016-6
SCHULTZ, Don E. Moderní reklama, umění zaujmout. Praha : Grada Publishing, 1995. ISBN 80-7169-062-7

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 443

A	B	C	D	E	FX
49,44	10,61	16,25	11,51	11,06	1,13

Lecturers: Ing.JUDr. Miloš Ronec, PhD., prof. PhDr. Pavel Horňák, CSc.

Last change: 02.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-032/17	Course title: Methods and Techniques of Marketing Research
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: successful project execution (60% of the final grade) oral exam (40% of the total grade) Scale of assessment (preliminary/final): 60/40. It is required to receive over 50% of all possible points from both parts of the examination (project and oral exam) in order to successfully complete the course. Grading scale: 100-92: A 91-84: B 83-76: C 75-68: D 67-60: E 59-0: FX Scale of assessment (preliminary/final): 60/40	
Learning outcomes: After successfully completing this course, students have a basic overview about marketing research and market research industry which uses sociological methodology for data collection and analysis which are important for making marketing decisions. They have basic knowledge about topics which are desired by market research clients, products offered by the agencies while focusing on the area of communication testing. Successful students are able to reflect needs of commercial companies by choosing a suitable research method and able to use the findings to fulfill their needs. The role of marketing and market research in management of (not only) private companies is crucial. Understanding of basic methodological processes the field itself is necessary.	
Class syllabus: 1. Introduction to market research: clients, agencies, topics and methods 2. Trend in market research: topics and solutions, data collection methods, trends 3. Marketing research and communication testing + project topics introduction and groups formation Homework: selection of the project topic and brief explanation (PPT) 4. Needs and expectations of clients: What should good brief look like? Homework: brief preparation – part of the project (PPT/word) 5. Guest lecture 6. Design and execution 1: Suitable approach selection, design and proposal, project process Homework: proposal – part of the project (PPT) 7. Design and execution 2: Proposal, debrief, negotiation, project execution Homework: report 1/2 – part of the project (PPT) 8. Visualisation and presentation of the findings and their implementation	

Homework: report 2/2 – part of the project (PPT)					
9. Summary and ethics					
10. Project presentations - 1 Personal presentation (3 groups)					
11. Project presentations - 2 Personal presentation (3 groups)					
12. Project presentations - 3 Personal presentation (3 groups)					
Recommended literature:					
1. RICHTEROVÁ, Kornélia. Úvod do výskumu trhu. Bratislava: Sprint dva, 2013. ISBN 9788089393954					
2. TAHAL, Radek. Marketingový výzkum: Postupy, metody, trendy. Praha: Grada, 2017. ISBN 9788027102068					
3. HAGUE, Paul et al. Market Research In Practice. Londýn: Kogan page Ltd., 2016. ISBN 9780749475857					
Languages necessary to complete the course:					
slovak/english					
Notes:					
Past grade distribution					
Total number of evaluated students: 120					
A	B	C	D	E	FX
61,67	16,67	12,5	5,0	4,17	0,0
Lecturers: Mgr. Jakub Hankovský, Mgr. Roman Džambazovič, PhD.					
Last change: 01.04.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-012/15	Course title: New Trends in Marketing Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in courses (max. 3 justified absences), successful completion of a written exam (test) at the end of the course: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 0/100	
Learning outcomes: After completing the course, students are familiar with the issues of new media and new marketing-communication techniques, know the theoretical basis of new forms of marketing communication, various types of new media, based on which they are able to independently and creatively apply theory in their own research or design and implementation new forms of marketing-communication campaigns.	
Class syllabus: - Marketing communication - characteristics of basic concepts and theoretical background in the field of marketing and marketing communication. - Classic tools of marketing communication vs. new trends in marketing communication. - Classic media vs. new media in marketing communication. - Guerilla Marketing - Historical development of guerilla marketing, characteristics of guerilla marketing tools, functions and goals of guerilla marketing. - Viral marketing - characteristics of the development of viral marketing, functions, goals and individual components of viral marketing, active and passive form of viral marketing, advantages and disadvantages of viral marketing.	

