

# 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 ( <b>state exam</b> ).....	13
8. A-boMK-038/17 Bachelor's Degree Thesis Seminar.....	15
9. A-boMK-101/23 Basics in Argumentation.....	17
10. A-boMK-092/18 Basics in Computer Graphics.....	19
11. A-boMK-011/15 Basics in Creating Art Work.....	21
12. A-boMK-003/15 Basics in Mass Communication.....	23
13. A-boFI-901/22 Basics in Philosophy.....	25
14. A-boMK-010/15 Basics in Photography.....	27
15. A-AboSO-35/15 Basics in Sociology for Students not Specializing in Sociology.....	29
16. A-boMK-057/15 Brand Building 1.....	31
17. A-boMK-058/15 Brand Building 2.....	32
18. A-boMK-027/15 Communication with the Public 1.....	33
19. A-boMK-035/15 Communication with the Public 2.....	34
20. A-boMK-039/00 Creativity Studio 1.....	35
21. A-boMK-041/00 Creativity Studio 2.....	36
22. A-boMK-087/15 Culture of Mass Media and Pop Culture.....	37
23. A-boMK-061/14 Digital Communication.....	39
24. A-boCJ-003/22 English for Specific / Academic Purposes 3.....	41
25. A-boCJ-004/22 English for Specific / Academic Purposes 4.....	44
26. A-boCJ-001/22 English for Specific / Academic Purposes 1.....	47
27. A-boCJ-002/22 English for Specific / Academic Purposes 2.....	50
28. A-boMK-031/15 Ethical Aspects of Advertising.....	53
29. A-boMK-017/00 Exhibitions and Fairs.....	55
30. A-boMK-026/15 Forms and Means of Marketing Communication - Audio Advertising.....	57
31. A-boMK-081/15 Forms and Means of Marketing Communication - Elementary Typography.....	59
32. A-boMK-036/15 Forms and Means of Marketing Communication - Making Print Campaigns.....	60
33. A-boMK-050/15 Forms and Means of Marketing Communication - Online Marketing.....	62
34. A-boMK-034/15 Forms and Means of Marketing Communication - Video Advertising.....	64
35. A-boMK-045/15 Genres in Journalism 1.....	66
36. A-boMK-047/00 Genres in Journalism 2.....	67
37. A-boCJ-031/22 German for Specific / Academic Purposes 1.....	69
38. A-boCJ-032/22 German for Specific / Academic Purposes 2.....	71
39. A-boCJ-033/22 German for Specific / Academic Purposes 3.....	73
40. A-boCJ-034/22 German for Specific / Academic Purposes 4.....	75
41. A-boMK-005/15 History of Advertising.....	77
42. A-boMK-028/00 Human Communication in Marketing.....	79
43. A-boMK-066/18 Internal Communication in PR.....	81
44. A-boMK-001/15 Introduction into the Studies of Marketing Communication.....	83
45. A-boMK-029/00 Law and Advertising.....	85

46. A-boMK-002/23	Marketing 1.....	87
47. A-boMK-007/23	Marketing 2.....	89
48. A-boMK-032/17	Methods and Techniques of Marketing Research.....	91
49. A-boMK-012/15	New Trends in Marketing Communication.....	93
50. A-boMK-049/15	Photographs in Advertising.....	96
51. A-boMK-091/15	Presentation Tools in Marketing Communication.....	97
52. A-boMK-040/00	Professional Training 1.....	99
53. A-boMK-042/00	Professional Training 2.....	101
54. A-boMK-044/00	Professional Training 3.....	103
55. A-boMK-046/00	Professional Training 4.....	105
56. A-boMK-019/15	Psychology in Marketing Communication.....	107
57. A-boMK-015/15	Public Relations 1.....	108
58. A-boMK-022/15	Public Relations 2.....	110
59. A-boMK-004/00	Slovak Language: Grammar.....	112
60. A-boMK-009/15	Slovak Language: Literary Training.....	114
61. A-boMK-030/15	Stylistics.....	115
62. A-boMK-018/00	Text Analysis.....	117
63. A-boMK-008/15	Theory of Marketing Communication.....	118

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-014/15		<b>Course title:</b> Advertising Agencies			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 242					
A	B	C	D	E	FX
64,88	24,79	3,72	3,31	1,24	2,07
<b>Lecturers:</b> Mgr. Anna Dzurjaníková					
<b>Last change:</b> 26.12.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-055/15	<b>Course title:</b> Aesthetics in Advertising 1
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> - 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. 4nd Revised and Expanded Edition. Praha : Grada Publishing, 2018. ISBN 978-80-247-5865-7.

ZAHRÁDKA, Pavel et al. Estetika na přelomu milénia – vybrané problémy súčasnej estetiky. Brno : Barrister & Principal, 2012. ISBN 978-80-87474-11-2.

ZUSKA, Vlastimil. Estetika. Úvod do súčasnosti tradičnej 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: 253

A	B	C	D	E	FX
53,36	20,95	9,09	10,67	5,53	0,4

**Lecturers:** doc. PhDr. Milan Banyár, PhD.

**Last change:** 02.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-056/15	<b>Course title:</b> Aesthetics in Advertising 2
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> Upon successful completion of this course, students have theoretical and practical 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.	
<b>Class syllabus:</b> - 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 zázrak 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: 216

A	B	C	D	E	FX
49,07	18,06	17,13	9,72	5,09	0,93

**Lecturers:** doc. PhDr. Milan Banyár, PhD.

**Last change:** 02.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-043/00	<b>Course title:</b> Art Work Training
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b>	

- 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: 520

A	B	C	D	E	FX
79,81	12,5	7,12	0,0	0,19	0,38

**Lecturers:** doc. PhDr. Milan Banyár, PhD.

**Last change:** 09.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-023/00		<b>Course title:</b> Author's Training			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 462					
A	B	C	D	E	FX
72,73	17,32	7,36	0,87	0,87	0,87
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 26.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-085/15	<b>Course title:</b> BTL Activities in Marketing Communication
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- ATL and BTL activities in MC</li> <li>- Historical aspects of BTL and forms of BTL activities</li> <li>- 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)</li> <li>- The meaning of databases of BTL (database marketing, the database structure of customers, sources of information, market segmentation and target group, customer profile)</li> <li>- Characteristics of individual tools of direct marketing. Direct mail, composite direct mail</li> <li>- Unaddressed package, geomarketing</li> <li>- Telemarketing, catalogue and shipment sale</li> </ul>	
<b>Recommended literature:</b> 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: 216

A	B	C	D	E	FX
32,41	29,63	22,69	9,72	3,7	1,85

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 16.03.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-099/15	<b>Course title:</b> Bachelor's Degree Thesis Defense
<b>Number of credits:</b> 12	
<b>Educational level:</b> I.	
<p><b>Course requirements:</b></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"> <li>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;</li> <li>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;</li> <li>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;</li> <li>4. Compliance of the bachelor's thesis structure with the prescribed composition defined by the internal system of quality UK;</li> <li>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;</li> <li>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.</li> </ol>	

Scale of assessment (preliminary/final): 0/100

**Learning outcomes:**

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.

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.

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.

**Class syllabus:**

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:**

**Recommended literature:**

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](http://stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prace.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](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-magisterske-studium/zaverecne-prace/>

**Last change:** 15.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-038/17	<b>Course title:</b> Bachelor's Degree Thesis Seminar
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- 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</li> <li>- Structure of final thesis and the general principles of writing scientific text (formal and content construction)</li> <li>- Wording of research problem, research question, hypothesis, and the importance of over-viewing local and foreign literature</li> <li>- Choice of research method and methodical process</li> <li>- Interpretation of achieved results and their review, answers to the research questions, checking of hypotheses</li> <li>- Conclusion of thesis – evaluation of achieved results, practical suggestions, project</li> <li>- Formal layout of final thesis, language, and stylistic tidiness</li> </ul>	

- 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](http://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](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](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: 210