- Product placement - historical development of product placement, individual types and forms of product placement, product placement from the point of view of legislation and regulation of product placement, product placement vs. hidden advertising.
- Event marketing - characteristics of the terms event, event marketing, functions and tasks of event marketing within the communication mix, integrated event marketing, individual types and forms of events.
- On-line marketing - internet as a marketing-communication medium, history of internet and internet advertising, advantages and disadvantages of internet, definition of basic terms (eg digital marketing, electronic marketing, E-marketing, online marketing, internet banner advertising, etc.), forms and means of online marketing within the marketing-communication strategy.
- Mobile marketing - characteristics of mobile marketing (its functions, goals and target groups), individual types of campaigns used in mobile marketing, advantages and disadvantages of mobile marketing.
- Buzzmarketing and Word of Mouth marketing - definition of terms, basic theoretical background, historical development of Buzzmarketing and Word of Mouth marketing, basic forms, tools of Buzzmarketing and Word of Mouth marketing, possibilities of using Buzzmarketing and Word of Mouth marketing in practice.
- New media and new trends, their possibilities of functional use in other areas of marketing communication - advertising, sales promotion, direct marketing, merchandising, PR, etc.
- New media and new trends, their future within the system of marketing communication - non-traditional forms of advertising (street art, graffiti and advertising, laser projection, virtual reality, holograms, interactive projection systems, kinetic advertising, etc.).

Recommended literature:

BANYÁR, Milan. GUERILLA, VIRAL, BUZZ, WORD OF MOUTH MARKETING – Implementácia nových foriem marketingovej komunikácie do prostredia slovenskej a českej marketingovej praxe. Bratislava : Univerzita Komenského, Vydavateľstvo UK, 2018. ISBN 978-80-223-4590-3.

FREY, Petr. Marketingová komunikace: nové trendy 3.0. 3rd Revised and Expanded Edition. Praha : Management Press, 2015. ISBN 978-80-7261-237-6.

JANOUGH, Viktor. Internetový marketing. Brno : Computer Press, 2014. ISBN 978-80-251-4311-7.

LEHU, Jean-Marc. Branded entertainment : Product placement & Brand Strategy in the Entertainment Business. Philadelphia : Kogan Page, 2007. ISBN 0-7494-4940-3.

LEVINSON, Jay Conrad. Guerilla marketing: Nejúčinnější a finančně nenáročný marketing. Brno : Computer Press, 2009. ISBN 978-80-251-2472-7.

SEMERÁDOVÁ, Tereza a Petr WEINLICH. Marketing na Facebooku a Instagramu. Brno : Computer Press, 2019. ISBN 978-80-251-4959-1.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 185

A	B	C	D	E	FX
15,14	24,86	29,19	21,62	9,19	0,0

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 09.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-049/15		Course title: Photographs in Advertising			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 160					
A	B	C	D	E	FX
78,75	10,0	3,13	0,63	3,75	3,75
Lecturers: Mgr. Hubert Kaffka, PhD.					
Last change: 23.11.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-091/15	Course title: Presentation Tools in Marketing Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, each student will be assigned a topic and specific presentation tools. Students will design the linguistic, graphical, and formal form of given tools and topic, such that they take into consideration the theoretical knowledge about given tools and use it in practice. They present the output of this task during seminars. The quality of elaboration of given tools, the student's ability to present their implementation, and the ability to argue and defend their project are evaluated (45 points). Students actively participate in the practices of presentation skills during seminars (30 points). Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have at most 2 missed lectures. Scale of preliminary/final assessment: 100/0 Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will acquire theoretical knowledge about various presentation tools, their linguistic, graphic and formal requirements. They can match the presentation tools to various marketing tools and will acquire practical experience while using them. Student can use their acquired knowledge in high-quality presentation of diverse topics.	
Class syllabus: <ul style="list-style-type: none"> - Introduction to the study of presentation skills and their usage in marketing communication - Talent, managing stress and the goal of presentation - Preparation, model, and structure of presentation - Types of presentations and their specifications - Style and creation of presentation - Visual aids, presentation techniques and presentation space - Verbal and non-verbal elements of presentation - PowerPoint and the role of visualization - Communication practice 	
Recommended literature:	