A	B	C	D	E	FX
32,38	39,52	16,67	6,19	4,76	0,48

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 29.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-101/23	<b>Course title:</b> Basics in Argumentation
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KMK/A-boMK-082/22	
<b>Course requirements:</b> During semester: teamwork on seminar assignments (40 pts), homeworks (60 pts); Classificatory scale: A: 100 - 93 pts; B: 92 - 85 pts; C: 84 - 77 pts; D: 76 - 69 pts; E: 68 - 61 pts; Fx: 60 - 0 pts. Violation of academic ethics may result in the cancellation of the obtained points in the relevant evaluation item. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> Students become familiar with the basic issues regarding argumentation and some practical aspects of argumentation, in particular the identification of arguments, formation of arguments, and evaluation of arguments in the field of mass media and marketing communication. They learn to spot fallacies in argumentation. They gain the ability to form correct arguments and discern correct and incorrect argumentation strategies, depending on the context of argumentation.	
<b>Class syllabus:</b> Argumentation, argument, explanation, hypothesis, claim, opinion. Structure of arguments – simple and complex arguments, argument series. Persuasiveness and correctness of arguments; good arguments and failed arguments. Argumentation strategies – objectives and means of argumentation. Analysis and criticism of arguments. Successful argumentation strategies. Fallacies of argumentation. Propaganda and argumentation in the media. Argumentation and advertising.	
<b>Recommended literature:</b> BUČEK, Jaroslav a Marián ZOUHAR. Argumentácia a médiá. Bratislava: Univerzita Komenského v Bratislave, 2015. ISBN 978-80-223-398-1-0. GOVIER, Trudy. A Practical Study of Argument. Belmont: Wadsworth, 2010. ISBN 978-1-133-93464-6. ZOUHAR, Marián. Argument: nástroj myslenia a presvedčania. Bratislava: Veda, 2022. ISBN 978-80-224-1948-2.	
<b>Languages necessary to complete the course:</b>	

Slovak / English					
<b>Notes:</b>					
<b>Past grade distribution</b>					
Total number of evaluated students: 91					
A	B	C	D	E	FX
74,73	13,19	8,79	2,2	0,0	1,1
<b>Lecturers:</b> prof. Mgr. Marián Zouhar, PhD.					
<b>Last change:</b> 20.05.2023					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-0921/18	<b>Course title:</b> Basics in Computer Graphics
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 2., 4., 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KMK/A-boMK-092z/18	
<b>Course requirements:</b> 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. <b>Classification scale:</b> 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. <b>Scale of assessment (preliminary/final):</b> 70/30	
<b>Learning outcomes:</b> Students have a basic knowledge of computer graphics, its use in marketing communications and master the basic functionalities of the graphics program Adobe Illustrator.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Introduction of the Adobe Illustrator user interface</li> <li>- Adobe Illustrator tools</li> <li>- Color scales</li> <li>- Vector graphics</li> <li>- Raster graphics</li> <li>- Basic criteria for creating computer graphics in marketing communication</li> </ul>	

- 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: 73

A	B	C	D	E	FX
91,78	8,22	0,0	0,0	0,0	0,0

**Lecturers:** Mgr. Andrea Škvareninová

**Last change:** 19.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-011/15	<b>Course title:</b> Basics in Creating Art Work
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b>	

- 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: 267

A	B	C	D	E	FX
40,82	37,08	20,22	1,12	0,37	0,37

**Lecturers:** doc. PhDr. Milan Banyár, PhD.

**Last change:** 09.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-003/15	<b>Course title:</b> Basics in Mass Communication
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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.	

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.

Theoretical level of knowledge and empirical level of knowledge of mass communication.

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.

Models of mass communication - Selected models of mass communication. Theories of mass communication. Development of theories of mass communication.

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.

**Recommended literature:**

MIKULÁŠTÍK, M. Komunikační dovednosti v praxi. Praha: Grada, 2010. ISBN 978-80-247-2339-6

BALL-ROKEACH, S. A DeFLEUR, M. L.: Teorie masové komunikace. Praha: Karolinum 1996. ISBN 80-7184-099-8.

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

CHARVÁT, J. Masová komunikácia. Bratislava: SPN, 1996. ISBN 80-967545-8-0

KUNCZIK, M. Základy masové komunikace. Praha: Karolinum, 1995. ISBN 807184134X

LAMSER, V. Komunikace a společnost. Praha: Academia, 1969.

McQUAIL, D. Úvod do teorie masové komunikace. Praha: Portál, 1999. ISBN 80-7178-200-9

RANKOV, P. Masová komunikácia. Levice: Koloman Kertész Bagala Publishers Group, 2002. ISBN 80-88897-89-0

**Languages necessary to complete the course:**

Slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 195

A	B	C	D	E	FX
74,36	15,38	5,64	3,08	0,51	1,03

**Lecturers:** Mgr. Jakub Laca

**Last change:** 03.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KFDF/A-boFI-901/22	<b>Course title:</b> Basics in Philosophy
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> During the instruction period of the semester: two tests (first in the first half of the semester, second in the penultimate week of the instruction period of the semester). Tests will be on material covered during the semester. Students can score a maximum of 100 points for both tests, the minimum for passing the course is 60 points. A: 100%-92%; B: 91%-84%; C: 83%-76%; D: 75%-68%; E: 67%-60% FX: 59%-0% Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. The teacher will accept a maximum of two absences with documentation. Scale of assessment (preliminary/final): 100% preliminary	
<b>Learning outcomes:</b> After successfully completing the course, the students have knowledge of basic philosophical problems, conceptual frameworks and argumentative strategies used in the main philosophical disciplines (ethics, metaphysics, epistemology). They are familiar with the main historical-philosophical trends and concepts from ancient times to the 20th century and have a basic knowledge of them.	
<b>Class syllabus:</b> 1. Philosophy in the system of cultural activities. 2. Historical transformations of philosophy and paradigms of European philosophical thought. 3. Character and methods of philosophical thinking, philosophical argumentation. 4. Philosophical disciplines and directions. 5. Terminological apparatus of philosophy as the conceptual basis of the social sciences and humanities. 6. Selected key issues in ethics. 7. Selected theories of the justification of moral norms. 8. Selected key topics in philosophical anthropology. 9. Selected key issues in metaphysics. 10. Selected key issues in philosophy of mind, the mind-body relationship. 11. Selected key issues in the theory of knowledge. 12. Selected key theories of philosophy of language.	

**Recommended literature:**

LIESMANN, Konrad, ZENATY, Gerhardt. O myšlení. Olomouc: Votobia, 1994. ISBN: 80-85619-94-6.

HOLLIS, Martin. Pozvání do filosofie. Brno: Barrister & Principal, 2001. ISBN: 80-85947-61-7.

PEREGRIN, Jaroslav. Filozofie pro normální lidi. Praha: Dokořán, 2008. ISBN 9788073631925.

NAGEL, Thomas. Čo to všetko znamená. Stručný úvod do filozofie. Bratislava: Bradlo, 1991. ISBN 80-7127-04-0.

Supplementary literature and literature that is not in Academic Library of Comenius University will be presented at the beginning and during the semester. Teachers' presentations and non-Academic Library UK literature are available at MS Teams.

**Languages necessary to complete the course:**

Slovak, Czech (receptive acquaintance)

**Notes:****Past grade distribution**

Total number of evaluated students: 868

A	ABS	B	C	D	E	FX
41,82	0,0	26,61	16,94	7,37	4,38	2,88

**Lecturers:** Mgr. Martin Nuhlíček, PhD.

**Last change:** 01.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-010/15	<b>Course title:</b> Basics in Photography
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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.	
<b>Recommended literature:</b> 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					
<b>Languages necessary to complete the course:</b> slovak					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 355					
A	B	C	D	E	FX
86,76	7,61	3,38	1,41	0,28	0,56
<b>Lecturers:</b> Mgr. Andrea Škvareninová					
<b>Last change:</b> 02.02.2022					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KS/A-AboSO-35/15	<b>Course title:</b> Basics in Sociology for Students not Specializing in Sociology
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KS/A-AboSO-34/15 or FiF.KS/A-boSO-101/22 FiF.KS/A-boAG-084/15	
<b>Course requirements:</b> Written exam in the exam period with a gain of at least 60 points. 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. The exact date for continuous evaluation and the topic of the paper will be announced at the beginning of the semester. The dates for the final test will be announced through AIS no later than in the last week of the instruction period. Scale of assessment (preliminary/final): 0/100	
<b>Learning outcomes:</b> During the course, students will get acquainted with the subject and focus of sociology and with the basics of sociological cognition through the presentation of selected key problem areas in the field of sociology. Upon successful completion, the student has knowledge of the structure and functioning of the company, its basic institutions and processes. Understands the determinants of social behavior of individuals and groups and the interconnectedness of social phenomena. The acquired knowledge strengthens his ability to understand the context of social life and to be able to apply them appropriately in various areas of future professional activity.	
<b>Class syllabus:</b> 1. Introduction to sociology, structure of sociology, basic approaches 2. Development of modern society through the eyes of a sociologist and current social trends 3. Family as an institution and family behavior - current characteristics and problems 4. Culture, society and the individual - the process of socialization and enculturation, current problems of clash of cultures 5. Social stratification of society and social inequalities 6. Dimensions of social inequalities and their manifestations in different areas of life 7. Social deviations and social norms 8. Social control and social sanctions 9. Political system of society - main institutions and processes 10. Economic system of society - main institutions and processes 11. Basic cognitive strategies of sociological	

research and specifics of sociological research 12. Principles of questionnaire creation and question formulation - practical application