KOPECKÝ, L. Prezentace v marketingových komunikacích. Praha: Grada Publishing, 2010. ISBN 978-80-247-3123-0 Kolektív autorov. Úspešná prezentácia. Bratislava: Slovart, 2001. ISBN 978-80-7145-554-7 SEEMAN, Peter. Komunikačné techniky. Žilina: Edis, 2021. ISBN 978-80-5541-793-6					
Languages necessary to complete the course: Slovak					
Notes:					
Past grade distribution Total number of evaluated students: 185					
A	B	C	D	E	FX
67,03	25,95	5,41	0,0	0,54	1,08
Lecturers: Mgr. Tatiana Deptová, PhD., Mgr. Ema Gelnarová					
Last change: 16.03.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-040/00	Course title: Professional Training 1
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Students obtain information on various aspects of digital presentation and brand communication. During the semester, they develop partial assignments in the form of group projects and regularly present the results at meetings. Further, they discuss possible improvements to the proposals and incorporate the proposed changes. Finally, students summarize the proposals in the final output, which they present to the client's representative at the last meeting. Classification scale: 100-90: A 89-79: B 78-65: C 64-55: D 54-45: E 44-0: FX Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Upon successful completion of the course, students know the principles of cooperation between advertising agencies and clients. They have knowledge of briefings, branding process, communication strategy, creative proposals in the field of digital and offline communication. They will increase their level of client presentation skills.	
Class syllabus: <ol style="list-style-type: none"> 1. Introduction 2. Introduction of the client: opening presentation, discussion 3. Branding: brand attributes, brand archetypes, customer personas 4. Branding: presentation of student outputs and discussion 1 5. Branding: presentation of student outputs and discussion 2 6. Web: navigation, clarity, hierarchy, colors, functionality, analytics, user testing, content and its form, SEO techniques 7. Web: presentation of student outputs and discussion 1 8. Web: presentation of student outputs and discussion 2 9. Social media: possibilities of paid and unpaid contributions, the most effective formats, influencer marketing, online shopping, visuality and copywriting, post plans 10. Social media: presentation of student outputs and discussion 1 11. Social media: presentation of student outputs and discussion 2 12. Combining attributes into a comprehensive design of marketing communication 13. Presentation of the final proposal to the client, discussion 	

Recommended literature:

BELEW, Shannon, and Joel ELAD. Starting an Online Business All-In-One for Dummies, John Wiley & Sons, Incorporated. 2017. ISBN 9781119315520

HEALEY, Matthew. Co je branding? Praha: Slovart, 2008. ISBN 978-80-7391-167-6.

CHAMBERS, Lindsay, et al. Make Your Business Social : Engage Your Customers with Social Media. Business Expert Press. 2020. ISBN 1952538009.

KRUG, Steve. Don't Make Me Think, Revisited: a Common Sense Approach to Web Usability. Berkeley: New Riders, 2014. ISBN 978-0-321-96551-6

Languages necessary to complete the course:

slovak language

Notes:**Past grade distribution**

Total number of evaluated students: 437

A	B	C	D	E	FX
95,65	2,29	1,37	0,46	0,0	0,23

Lecturers: Mgr. Ema Gelnarová

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-042/00	Course title: Professional Training 2
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Students continuously develop a proposal for improving client's marketing communication by fulfilling partial assignments in the form of group projects. They regularly present their results at meetings in a selected form. Students prepare presentations and discuss possible improvements to the proposals. In the end, they combine their conclusions into the final output, which they present at the last meeting. Classification scale: 100-90: A 89-79: B 78-65: C 64-55: D 54-45: E 44-0: FX Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Upon successful completion of the course, students have knowledge of the partial cooperation of advertising agencies with the client. Students will acquire the necessary skills as assigned by professional subjects. They prepare and implement the assigned group project, improve their basic presentation skills.	
Class syllabus: <ol style="list-style-type: none"> 1. Introduction 2. Digital course 1 3. Digital course 2 4. Series of lectures with experts: Introduction 5. Series of lectures with experts: Processes 6. Series of lectures with experts: Interesting facts 7. PPC ads training 8. PPC ads training 9. Presentation of student outputs and discussion: Google 1 10. Presentation of student outputs and discussion: Google 2 11. Presentation of student outputs and discussion: Social networks 1 12. Presentation of student outputs and discussion: Social networks 2 13. Presentation of the final proposal to the client, discussion 	
Recommended literature:	