**Recommended literature:**

1. BAUMAN, Zygmunt a Tim MAY. Myslet sociologicky. Netradiční uvedení do sociologie. Praha: SLON, 2004. ISBN 80-86429-28-8.
2. BERGER, Peter L. Pozvání do sociologie. Humanistická perspektiva. Praha: Barrister and Principal, 2007. ISBN 978-80-870-2910-7
3. GIDDENS, Anthony. Sociologie. Praha: Argo, 1999. ISBN 80-7203-124-4.
4. JANDOUREK, Jan: Úvod so sociologie.Praha: Portál 2003.ISBN 8071787493
5. KELLER, Jan. Úvod do sociologie. Praha: SLON, 2005. ISBN 80-86429-30-3.
6. Kniha sociologie. Praha: Universum, 2016. ISBN 978-80-242-5395-4.
7. PETRUSEK, Miloslav. Základy sociologie. Praha: AVP, 2009. ISBN 978-80-872-0702-4.  
Available at the Comenius University Academic Library and at reference library of the Department of Sociology.  
The literature is supplemented to individual topics of the subject in teaching presentations.

**Languages necessary to complete the course:**

slovak/english

**Notes:**

**Past grade distribution**

Total number of evaluated students: 2132

A	ABS	B	C	D	E	FX
22,37	0,05	21,15	21,2	15,99	13,09	6,14

**Lecturers:** prof. PhDr. Gabriela Lubelcová, CSc., M. A. Martin Kovanič, PhD., Hugo Gloss

**Last change:** 02.07.2024

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-057/15		<b>Course title:</b> Brand Building 1			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 205					
A	B	C	D	E	FX
77,56	17,07	4,88	0,0	0,49	0,0
<b>Lecturers:</b> Bc. Ing. Milada Halová					
<b>Last change:</b> 26.12.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-058/15		<b>Course title:</b> Brand Building 2			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 171					
A	B	C	D	E	FX
74,27	21,64	4,09	0,0	0,0	0,0
<b>Lecturers:</b> Bc. Ing. Milada Halová					
<b>Last change:</b> 26.12.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-027/15		<b>Course title:</b> Communication with the Public 1			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 5.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 239					
A	B	C	D	E	FX
63,18	23,85	11,3	0,84	0,42	0,42
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 29.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-035/15		<b>Course title:</b> Communication with the Public 2			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 6.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 206					
A	B	C	D	E	FX
60,19	22,33	15,05	1,94	0,49	0,0
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 29.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-039/00		<b>Course title:</b> Creativity Studio 1			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 583					
A	B	C	D	E	FX
75,47	20,41	2,92	0,51	0,0	0,69
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 29.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-041/00		<b>Course title:</b> Creativity Studio 2			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 522					
A	B	C	D	E	FX
95,59	3,45	0,19	0,57	0,0	0,19
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 29.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-087/15	<b>Course title:</b> Culture of Mass Media and Pop Culture
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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 books 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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: 140

A	B	C	D	E	FX
70,0	5,71	12,14	5,0	2,86	4,29

**Lecturers:** doc. PhDr. Pavel Rankov, PhD.

**Last change:** 11.09.2023

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-061/14	<b>Course title:</b> Digital Communication
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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	
<b>Recommended literature:</b> 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: 170

A	B	C	D	E	FX
38,82	31,18	15,29	7,65	7,06	0,0

**Lecturers:** Mgr. Andrea Škvareninová

**Last change:** 02.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-003/22	<b>Course title:</b> English for Specific / Academic Purposes 3
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-003/00	
<b>Course requirements:</b> 100% Continuous assessment throughout the teaching part of the semester: <ul style="list-style-type: none"> <li>• test 50 points, presentation and written assignment (40 points)</li> <li>• active participation / individual assignments (for every seminar) 10 points</li> </ul> Assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX Dates will be announced during the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. 2 absences with the proof of reason for non-attendance. 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 an appropriate course of action. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The student has acquired language skills that enable him to successfully communicate in the academic environment. These skills enhance his reading comprehension of various texts from the field of social sciences and humanities. The student is thus able to use information from sources written in English, prepare a questionnaire and conduct a survey or a simple research (based on the needs of the discipline studied) and report on it in written as well as oral form. He can write selected academic texts using suitable academic vocabulary, incorporating techniques of outline and brainstorming when searching for a suitable topic. The student is able to participate in the preparation and delivery of group presentation on a subject-specific topic as well as participate in a discussion.	
<b>Class syllabus:</b> A selection from the following: <ul style="list-style-type: none"> <li>• Developing and consolidating communication competence in the academic environment</li> <li>• Active use of academic and subject-specific vocabulary</li> <li>• Building reading competence (authentic texts from the field of humanities and social sciences)</li> </ul>	

- Work with model texts from humanities/social sciences
- Use of brainstorming
- Structuring and presenting arguments
- Text outline and keyword selection
- Structure of academic papers (introduction, core, conclusion)
- Transformation of graphs and diagrams into continuous text
- Transformation of continuous text into graphs and diagrams
- Hedging and its use in academic texts
- Questionnaire, survey report and research report
- How to prepare a survey
- Presentation techniques
- Preparation of a group presentation
- Discussion strategies

### **Recommended literature:**

#### General

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

ŠULOVSKÁ, D. Selected topics from academic writing [online]. Bratislava: Stimul, 2022 [cit. 2022-01-01]. Available on: <https://dspace.uniba.sk/xmlui/handle/123456789/43>

#### Subject-specific

ELIAŠOVÁ, V. Marketing communication resource materials (for 2nd year students) [online].

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_MCRM.pdf](http://stella.uniba.sk/texty/UK/FIF_VE_MCRM.pdf)

ELIAŠOVÁ, V. Journalism Resource Materials (for 2nd year students) [online]. Bratislava:

Stimul, 2019 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_JRM.pdf](http://stella.uniba.sk/texty/UK/FIF_VE_JRM.pdf)

LACÍKOVÁ-SERDULOVÁ, M. English for Students of Psychology 1 Collection of Study Material. [online]. Bratislava: Stimul, 2018 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_english\\_psychology\\_1.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_EFSOSS.pdf](http://stella.uniba.sk/texty/UK/FIF_MLS_EFSOSS.pdf)

ŠIMKOVÁ, S. English for students of archaeology 1 - a textbook for university students.

Bratislava: Comenius University, 2019. ISBN 978-80-223-4123-3.

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

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_ESP\\_Reader\\_philosophy.pdf](http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf)

ŠULOVSKÁ, D. Video-based Listening Tasks for ESP Classes. [online]. Bratislava: Stimul, 2018 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_video-based\\_ESP.pdf](http://stella.uniba.sk/texty/UK/FIF_DS_video-based_ESP.pdf)

ŠULOVSKÁ, D. Video-based listening tasks for ESP classes. Volume 2 [online]. Bratislava: Stimul, 2021 [cit. 2021-10-14]. Available on:

<https://dspace.uniba.sk/handle/123456789/32>

Moodle / MS TEAMS is a source for unpublished study materials (some ready for publishing) and teachers' presentations. Supplementary literature may be introduced through the course of the semester.

### **Languages necessary to complete the course:**

English (minimum B1)						
<b>Notes:</b>						
<b>Past grade distribution</b>						
Total number of evaluated students: 5314						
A	ABS	B	C	D	E	FX
24,14	0,0	24,39	20,44	14,6	12,18	4,25
<b>Lecturers:</b> Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., doc. Mgr. Olha Luchenko, PhD., Mgr. Michaela Hroteková, PhD., Mgr. Dominika Mihaľová, Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová						
<b>Last change:</b> 29.06.2022						
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.						