BRANDING, M. 2021. Digital marketing. My Publishing Empire Ltd, 2021. 326 s. ISBN 1801867356
 HORŇÁK, P. 2003. Nová abeceda reklamy. Bratislava: CENTRAL EUROPEY ADVERTISING 2003. 298 s. ISBN 80-967950-5-8.
 YOUNG, M.: Ogilvy o reklamě v digitálním věku. Svojtka&Co, 2018. 224 s. ISBN 9788025621592

Languages necessary to complete the course:

slovak language

Notes:

Past grade distribution

Total number of evaluated students: 432

A	B	C	D	E	FX
95,14	3,47	0,46	0,0	0,46	0,46

Lecturers: doc. PhDr. Eva Chudinová, PhD., Mgr. Ema Gelnarová

Last change: 27.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-044/00	Course title: Professional Training 3
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, the student completes professional practice in advertising agencies, PR agencies or marketing departments of public or private institutions. He / she presents the acquired knowledge at the seminar and submits a written report. During the semester, students collectively prepare a designated event in divided groups and at the end submit a written project. Scale of assessment (preliminary/final): 50/50%	
Learning outcomes: Students have practical experience in various areas of marketing communication and are ready for practice. Students will acquire skills focused on the creation of design, preparation and the creation of marketing and communication campaigns within the creation of specific assignments. They can apply their theoretical knowledge to practical work and manage teamwork in solving various projects.	
Class syllabus: Professional experience in various advertising agencies, media agencies, PR agencies, marketing departments, etc. Elaboration of a written report on practice and job description. Work on various marketing and communication assignments. Presentation of works and individual outputs.	
Recommended literature: CRHA, I., KŘÍŽEK, Z. 2002. Život s reklamou. Praha : Grada Publishing, 2002. ISBN 80-247-0213-4 DU PLESSIS, E. 2007. Jak zákazník vnímá reklamu. Brno : Computer Press, 2007. ISBN 978-80-251-1456-8 HORŇÁK, P. a kol. 2007. Marketingová komunikácia. Book & Book, Bratislava 2007. ISBN 978-80-969099-5-7 JURÁŠKOVÁ, O., HORŇÁK, P. a kol. 2012. Velký skovník marketingových komunikací. Praha : Grada Publishing, 2012. ISBN 978-80-247-4354-7	

PELSMACKER, De P. a kol. 2003. Marketingová komunikace. Grada Publishing, Praha 2003. ISBN 8024702541
 PŘIKRYLOVÁ, J., JAHODOVÁ, H. 2010. Moderní marketingová komunikace. Praha : Grada Publishing, 2010. ISBN 978-80-247-3622-8
 VYSEKALOVÁ, J., MIKEŠ, J. 2007. Reklama, jak dělat reklamu. 2. vyd. Praha : Grada Publishing, 2007. ISBN 978-80-247-0557-5

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 391

A	B	C	D	E	FX
67,52	24,3	5,37	0,77	0,0	2,05

Lecturers: doc. PhDr. Eva Chudinová, PhD., Mgr. Ľubica Zubová

Last change: 02.02.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-046/00	Course title: Professional Training 4
Educational activities: Type of activities: practicals Number of hours: per week: 3 per level/semester: 42 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in the course (max. 3 justified absences), processing of individual assignments into specific outputs, creation of final projects - their presentation and subsequent evaluation. During the semester, students are divided into 5-member groups, under the guidance of a representative of an advertising agency, their task is to create a creative campaign design for a specific client. During the semester, the following assignments are submitted: - Market analysis, analysis of the client and his competition, analysis of the target group. - Design and processing of a creative brief. - Insight and advertising campaign proposals. - The final project of the communication strategy, which they present to the client. The final grade from the final project is based on the following scale: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Upon successful completion of the course, students know the process of creating an advertising campaign, the creative process, creating a creative brief not only theoretically but especially practically, as they participate in the preparation and implementation of various practical projects and assignments, in which they can try not only design, but also the creation of a comprehensive marketing and communication solution. They have experience in various job positions and various areas of marketing practice, they know how to work in a team, they have managerial, but also communication and presentation skills, they can apply theoretical knowledge to practical work, in solving a specific problem.	

Class syllabus:

- Characteristics of the process of creating an advertising campaign - product, target group, market analysis and competition analysis, goals of the advertising campaign, communication strategy, media selection, time schedule, campaign budget.
- Basic types of advertising agencies - classification of agencies according to the scope of services provided, organizational structure of advertising agencies - departments of advertising agencies and individual job positions.
- The course of the creative process - assignment from the client, meeting with the client, creation of an internal brief for the agency, individual job positions of the creative department and their tasks, brainstorming, selection of ideas, presentation of ideas, presentation of ideas to clients, campaign creation and implementation, campaign evaluation.
- Creative brief - which is a brief, the basic components of the brief, which should contain a creative brief. Assignment for students - division into teams and preparation of your own creative brief.
- Debrief - answering ambiguities from the assignment, evaluation of the processing of the creative brief and its completion into the final form.
- Brainstorming - suggestions for creative solutions that would best describe the assignment and goal of the campaign, search for relevant insights and key message of the campaign.
- Presentation of creative proposals - presentations of campaign ideas within individual teams, comments, discussion and selection of final creative solutions of the campaign.
- Final presentation of creative campaign proposals in front of the client and their overall evaluation.

Recommended literature:

HORŇÁK, Pavel. Kreativita v reklamě. Zlín : VeRBuM, 2014. ISBN 978-80-87500-49-1.
JURÁŠKOVÁ, Olga a Pavel, HORŇÁK, et al. Velký slovník marketingových komunikací. Praha : Grada Publishing, 2012. ISBN 978-80-247-4354-7.
KARLÍČEK, Miroslav. et al. Marketingová komunikace. Jak komunikovat na našem trhu. 2nd Revised and Expanded Edition. Praha : Grada Publishing, 2016. ISBN 978-80-247-5769-8.
KLEON, Austin. Krad' jako umělec. 10 věcí, které ti nikdo neřekl o kreativitě. Příbram : Jan Melvil Publishing, 2012. ISBN 978-87270-36-3.
PŘIKRYLOVÁ, Jana et al. Moderní marketingová komunikace. 2nd Revised and Expanded Edition. Praha : Grada Publishing, 2019. ISBN 978-80-271-0787-2.
VYSEKALOVÁ, Jitka a Jiří MIKEŠ. Reklama, jak dělat reklamu. 4nd Revised and Expanded Edition. Praha : Grada Publishing, 2018. ISBN 978-80-247-5865-7.

Languages necessary to complete the course:

Slovak

Notes:**Past grade distribution**

Total number of evaluated students: 376

A	B	C	D	E	FX
71,28	22,87	4,26	1,33	0,0	0,27

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 09.01.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-019/15		Course title: Psychology in Marketing Communication			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 143					
A	B	C	D	E	FX
61,54	19,58	11,19	6,29	0,7	0,7
Lecturers: PhDr. Martin Jakubek, PhD.					
Last change: 03.11.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-015/15	Course title: Public Relations 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Recommended prerequisites: -	
Course requirements: The condition for completing the course is active participation in activities at seminars according to the assigned task, which are directly related to the content of the course and successful completion of the final written test. Written test - classification scale: 100-90: A 89-80: B 79-70: C 69-60: D 59-55: E 54-0: FX The exact date of the exam will be published through AIS in the specified per Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The student will gain basic theoretical knowledge in the field of public relations, gain knowledge about the history, origin and development of public relations. Gain knowledge of individual public relations tools, gain knowledge of the preparation of strategic and tactical planning in the field of external and internal PR. He will gain skills in preparing a press release at a press conference, as well as skills in response to crisis communication.	
Class syllabus: Public relations in the system of marketing communication The essence, origin and development of public relations Public relations and propaganda - differences Theories and theoretical approaches to public relations Public relations process, PR concept Public relations tools Press release - content, form, composition Use of public relations tools at exhibitions and fairs Press conference, Press briefing - content, organizational and implementation phase Basics of crisis communication in PR Sponsorship, lobbying as PR tools PR ethics Reputation as part of public relations	