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-004/22	<b>Course title:</b> English for Specific / Academic Purposes 4
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b> FiF.KJ/A-boCJ-003/22 - English for Specific / Academic Purposes 3	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-004/00	
<b>Course requirements:</b> a) Continuous assessment throughout the semester (45% ): written assignment - (30 points) and individual assignments for every seminar (15points) b) Examination period (55%): presentation including discussion (50+5points) <b>Assessment:</b> 100 % - 91 % - A, 90 % - 81 % - B, 80 % - 73 % - C, 72 % - 66 % - D, 65 %-60 % - E, 59 % and less – FX 2 absences with the proof of reason for non-attendance. 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 an appropriate course of action. Scale of assessment (preliminary/final): 50/50 (%)	
<b>Learning outcomes:</b> The student actively uses the English language for communication in the academic environment. The level of achieved language competencies means that the student is able to obtain information from sources written in English (printed sources, electronic media) and work with them, building on the knowledge from his field of study. He is able to actively use academic and subject-specific vocabulary, independently prepare a suitably structured presentation on a topic from his field of study (including slides) using appropriate vocabulary. This means that he can present the results of his own research in a form that is suitable for the academic environment and actively participate in discussion. The student can write various academic texts using appropriate linguistic means. He follows the academic code of ethics (avoiding plagiarism, employing appropriate paraphrasing and quotation techniques).	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>• Developing and consolidating communication competence in the academic environment</li> <li>• Active use of subject-specific and academic vocabulary</li> <li>• Developing reading competence (various texts from the field of humanities and social sciences)</li> <li>• Work with model factual texts</li> </ul>	

- Writing selected academic texts (abstract, research report, etc.)
- Structure of an academic essay
- Preparing a presentation: selecting a suitable topic (brainstorming, group work)
- Preparing a presentation: hypothesis and research question
- Presentation skills, including slide preparation
- Presentation: preparation and delivery
- Participating in a discussion – useful strategies
- Active participation in the after-presentation discussion

### Recommended literature:

#### General

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

ŠULOVSKÁ, D. Selected topics from academic writing [online]. Bratislava: Stimul, 2022 [cit. 2022-01-01]. Available on: <https://dspace.uniba.sk/xmlui/handle/123456789/43>

#### Subject-specific

ELIAŠOVÁ, V. Marketing communication resource materials (for 2nd year students) [online].

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_MCRM.pdf](http://stella.uniba.sk/texty/UK/FIF_VE_MCRM.pdf)

ELIAŠOVÁ, V. Journalism Resource Materials (for 2nd year students) [online]. Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_JRM.pdf](http://stella.uniba.sk/texty/UK/FIF_VE_JRM.pdf)

LACÍKOVÁ-SERDULOVÁ, M. English for Students of Psychology 1 Collection of Study Material. [online]. Bratislava: Stimul, 2018 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_english\\_psychology\\_1.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_EFSOSS.pdf](http://stella.uniba.sk/texty/UK/FIF_MLS_EFSOSS.pdf)

ŠIMKOVÁ, S. English for students of archaeology 1 - a textbook for university students. Bratislava: Comenius University, 2019. ISBN 978-80-223-4123-3.

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

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_ESP\\_Reader\\_philosophy.pdf](http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf)

ŠULOVSKÁ, D. Video-based Listening Tasks for ESP Classes. [online]. Bratislava: Stimul, 2018 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_video-based\\_ESP.pdf](http://stella.uniba.sk/texty/UK/FIF_DS_video-based_ESP.pdf)

ŠULOVSKÁ, D. Video-based listening tasks for ESP classes. Volume 2 [online]. Bratislava: Stimul, 2021 [cit. 2021-10-14]. Available on:

<https://dspace.uniba.sk/handle/123456789/32>

Moodle / MS TEAMS is a source for unpublished study materials (some ready for publishing) and teachers' presentations. Supplementary literature may be introduced through the course of the semester.

### Languages necessary to complete the course:

English (minimum B1)

### Notes:

<b>Past grade distribution</b>						
Total number of evaluated students: 4814						
A	ABS	B	C	D	E	FX
29,48	0,0	23,43	21,15	12,01	8,93	5,01
<b>Lecturers:</b> Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., doc. Mgr. Olha Luchenko, PhD., Alan James Dykstra, Mgr. Michaela Hroteková, PhD., Mgr. Dominika Mihaľová, Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová						
<b>Last change:</b> 06.05.2025						
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.						

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-001/22	<b>Course title:</b> English for Specific / Academic Purposes 1
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-001/00	
<b>Course requirements:</b> Evaluation: 100% Continuous assessment throughout the teaching part of the semester: <ul style="list-style-type: none"> <li>• test 50 points, presentation and written assignment (40 points)</li> <li>• active participation / individual assignments (for every seminar) 10 points</li> </ul> Assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX 2 absences with the proof of reason for non-attendance. 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 an appropriate course of action. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The student has knowledge of various language skills and distinguishes various styles and genres that enable him/her to successfully master the processes of foreign language communication (oral and written) in a specific segment of the professional sphere, which is the preparation for a profession in a university environment. The student is thus able to talk about his/her university studies in Slovakia, introduce his/her own study programme, describe its practical application and explain his motivation to study. The level of achieved language competence and skills will enable the student to develop subject-specific vocabulary and obtain information from various English language sources. He/She can understand simple authentic texts from humanities and social sciences. The student is able to write a selection of texts used in the academic environment. He/She can extract information and data from simple academic texts and visually present them using graphs and tables, and use appropriate vocabulary when communicating in the academic environment.	
<b>Class syllabus:</b> Selection from: <ul style="list-style-type: none"> <li>• My study programme (content, graduate profile)</li> <li>• What is an academic text?</li> </ul>	

- Language conventions in the academic environment
- Academic and subject-specific terminology and its use
- Academic texts - structure, style, register
- Work with subject-specific model texts with the aim of developing specific language skills
- Development of reading competence (authentic texts from humanities and social sciences)
- Identification of definitions in texts, their use
- Text-making procedures and writing short academic texts (e.g. definitions, listing and comparative-contrast texts, etc.)
- Signal words, their meaning and function
- Use of appropriate signal words
- Transformation of graphs and diagrams into continuous text
- Transformation of continuous text into graphs and diagrams

### **Recommended literature:**

General:

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

ŠULOVSÁ, D. Selected topics from academic writing [online]. Bratislava: Stimul, 2022 [cit. 2022-01-01]. Dostupné na: <https://dspace.uniba.sk/xmlui/handle/123456789/43>.

Subject-specific:

CERAMELLA, N., a LEE, E. *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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_JMC\\_1-2\\_9788081272981.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_JMC\\_1-2\\_9788081272981.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_english\\_psychology\\_1.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_EFSOSS.pdf](http://stella.uniba.sk/texty/UK/FIF_MLS_EFSOSS.pdf)

ŠIMKOVÁ, S. 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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_ESP\\_Reader\\_philosophy.pdf](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]. Available at: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_video-based\\_ESP.pdf](http://stella.uniba.sk/texty/UK/FIF_DS_video-based_ESP.pdf)

ŠULOVSÁ, D. Video-based listening tasks for ESP classes. Volume 2 [online]. Bratislava: Stimul, 2021 [cit. 2021-10-14]. Available at:

<https://dspace.uniba.sk/handle/123456789/32>

Moodle / MS TEAMS is a source for unpublished study materials (some ready for publishing) and teachers' presentations. Supplementary literature may be introduced through the course of the semester.

### **Languages necessary to complete the course:**

English (minimum B1)

<b>Notes:</b>						
<b>Past grade distribution</b> Total number of evaluated students: 8342						
A	ABS	B	C	D	E	FX
24,39	0,0	22,54	20,31	12,54	12,04	8,19
<b>Lecturers:</b> Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., Mgr. Dominika Mihaľová, Mgr. Michaela Hroteková, PhD., Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová						
<b>Last change:</b> 29.06.2022						
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.						

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-002/22	<b>Course title:</b> English for Specific / Academic Purposes 2
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b> FiF.KJ/A-boCJ-001/22 - English for Specific / Academic Purposes 1	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-002/00	
<b>Course requirements:</b> 100% Continuous assessment throughout the teaching part of the semester: <ul style="list-style-type: none"> <li>• test 50 points, presentation and written assignment (40 points)</li> <li>• active participation / individual assignments (for every seminar) 10 points</li> </ul> Assessment: 100 % - 91 % – A, 90 % - 81 % – B, 80 % - 73 % – C, 72 % - 66 % –D, 65 % - 60 % – E, 59 % and less – FX Dates will be announced during the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. 2 absences with the proof of reason for non-attendance. 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 an appropriate course of action. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The students is able to actively use acquired subject-specific specific as well as academic vocabulary in communication in the academic environment, e.g., when presenting a short project or interpreting data from graphs and tables, which can be converted into text. The student is able to obtain information from English language sources (texts from the field of social sciences and humanities), while more detailed work with them ensures he is acquainted with various research methods and he can describe them. The student is also familiar with text summarising techniques and is able to summarize short academic texts, pinpointing the main and supporting arguments. He can write selected texts from the academic environment, using appropriate paraphrasing and citation techniques, referring to sources and he is able to compile an appropriate bibliography, thus avoiding plagiarism.	
<b>Class syllabus:</b> A selection from: <ul style="list-style-type: none"> <li>• Academic and subject-specific terminology and its use</li> <li>• Development of reading competence (authentic texts from humanities and social sciences)</li> </ul>	

- Work with model texts with the aim of developing specific language skills
- Plagiarism and academic code of ethics
- Citation formats
- Paraphrasing
- How to quote
- Preparing literature review and bibliography
- Summarising techniques
- Identification of main and supporting ideas texts
- Research methods in various fields of social sciences and humanities
- Presentation of research data and results

### Recommended literature:

#### General:

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

ŠULOVSKÁ, D. Selected topics from academic writing [online]. Bratislava: Stimul, 2022 [cit. 2022-01-01]. Dostupné na: <https://dspace.uniba.sk/xmlui/handle/123456789/43>  
<https://dspace.uniba.sk/xmlui/handle/123456789/43>.