Recommended literature:

CHUDINOVÁ, E. 2019. Public relations I. Bratislava: Univerzita Komenského, 2019, 104 s. ISBN 978-80-223-4825-6

FTOREK, J. 2009. Public relations jako ovlivňování mínění. Praha, GRADA Publishing, 2009. ISBN 978-80-247-2678-6

HEJLOVÁ, D. 2015. Public relations. Praha: Grada Publishing, 2015.

CHUDINOVÁ, E. Fenomén rozhlasu v systéme masmédií : základy teórie rozhlasovej žurnalistiky v systéme masmediálnej komunikácie. 1. vyd. - Trnava : Univerzita sv. Cyrila a Metoda, Fakulta masmediálnej komunikácie, 2005. - 229 s. - ISBN 80-89220-04-5.

SCOTT, D. M. Nová pravidla marketingu a PR. 1. vyd. Brno: Zoner Press, 2008. 272 s. Encyklopedie Zoner Press. ISBN 978-80-86815-93-0.

SVOBODA, V. Public relations moderně a účinně. 2. vyd. Praha: Grad, 2009. 239 s. Expert. ISBN 978-80-247-2866-7.

Languages necessary to complete the course:**Notes:****Past grade distribution**

Total number of evaluated students: 159

A	B	C	D	E	FX
45,28	27,67	20,13	4,4	1,89	0,63

Lecturers: doc. PhDr. Eva Chudinová, PhD.

Last change: 02.04.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-022/15	Course title: Public Relations 2
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Paperwork, final test The condition for passing the course is the elaboration of a written work: The concept of public relations for any selected subject on the basis of a predetermined structure. The condition is also the passing of the final test. Classification scale: 100-90: A 89-80: B 79-70: C 69-60: D 59-55: E 54-0: FX The exact date and topic of the written part of the evaluation will be announced at the beginning of the semester. Exam dates will be published via AIS within a specified period. Scale of assessment (preliminary/final): 30/70%	
Learning outcomes: After successfully completing the course, the student has knowledge of the media environment, relations with the media and the public about the specifics of PR communication with the media about different goals of the media and communication and in the field of PR. He knows the needs of the media as a basic prerequisite for creating successful PR products, aimed at a specific target group. He has knowledge of the work of PR professionals, speakers, knows ethical rules such as ethical regulation in public relations and is able to create a concept of effective PR communication.	
Class syllabus: Communication and public relations Communication with the media The position and importance of the media in society Mass media Functions of journalism in the context of public relations	

Active and passive public relations Journalism and production in PR Media monitoring and its importance in PR Media relations - specifics Slovak Public Relations Association The work of a speaker Public relations of non - profit organizations Socially responsible business					
Recommended literature: GIRGAŠOVÁ, J., LIŠKAŘOVÁ, R., VĚRČÁK, V. 2004. Media relations není manipulace. Praha. Ekopress, s.r.o. 2004. ISBN 80-86119-43-2 CHUDINOVÁ, E. – TUŠER, A. 2013. Kompetentný hovorca. 1. vydanie. Žilina : Eurokódex, 2013. 168 s., ISBN 978-80-8155-019-5 CHUDINOVÁ, E. Posun pozície hovorca na Slovensku. In: Marketingová komunikácia a médiá (17) [elektronický dokument] – 1. vyd. – Bratislava (Slovensko) : Book & Book, 2018. – ISBN 978-80-89652-21-1, s. 19-33 [CD-ROM] CHUDINOVÁ, E., Lehoczka, V. Rozhlasová komunikácia. - 1. vyd. - Trnava : Fakulta masmediálnej komunikácie UCM, 2007. - 148 s. - (Mediálne kompetencie). - ISBN 978-80-89220-97-7. POSPÍŠIL, P. 2002. Efektivně public relations a media relations. Computer press, Praha 2002 SMITH, P. 2000. Moderní marketing. Computer Press, Praha 2000 TOMANDL, J. 2012. Public relations a spravodajství. VeRBuM, 2012. ISBN 978-80-87500-28-6 TUŠER, A. a kol. 2010. Praktikum mediálnej tvorby. BVŠP, Eurokódex, 2010. ISBN 978-80-89447-16-9.					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 135					
A	B	C	D	E	FX
73,33	18,52	5,93	2,22	0,0	0,0
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 02.04.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-004/00	Course title: Slovak Language: Grammar
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students will take three tests. Two of them are focused on practical use of orthography and one of them is a combination of theoretical knowledge and practical orthography skills. Students can gain up to 20 points from each of the first two tests and up to 35 points from the last test. Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 points Students can have at most 2 missed lectures. Scale of preliminary/final assessment: 100/0 Scale of assessment (preliminary/final): 100/0	
Learning outcomes: By passing this subject, students have theoretical knowledge and practical skills from the field of Slovak orthography. They can apply this knowledge in marketing communication and are able to create various types of texts with minimal number of grammatical errors in MC practice.	
Class syllabus: Subject dedicates its focus on those grammatical and linguistic aspects, which the teacher during the practice of orthography skills or the current group of students identify as problematic. Language and its uses in marketing communication. Specifics of spoken and written form of language. Linguistic culture – definitions and their applications in the spreading of advertising communicants. Elements of foreign languages in Slovak, their standardisation and usage in linguistic practice. Functionality and nature of linguistic tools. Use of i/y in Slovak and foreign words. Language standardisation of using dialect words and social dialects in marketing communication. Writing of numerals in Slovak orthography and their uses in MC. Capitalisation of words in MC texts. Usage of commas in Slovak orthography. Usage of the words “rád” and “sám” in Slovak orthography. Rules of separating or connecting words. Linguistic deficiencies in the usage of language in MC and intentional use of grammatical errors.	

Recommended literature:

Kolektív autorov. Pravidlá slovenského pravopisu. Bratislava: Veda, 2013. ISBN 978-80-2241-331-2

CATLÍKOVÁ, Milada, TARÁBEK, Ján. Prehľad gramatiky a pravopisu slovenského jazyka. Bratislava: Didaktis, 2017. ISBN 978-80-8166-017-7

MISLOVIČOVÁ, Sibyla a kol. Slovenčina na každý deň. Bratislava: Encyklopedický ústav SAV, Veda, 2020. ISBN 978-80-2241-861-4

Languages necessary to complete the course:

Slovak

Notes:**Past grade distribution**

Total number of evaluated students: 457

A	B	C	D	E	FX
15,97	22,76	24,29	16,85	15,75	4,38

Lecturers: Mgr. Tatiana Deptová, PhD.

Last change: 16.03.2022

Approved by:

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-009/15		Course title: Slovak Language: Literary Training			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 197					
A	B	C	D	E	FX
47,21	17,26	13,71	7,61	2,54	11,68
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 29.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-030/15	Course title: Stylistics
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students will elaborate a paper tied to a chosen language style (15 points), illustrate the usage of this style in various tools of marketing communication, identify positives and negatives and identifying tools of a brand's/company's style of communication, design their own promotional means corresponding chosen company and their style of communication. Students will submit their promotional draft in printed and electronic form. The electronic form will be in the form of 10–15-minute presentation. Idea, topic integration into advertising tool and the acceptance of linguistic elements within CI company/brand, topicality in relation to chosen product and CS, and graphical side of draft (30 points). In the examination part of semester, student will pass a test, which focuses on student's acquired theoretical knowledge from this subject (30 points). Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have at most 2 missed lectures. Scale of assessment (preliminary/final): 70/30	
Learning outcomes: Students will acquire theoretical knowledge and practical experience focused on using linguistic styles and linguistic resources in creation of promotional texts. They can identify their positive and negative qualities in relation to other factors of MC. Students also know the degree of connection of linguistic resources tied to the chosen style, or their combination with the effectiveness of influence of messages on chosen target groups.	
Class syllabus: <ul style="list-style-type: none"> - Stylistics – subject, meaning, definition, connection to marketing communication - Style-creating factors and their practical usage in MC - Identification of styles, Mistrík and Miková's expression system and the classification of styles - Lexical stylistic elements and their usage in MC - Sound stylistic elements and their usage in MC - Morphological and syntactic stylistic elements and their usage in MC - Compositional and kinetic stylistic elements and their usage in MC - Scientific style and its potential in MC 	