#### Subject-specific:

CERAMELLA, N., a LEE, E. 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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_JMC\\_1-2\\_9788081272981.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_VE\\_JMC\\_1-2\\_9788081272981.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_english\\_psychology\\_1.pdf](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]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_MLS\\_EFSOSS.pdf](http://stella.uniba.sk/texty/UK/FIF_MLS_EFSOSS.pdf)

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

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

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_ESP\\_Reader\\_philosophy.pdf](http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf)

ŠULOVSKÁ, D. Video-based Listening Tasks for ESP Classes. [online]. Bratislava: Stimul, 2018 [cit. 2021-10-14]. Available at: [http://stella.uniba.sk/texty/UK/FIF\\_DS\\_video-based\\_ESP.pdf](http://stella.uniba.sk/texty/UK/FIF_DS_video-based_ESP.pdf)

ŠULOVSKÁ, D. Video-based listening tasks for ESP classes. Volume 2 [online]. Bratislava: Stimul, 2021 [cit. 2021-10-14]. Available at: <https://dspace.uniba.sk/handle/123456789/32>

Moodle / MS TEAMS is a source for unpublished study materials (some ready for publishing) and teachers' presentations. Supplementary literature may be introduced through the course of the semester.

### Languages necessary to complete the course:

English (minimum B1)

### Notes:

<b>Past grade distribution</b>						
Total number of evaluated students: 7136						
A	ABS	B	C	D	E	FX
26,65	0,0	24,29	19,3	12,19	11,32	6,25
<b>Lecturers:</b> Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., Alan James Dykstra, Mgr. Dominika Mihaľová, Mgr. Michaela Hroteková, PhD., Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová						
<b>Last change:</b> 29.06.2022						
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.						

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-031/15	<b>Course title:</b> Ethical Aspects of Advertising
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Selected questions from the history of ethics</li> <li>- Legal and ethical standards in ethics</li> <li>- Ethics in business, marketing, and advertising</li> <li>- Fundamental codes in marketing communication</li> <li>- Slovak Advertising Standards Council</li> <li>- Arbitration Commission of the Council</li> <li>- Fundamental principles of advertising ethics from the perspective of ethical codes</li> <li>- General principles of advertising practice</li> <li>- Special requirements for advertising</li> </ul>	

- 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](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](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: 226

A	B	C	D	E	FX
41,15	32,3	16,81	5,31	3,54	0,88

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 16.03.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-017/00	<b>Course title:</b> Exhibitions and Fairs
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> - 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: 482

A	B	C	D	E	FX
58,09	19,5	7,88	4,56	5,19	4,77

**Lecturers:** prof. Ing. Pavol Kita, PhD.

**Last change:** 29.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-026/15	<b>Course title:</b> Forms and Means of Marketing Communication - Audio Advertising
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> - 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. rozšířené 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: 234

A	B	C	D	E	FX
31,2	28,21	24,36	7,69	7,69	0,85

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 16.03.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-081/15		<b>Course title:</b> Forms and Means of Marketing Communication - Elementary Typography			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> per week: 2 per level/semester: 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 216					
A	B	C	D	E	FX
77,78	19,44	2,31	0,0	0,0	0,46
<b>Lecturers:</b> PhDr. Branislav Mladý					
<b>Last change:</b> 23.11.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-036/15	<b>Course title:</b> Forms and Means of Marketing Communication - Making Print Campaigns
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> - 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	

- 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: 194

A	B	C	D	E	FX
91,24	5,67	1,03	0,0	1,55	0,52

**Lecturers:** PhDr. Branislav Mladý

**Last change:** 19.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-050/15	<b>Course title:</b> Forms and Means of Marketing Communication - Online Marketing
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> - 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: 215

A	B	C	D	E	FX
67,91	14,88	5,12	8,84	2,79	0,47

**Lecturers:** Mgr. Viktória Madleňáková

**Last change:** 31.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-034/15	<b>Course title:</b> Forms and Means of Marketing Communication - Video Advertising
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> Not specified.	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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: 189

A	B	C	D	E	FX
66,14	22,75	8,99	2,12	0,0	0,0

**Lecturers:** Mgr. Peter Rajčák, PhD.

**Last change:** 02.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KŽ/A-boMK-045/15		<b>Course title:</b> Genres in Journalism 1			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 205					
A	B	C	D	E	FX
70,73	24,88	2,93	0,98	0,49	0,0
<b>Lecturers:</b> PhDr. Peter Uličný, PhD.					
<b>Last change:</b> 30.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KŽ/A-boMK-047/00	<b>Course title:</b> Genres in Journalism 2
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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%	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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).	
<b>Recommended literature:</b> 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: 318

A	B	C	D	E	FX
33,96	27,36	16,35	8,49	10,38	3,46

**Lecturers:** PhDr. Peter Uličný, PhD.

**Last change:** 03.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-031/22	<b>Course title:</b> German for Specific / Academic Purposes 1
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-031/00	
<b>Course requirements:</b> a) During the teaching part (continuous) 2 tests (70 points), presentation (30 points) b) During the examination period: (0 points) Rating scale: 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 100 / 0	
<b>Learning outcomes:</b> The students are able to report in a foreign language about university studies in Slovakia and its organization. The students are able to present their own study program, they can describe what their application and motivation to study in a foreign language. The students know the techniques of summarizing texts and are able to summarize a shorter professional text and determine the main statements of the text. The students are able to actively use vocabulary specific to the given field of study and academic environment in general.	
<b>Class syllabus:</b> Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> <li>• University studies, its organization, self-study techniques, techniques of acquiring a foreigner language</li> </ul>	

- Study program, its contents, graduate profile, obtaining information about the field of study from foreign universities, comparison of studies in Slovakia and abroad (according to available information)
- Language and its conventions in everyday and academic environments
- Issues of factual texts - composition, styles, register
- Work with model factual texts with regard to the development of communication skills
- Lexical and grammatical means of factual text
- Summarization techniques, determining the main statements in the text

**Recommended literature:**

GRAEFEN, Gabriele, MOLL, Melanie. Wissenschaftssprache Deutsch: lesen-verstehen-schreiben.

Frankfurt am Main: Peter Lang Verlag, 2011. ISBN 978-3-631-60948-4.

KANICHOVÁ, Renáta, PALLAY, Eduard, VLČKOVÁ, Veronika. Grammatik für Humanwissenschaften ein Lehr- und Übungsbuch. Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-2905-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften. Unicert ® III.

Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-3010-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften 2. Unicert ® III. Bratislava: Univerzita Komenského, 2014. ISBN 978-80-223-3753-3.

PERLMANN-BALME, Michaela, SCHWALB, Susanne, Dörte WEEERS. em-Brückenkurs Deutsch als Fremdsprache für die Mittelstufe. Ismaning: Max Hueber, 2000. ISBN 3-19-001627-5.

Supplementary literature will be presented at the beginning and during the semester. Lecturer's presentations will be available in MS Teams.

**Languages necessary to complete the course:**

German at the level of (at least) B1 (the course is focused on working with professional literature in German)

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1936

A	ABS	B	C	D	E	FX
20,14	0,0	17,36	18,49	12,6	18,39	13,02

**Lecturers:** Mgr. Ivana Zolcerová, PhD.

**Last change:** 29.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-032/22	<b>Course title:</b> German for Specific / Academic Purposes 2
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b> FiF.KJ/A-boCJ-031/22 - German for Specific / Academic Purposes 1	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-032/00	
<b>Course requirements:</b> a) During the teaching part (continuous) 2 tests (70 points), presentation (30 points) b) During the examination period: (0 points) Rating scale: 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The students have key language resources, know the styles and genres to successfully accomplish processes of foreign language communication (oral and written) in a specific professional sphere, which is presented by vocational training in higher education. The students are able to transform the information obtained by studying the literature into a graph or other forms of visualizations and vice versa, they can describe diagrams or graphs. They know qualitative and quantitative research methods. They can recognize the main arguments presented in shorter professional texts. The students can substantiate their arguments in the discussion.	
<b>Class syllabus:</b> Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> <li>• Developing reading competence</li> </ul>	

- Professional terminology and its use
- Familiarization with some qualitative and quantitative scientific methods relevant to the field of study
- Transformation of texts into graphs, description of the graph
- Text-making procedures and their use in the practice of writing short professional texts (e.g., enumeration and comparative-contrast texts)
- Recognition of the main arguments used in professional texts
- Argument-based opinion

**Recommended literature:**

GRAEFEN, Gabriele, MOLL, Melanie. Wissenschaftssprache Deutsch: lesen-verstehen-schreiben. Frankfurt am Main: Peter Lang Verlag, 2011. ISBN 978-3-631-60948-4.

KANICHOVÁ, Renáta, PALLAY, Eduard, VLČKOVÁ, Veronika. Grammatik für Humanwissenschaften ein Lehr- und Übungsbuch. Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-2905-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften. Unicert ® III. Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-3010-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften 2. Unicert ® III. Bratislava: Univerzita Komenského, 2014. ISBN 978-80-223-3753-3.

PERLMANN-BALME, Michaela, SCHWALB, Susanne, Dörte WEEERS. em-Brückenkurs Deutsch als Fremdsprache für die Mittelstufe. Ismaning: Max Hueber, 2000. ISBN 3-19-001627-5.

Supplementary literature will be presented at the beginning and during the semester. Lecturer's presentations will be available in MS Teams.

**Languages necessary to complete the course:**

German at the level of (at least) B1 (the course is focused on working with professional literature in German)

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1635

A	ABS	B	C	D	E	FX
18,35	0,0	13,76	19,57	16,51	19,63	12,17

**Lecturers:** Mgr. Ivana Zolcerová, PhD.

**Last change:** 29.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-033/22	<b>Course title:</b> German for Specific / Academic Purposes 3
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-033/00	
<b>Course requirements:</b> a) During the teaching part (continuous) 2 tests (70 points), presentation (30 points) b) During the examination period: (0 points) Rating scale: 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> The students have key language resources, know the styles and genres to successfully accomplish processes of foreign language communication (oral and written) in a specific professional sphere, which is presented by vocational training in higher education. They are able to work with definitions and, with the help of the literature, to define terms by reference to the literature. The students are able to obtain information for their own paper from the literature and to cite and paraphrase the source. The students are able to report on the role of their study program in society. They know how to express feedback constructively.	
<b>Class syllabus:</b> Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> <li>• Developing and consolidating communication competence in the academic environment</li> </ul>	

- Active use of professional vocabulary
- Basics of citation and paraphrasing
- Practical use of citations and paraphrases
- Plagiarism and academic ethics
- Identification of definitions in texts and rules of their use, formulation of definitions with the help of professional literature
- Formulation of constructive feedback
- Presentation techniques I.

**Recommended literature:**

GRAEFEN, Gabriele, MOLL, Melanie. Wissenschaftssprache Deutsch: lesen-verstehen-schreiben. Frankfurt am Main: Peter Lang Verlag, 2011. ISBN 978-3-631-60948-4.

KANICHOVÁ, Renáta, PALLAY, Eduard, VLČKOVÁ, Veronika. Grammatik für Humanwissenschaften ein Lehr- und Übungsbuch. Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-2905-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften. Unicert ® III. Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-3010-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften 2. Unicert ® III. Bratislava: Univerzita Komenského, 2014. ISBN 978-80-223-3753-3.

PERLMANN-BALME, Michaela, SCHWALB, Susanne, Dörte WEEERS. em-Brückenkurs Deutsch als Fremdsprache für die Mittelstufe. Ismaning: Max Hueber, 2000. ISBN 3-19-001627-5.

Supplementary literature will be presented at the beginning and during the semester. Lecturer's presentations will be available in MS Teams.

**Languages necessary to complete the course:**

German at the level of (at least) B1 (the course is focused on working with professional literature in German)

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1269

A	ABS	B	C	D	E	FX
19,78	0,0	16,55	20,72	17,81	18,83	6,3

**Lecturers:** Mgr. Ivana Zolcerová, PhD.

**Last change:** 29.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KJ/A-boCJ-034/22	<b>Course title:</b> German for Specific / Academic Purposes 4
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I., II.	
<b>Prerequisites:</b> FiF.KJ/A-boCJ-033/22 - German for Specific / Academic Purposes 3	
<b>Antirequisites:</b> FiF.KJ/A-boCJ-034/00	
<b>Course requirements:</b> a) During the teaching part (continuous) 1 written project (30 points), continuous tasks (20 points) b) During the examination period: 1 presentation of the project (35 points), 1 discussion for own presentation and active participation in colleagues' discussions (15 points) <b>Rating scale:</b> 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 50/50	
<b>Learning outcomes:</b> The students have key language resources, know the styles and genres to successfully accomplish processes of foreign language communication (oral and written) in a specific professional sphere, which is presented by vocational training in higher education. The students are able to prepare presentations on the chosen professional topics. They are able to substantiate their claims with arguments from studied literature, or own research. They can ask questions and lead a discussion with classmates.	
<b>Class syllabus:</b> Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> <li>• Preparation of the presentation: selection of a suitable professional topic</li> </ul>	

- Literature search and its subsequent study
- Structure and presentation of arguments
- Outline text and keyword selection
- Structure of professional work (abstract, keywords, introduction, core, conclusion)
- Presentation techniques II.
- Presentation of research data and research results
- Active participation in a simulated student conference

**Recommended literature:**

GRAEFEN, Gabriele, MOLL, Melanie. Wissenschaftssprache Deutsch: lesen-verstehen-schreiben. Frankfurt am Main: Peter Lang Verlag, 2011. ISBN 978-3-631-60948-4.

KANICHOVÁ, Renáta, PALLAY, Eduard, VLČKOVÁ, Veronika. Grammatik für Humanwissenschaften ein Lehr- und Übungsbuch. Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-2905-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften. Unicert ® III. Bratislava: Univerzita Komenského, 2011. ISBN 978-80-223-3010-7.

KANICHOVÁ, Renáta, VLČKOVÁ, Veronika. Deutsch für Humanwissenschaften 2. Unicert ® III. Bratislava: Univerzita Komenského, 2014. ISBN 978-80-223-3753-3.

PERLMANN-BALME, Michaela, SCHWALB, Susanne, Dörte WEEERS. em-Brückenkurs Deutsch als Fremdsprache für die Mittelstufe. Ismaning: Max Hueber, 2000. ISBN 3-19-001627-5.

Supplementary literature will be presented at the beginning and during the semester. Lecturer's presentations will be available in MS Teams.

**Languages necessary to complete the course:**

German at the level of (at least) B1 (the course is focused on working with professional literature in German)

**Notes:**

**Past grade distribution**

Total number of evaluated students: 1135

A	ABS	B	C	D	E	FX
19,82	0,0	15,86	20,79	17,89	19,47	6,17

**Lecturers:** Mgr. Ivana Zolcerová, PhD.

**Last change:** 29.06.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-005/15	<b>Course title:</b> History of Advertising
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Basic context of advertising, promotion and marketing communication.</li> <li>- Characteristics of advertising in relation to the stages of development of human society.</li> <li>- Predecessors of advertising, preconditions for the emergence of the first means of advertising.</li> <li>- The birth of advertising in antiquity.</li> <li>- Outline of the development of advertising from the Middle Ages to the present.</li> <li>- The birth of new advertising media in the 20th century.</li> <li>- The history and present of advertising in the U.S.</li> <li>- History of advertising in Czechoslovakia.</li> <li>- World advertising personalities.</li> <li>- New trends, forms and means of advertising.</li> </ul>	
<b>Recommended literature:</b>	

<p>JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al.: Velký slovník marketingových komunikací. Praha : Grada, 2012. ISBN 978-80-247-4354-7</p> <p>HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1</p> <p>HORŇÁK, Pavel. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018, ISBN: 978-80-87500-94-1</p> <p>PINCAS, Stéphane – LOISEAU, Marc: Dějiny reklamy. Praha: TASCHEN/Slovart, 2009.ISBN: 978-80-7391-266-6</p> <p>SERAFÍNOVÁ, Danuša: Reklama a inzercia v novinách (od prvých inzerátov po zlatý vek komerčnej inzercie. In: Horňák, Pavel a kol.: Marketingová komunikácia. Bratislava: Book &amp; Book, 2007. s. 61 – 83.ISBN 978-80-969099-5-7</p>					
<p><b>Languages necessary to complete the course:</b> Slovak language</p>					
<p><b>Notes:</b></p>					
<p><b>Past grade distribution</b> Total number of evaluated students: 293</p>					
A	B	C	D	E	FX
33,79	22,18	13,99	16,04	9,56	4,44
<p><b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.</p>					
<p><b>Last change:</b> 03.06.2022</p>					
<p><b>Approved by:</b> prof. Ing. Pavol Kita, PhD.</p>					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KŽ/A-boMK-028/00	<b>Course title:</b> Human Communication in Marketing
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Theoretical aspects of using interpersonal communication in MC</li> <li>- Personality of effective businessman and marketing employee in the process of interpersonal communication</li> <li>- Tools of verbal and nonverbal communication</li> <li>- Negotiation and solving of conflicts</li> <li>- Establish connection between customer and agency</li> <li>- Assertiveness as a form of optimal communication</li> <li>- Principles of optimal self-presentation and communication in front of an audience</li> <li>- Decision process and solving of problems in marketing practice</li> <li>- Ethical aspects of using communication techniques in MC practice</li> </ul>	

- 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 medzikulturálnych štúdií Edith Steinovej, 2021. ISBN 978-80-9738-984-0.  
 PLAMÍNEK, Jiří. Komunikace a prezentace. Umění mluvit, sloušet 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: 394

A	B	C	D	E	FX
75,63	13,2	8,12	1,78	1,27	0,0

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 16.03.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-066/18	<b>Course title:</b> Internal Communication in PR
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b>	

Introduction to the issue of internal communication in PR in the context of marketing communication  
 Origin and history of internal communication  
 System and tools of internal communication in public relations  
 Corporate communication vs internal communication  
 Formal and informal internal communication and its forms  
 Personal communication and managerial performance in internal communication  
 Internal communication through the media  
 Barriers to internal (corporate) communication  
 Principles of effective internal communication  
 Internal communication in the context of the crisis  
 Working with human resources in internal communication  
 Association of internal communication, ethical rules  
 Current surveys in the field of internal communication

**Recommended literature:**

CAYWOOD, Clarke L. 2003. Public relations: Řízená komunikace podniku s veřejností. Brno: Computer Press, 2003. ISBN: 8072268864, 9788072268863

HLOUŠKOVÁ, I. 1998. Vnitrofiremní komunikace. 1. vyd. Praha: Grada, 1998. ISBN: 8071695505, 9788071695509

HOLÁ, J. 2006. Interní komunikace ve firmě. Brno: Computer press c2006. ISBN 80-251-1250-0

MICHALÍK, D. 2010. Interná komunikácia. Praha: VÚBP, 2010. ISBN 978-80-86973-08-1

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 94

A	B	C	D	E	FX
91,49	6,38	2,13	0,0	0,0	0,0

**Lecturers:** Mgr. Michaela Danišik

**Last change:** 10.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-001/15	<b>Course title:</b> Introduction into the Studies of Marketing Communication
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> - 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:**

HORŇÁK, 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., HORŇÁK, 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.

Vnútorný 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](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: 533

A	B	C	D	E	FX
30,77	33,21	20,83	9,76	5,07	0,38

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 09.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-029/00	<b>Course title:</b> Law and Advertising
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ol style="list-style-type: none"><li>1. Legislation in the field of advertising - characteristics, concepts, law</li><li>2. Laws governing advertising</li><li>3. Advertising law</li><li>4. Broadcasting and Retransmission law</li><li>5. Copyright law</li><li>6. Principles and meaning of regulation of advertising in public space</li><li>7. Legislative restrictions on advertising</li><li>8. Unfair competition</li><li>9. Misleading advertising, comparative advertising</li><li>10. Advertising of prohibited products and protection of minors</li><li>11. Protection of intellectual property, advertising as a copyright</li><li>12. Advertising, human rights, ethical self-regulation and personality protection</li></ol>	
<b>Recommended literature:</b> 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: 411

A	B	C	D	E	FX
58,64	24,09	10,95	4,62	1,7	0,0

**Lecturers:** PhDr. Vladimír Repčík

**Last change:** 02.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-002/23	<b>Course title:</b> Marketing 1
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Antirequisites:</b> FiF.KMK/A-boMK-002/00	
<b>Course requirements:</b> Preparation of 4 case studies during the semester, each with a maximum of 10 points. The final exam is written, max. 60 points. for successful completion of the year you need to get at least 25 points during the semester and 35 points from the final exam. Grading scale: A: 100-93, B: 92-84, C: 83-76, D: 75-68, E: 67-60. Violation of academic ethics will result in the nullification of the points earned in the respective item. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After completing the course, the student is able to identify general principles and principles of marketing used in the context of corporate practice on the basis of theoretical knowledge.	
<b>Class syllabus:</b> 1. Theoretical foundations of marketing 2. Environment of marketing activity 3. Marketing information system 4. Marketing research 5. Marketing planning 6. Consumer buying behaviour 7. Purchasing behaviour of organisations 8. Market segmentation , target market selection, market position 9. Marketing planning 10. Product 11. Price 12. Retail 13. Marketing communication	
<b>Recommended literature:</b> Armstrong, G., Agnihotri, P., Kotler, P., Prafulla Agnihotri, S. B. 2023. Principles of Marketing, 19. vydanie. New York: Pearson. ISBN 978-9357055215.	

Rendelman, D. 2023. Marketing Matters. New York: Independently published. ISBN 979-8870725826.  
 KELLER, K. 2021. Marketing management. 16. vydanie. ISBN 978-1292-40481-3.  
 KITA, J. a kol. 2017. Marketing. Bratislava: Wolters Kluwer. ISBN 978-80-8168-550-7.  
 FRIPP, G. 2017. The Practical Marketing Workbook. Sidney:Independly published. ISBN 978-15-2072-1.  
 KOTLER, Ph., KELLER, K. 2013. Marketing management. 14. vydanie. ISBN 978-80-247-4150-5.

**Languages necessary to complete the course:**

slovak

**Notes:**

**Past grade distribution**

Total number of evaluated students: 558

A	B	C	D	E	FX
43,01	24,37	16,31	8,78	7,17	0,36

**Lecturers:** prof. Ing. Pavol Kita, PhD.

**Last change:** 06.06.2024

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-007/23	<b>Course title:</b> Marketing 2
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b> FiF.KMK/A-boMK-002/23 - Marketing 1	
<b>Antirequisites:</b> FiF.KMK/A-boMK-007/00	
<b>Course requirements:</b> Preparation of 4 case studies during the semester, each with a maximum of 10 points. The final exam is written, max. 60 points. for successful completion of the year you need to get at least 25 points during the semester and 35 points from the final exam. Grading scale: A: 100-93, B: 92-84, C: 83-76, D:75-68, E: 67-60. Violation of academic ethics will result in the nullification of the points earned in the respective item. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> After completing the course on the basis of case studies and the use of quantitative methods, the student is able to make the right marketing decisions in the market.	
<b>Class syllabus:</b> 1. Creating value for the customer 2. Markets and competitive environment - their definition, estimation of market size, situational analysis. 3. Marketing planning - case study. 4. Spatial strategy: geomarketing - case study. 5. Market segmentation and target market selection. 6. Strategic partnerships in marketing: trade marketing. 7. Consumer buying behaviour - a case study. 8. Product - case study. 9. Forms of cooperation in the distribution channel - a case study. 10. Category management - case study 11. Merchandising - case study. 12. Pricing strategies - case study. 13. Marketing communication model - case study	
<b>Recommended literature:</b> KELLER, K. 2021. Marketing management. 16. vydanie. ISBN 978-1292-40481-3.	

KITA, J. a kol. 2017. Marketing. Bratislava: Wolters Kluwer. ISBN 978-80-8168-550-7.  
 FRIPP, G. 2017. The Practical Marketing Workbook. Sidney:Independly published. ISBN 978-15-2072-1.  
 KISHOLOY, R. 2016. Case Studies for Marketing Students. Nwe York: CreateSpace Independent Publishing Platform. ISBN 978-1532931468.  
 ARAUJO, L. 2007. Markets, market-making and marketing. Marketing Theory, 7(3): 211-226.  
 KOTLER, Ph., KELLER, K. 2013. Marketing management. 14. vydanie. ISBN 978-80-247-4150-5.

**Languages necessary to complete the course:**

**Notes:**

**Past grade distribution**

Total number of evaluated students: 519

A	B	C	D	E	FX
46,82	13,29	18,69	10,6	9,63	0,96

**Lecturers:** prof. Ing. Pavol Kita, PhD.

**Last change:** 02.07.2024

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-032/17	<b>Course title:</b> Methods and Techniques of Marketing Research
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 6.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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)					
<b>Recommended literature:</b>					
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					
<b>Languages necessary to complete the course:</b>					
slovak/english					
<b>Notes:</b>					
<b>Past grade distribution</b>					
Total number of evaluated students: 189					
A	B	C	D	E	FX
53,97	28,04	12,17	3,17	2,65	0,0
<b>Lecturers:</b> prof. Ing. Pavol Kita, PhD.					
<b>Last change:</b> 01.04.2022					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-012/15	<b>Course title:</b> New Trends in Marketing Communication
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> - 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.

JANOUC, 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: 273

A	B	C	D	E	FX
27,11	24,54	22,34	17,22	7,69	1,1

**Lecturers:** Mgr. Viktória Madleňáková

**Last change:** 09.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-049/15		<b>Course title:</b> Photographs in Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 272					
A	B	C	D	E	FX
87,5	5,88	1,84	0,37	2,21	2,21
<b>Lecturers:</b> Mgr. Andrea Škvareninová					
<b>Last change:</b> 23.11.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-091/15	<b>Course title:</b> Presentation Tools in Marketing Communication
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Introduction to the study of presentation skills and their usage in marketing communication</li> <li>- Talent, managing stress and the goal of presentation</li> <li>- Preparation, model, and structure of presentation</li> <li>- Types of presentations and their specifications</li> <li>- Style and creation of presentation</li> <li>- Visual aids, presentation techniques and presentation space</li> <li>- Verbal and non-verbal elements of presentation</li> <li>- PowerPoint and the role of visualization</li> <li>- Communication practice</li> </ul>	
<b>Recommended literature:</b>	

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: 255

A	B	C	D	E	FX
75,69	18,82	3,92	0,0	0,39	1,18

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 16.03.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-040/00	<b>Course title:</b> Professional Training 1
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 3 per level/semester: 42</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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: 536

A	B	C	D	E	FX
95,52	2,8	1,12	0,37	0,0	0,19

**Lecturers:** Ing. Mgr. Daniela Vunhu, PhD.

**Last change:** 27.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-042/00	<b>Course title:</b> Professional Training 2
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 3 per level/semester: 42</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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	
<b>Recommended literature:</b>	

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: 507

A	B	C	D	E	FX
95,46	3,16	0,39	0,0	0,39	0,59

**Lecturers:** Ing. Mgr. Daniela Vunhu, PhD.

**Last change:** 27.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-044/00	<b>Course title:</b> Professional Training 3
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 3 per level/semester: 42</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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%	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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.	
<b>Recommended literature:</b> 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: 492

A	B	C	D	E	FX
73,98	19,51	4,27	0,61	0,0	1,63

**Lecturers:** Ing. Mgr. Daniela Vunhu, PhD.

**Last change:** 02.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-046/00	<b>Course title:</b> Professional Training 4
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 3 per level/semester: 42</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 2	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> - without prerequisites	
<b>Course requirements:</b> 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: <ul style="list-style-type: none"> <li>- Market analysis, analysis of the client and his competition, analysis of the target group.</li> <li>- Design and processing of a creative brief.</li> <li>- Insight and advertising campaign proposals.</li> <li>- The final project of the communication strategy, which they present to the client.</li> </ul> The final grade from the final project is based on the following scale: <ul style="list-style-type: none"> <li>A 100 - 93% (excellent results with minimal errors)</li> <li>B 92 - 84% (above average standard with several errors)</li> <li>C 83 - 76% (average results with more errors)</li> <li>D 75 - 68% (acceptable results, but with significant shortcomings)</li> <li>E 67 - 60% (results meet only minimum criteria)</li> <li>FX 59 - 0% (additional work and course repetition required)</li> </ul> Scale of assessment (preliminary/final): 100/0	
<b>Learning outcomes:</b> 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:**

HORNÁK, Pavel. Kreativita v reklamě. Zlín : VeRBuM, 2014. ISBN 978-80-87500-49-1.  
JURÁŠKOVÁ, Olga a Pavel, HORNÁK, 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: 449

A	B	C	D	E	FX
75,95	19,15	3,56	1,11	0,0	0,22

**Lecturers:** doc. PhDr. Milan Banyár, PhD.

**Last change:** 09.01.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-019/15		<b>Course title:</b> Psychology in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 247					
A	B	C	D	E	FX
71,26	16,19	8,1	3,64	0,4	0,4
<b>Lecturers:</b> PhDr. Martin Jakubek, PhD., doc. PhDr. Barbora Mesárošová, CSc.					
<b>Last change:</b> 01.06.2023					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-015/15	<b>Course title:</b> Public Relations 1
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Recommended prerequisites:</b> -	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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: 263

A	B	C	D	E	FX
58,56	21,29	15,21	3,04	1,14	0,76

**Lecturers:** Ing. Mgr. Daniela Vunhu, PhD.

**Last change:** 02.04.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-022/15	<b>Course title:</b> Public Relations 2
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 4.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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%	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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	

<p>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</p>												
<p><b>Recommended literature:</b>  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 &amp; 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. Efektívne 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.</p>												
<p><b>Languages necessary to complete the course:</b></p>												
<p><b>Notes:</b></p>												
<p><b>Past grade distribution</b>  Total number of evaluated students: 208</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>77,88</td> <td>14,9</td> <td>4,81</td> <td>1,92</td> <td>0,0</td> <td>0,48</td> </tr> </tbody> </table>	A	B	C	D	E	FX	77,88	14,9	4,81	1,92	0,0	0,48
A	B	C	D	E	FX							
77,88	14,9	4,81	1,92	0,0	0,48							
<p><b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.</p>												
<p><b>Last change:</b> 02.04.2022</p>												
<p><b>Approved by:</b> prof. Ing. Pavol Kita, PhD.</p>												

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-004/00	<b>Course title:</b> Slovak Language: Grammar
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 3	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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: 557

A	B	C	D	E	FX
14,9	22,08	24,78	18,13	16,52	3,59

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 16.03.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-009/15		<b>Course title:</b> Slovak Language: Literary Training			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 296					
A	B	C	D	E	FX
54,73	21,28	9,46	5,07	1,69	7,77
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 29.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-030/15	<b>Course title:</b> Stylistics
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 5.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> <ul style="list-style-type: none"> <li>- Stylistics – subject, meaning, definition, connection to marketing communication</li> <li>- Style-creating factors and their practical usage in MC</li> <li>- Identification of styles, Mistrík and Miková's expression system and the classification of styles</li> <li>- Lexical stylistic elements and their usage in MC</li> <li>- Sound stylistic elements and their usage in MC</li> <li>- Morphological and syntactic stylistic elements and their usage in MC</li> <li>- Compositional and kinetic stylistic elements and their usage in MC</li> <li>- Scientific style and its potential in MC</li> </ul>	

- 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: 209

A	B	C	D	E	FX
28,71	38,76	16,27	11,48	3,35	1,44

**Lecturers:** Mgr. Tatiana Deptová, PhD.

**Last change:** 16.03.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-boMK-018/00		<b>Course title:</b> Text Analysis			
<b>Educational activities:</b> <b>Type of activities:</b> practicals <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> I.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 498					
A	B	C	D	E	FX
67,67	22,49	6,83	2,01	0,2	0,8
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 26.10.2021					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2025/2026	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-boMK-008/15	<b>Course title:</b> Theory of Marketing Communication
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 2.	
<b>Educational level:</b> I.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> 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	
<b>Learning outcomes:</b> 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.	
<b>Class syllabus:</b> 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	
<b>Recommended literature:</b> 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, ŠEFČÁK, Luboš. Etika reklamy. Etika žurnalistiky. Bratislava: SOSPRA, 2000. ISBN 80-967916-1-3  
JURÁŠKOVÁ, Olga, HORŇÁK, 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: 260

A	B	C	D	E	FX
35,77	35,0	16,92	9,62	2,31	0,38

**Lecturers:** doc. PhDr. Milan Banyár, PhD.

**Last change:** 02.02.2022

**Approved by:** prof. Ing. Pavol Kita, PhD.