<ul style="list-style-type: none"> - Administrative style and its potential in MC - Journalistic style and its potential in MC - Colloquial style and its potential in MC - Artistic style and its potential in MC - Style of texts spreading through electronic media 					
Recommended literature: MISTRÍK, Jozef. Štylistika. Bratislava: Veda, 2021. ISBN 978-80-2241-892-8 FINDRA, Ján. Štylistika súčasnej slovenčiny. Martin: Osveta, 2013. ISBN 978-80-8063-404-9 SÁLOVÁ, Anna, VESELÁ, Zuzana, RAKOVÁ, Michaela. Copywriting. Pište texty, ktoré predávajú. 2. aktualizované a rozšírené vyd. Brno: Computer Press a Praha: Albatros Media a. s., 2020. ISBN 978-80-251-5017-7 SÁLOVÁ, Anna. Kreativní copywriting. 33 inspirací pro ještě lepší copy. Brno: Computer Press, 2018. ISBN 978-80-251-4909-6					
Languages necessary to complete the course: Slovak					
Notes:					
Past grade distribution Total number of evaluated students: 122					
A	B	C	D	E	FX
23,77	38,52	17,21	13,11	4,92	2,46
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 16.03.2022					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-018/00		Course title: Text Analysis			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 397					
A	B	C	D	E	FX
65,99	22,67	7,56	2,52	0,25	1,01
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 26.10.2021					
Approved by:					

COURSE DESCRIPTION

Academic year: 2021/2022	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-008/15	Course title: Theory of Marketing Communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, each student will have a presentation worth max. 10 points, at the end of the semester he submits a written work on an identical topic in the value of max. 20 points and passes the test in the value of max. 80 points. For evaluation A needs to reach min. 90 points, B - 80 points, C - 70 points, D - 60 points, E - 50 points. Scale of assessment (preliminary/final): 10/100	
Learning outcomes: Students gained basic information in the field of theoretical postulates of marketing communication. They need them to understand other disciplines of study and to create advertising campaigns in practice. The graduate is able to perform the position of advertising copywriter, employee for contact with the client, respectively. other professions within the advertising agency, resp. also a PR employee or the company's marketing department.	
Class syllabus: <ol style="list-style-type: none"> 1. Advertising as a type of marketing communication. 2. Basic context of advertising, promotion and marketing communication. 3. Types of advertising and promotion. 4. State promotion, types, principles, principles. 5. Social advertising versus social-educational promotion. 6. Advertising versus public relations 7. Advertising functions. 8. Characteristics of other types of marketing communication, resp. advertising related activities. 9. Advertising and journalism - interfaces, specifics. 10. Image and its features, types, stages of creation. 11. Characteristics of the components of the advertising process, resp. advertising campaign. 12. Promotion - integrated marketing communication 13. Typology of MK tools classification 	
Recommended literature: HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1	

HORNÁK, Pavel. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018, ISBN: 978-80-87500-94-1
 HORNÁK, Pavel, ŠEFČÁK, Luboš. Etika reklamy. Etika žurnalistiky. Bratislava: SOSPPRA, 2000. ISBN 80-967916-1-3
 JURÁŠKOVÁ, Olga, HORNÁK, Pavel et al.: Velký slovník marketingových komunikací. Praha : Grada, 2012. ISBN 978-80-247-4354-7 (9/9) 3)

Languages necessary to complete the course:

Slovak language

Notes:

Past grade distribution

Total number of evaluated students: 185

A	B	C	D	E	FX
39,46	35,68	16,76	7,03	0,54	0,54

Lecturers: prof. PhDr. Pavel Hornák, CSc.

Last change: 02.02.2022

Approved by: