

Course descriptions

TABLE OF CONTENTS

1. A-moMK-101/23	Basics in Logic.....	2
2. A-moMK-043/15	Budgeting in Marketing Communication.....	4
3. A-moMK-003/15	Communication with the Public 3.....	6
4. A-moMK-009/15	Communication with the Public 4.....	7
5. A-moMK-047/15	Content and Form Text Analysis.....	8
6. A-moMK-013/00	Corporate Identity.....	9
7. A-moMK-008/00	Creating Advertising Campaigns.....	11
8. A-moMK-993/15	Creating Promotional Materials (state exam).....	12
9. A-moMK-992/15	Creating Promotional Units (state exam).....	15
10. A-moMK-001/15	Creativity in Marketing Communication.....	18
11. A-moMK-032/15	Current Issues in Marketing Communication 1.....	20
12. A-moMK-038/15	Current Issues in Marketing Communication 2.....	22
13. A-moMK-054/22	Digital Marketing Trends.....	24
14. A-moMK-082/15	Fashion Marketing.....	25
15. A-moMK-059/15	Final Exams Seminar.....	27
16. A-moMK-991/15	History and Theory of Marketing Communication (state exam).....	29
17. A-moMK-017/15	Language and Style of Advertising 1.....	32
18. A-moMK-024/00	Language and Style of Advertising 2.....	34
19. A-moMK-002/23	Management.....	35
20. A-moMK-022/15	Marketing Communication Agencies.....	37
21. A-moMK-099/15	Master's Degree Thesis Defence (state exam).....	39
22. A-moMK-020/15	Master's Degree Thesis Seminar.....	41
23. A-moMK-053/18	Media in Marketing Communication.....	43
24. A-moMK-037/15	Online Marketing.....	45
25. A-moMK-041/11	PR in Practice.....	47
26. A-moMK-005/00	Personality Psychology.....	49
27. A-moMK-100/23	Psychology of consumer behaviour.....	51
28. A-moMK-021/15	Public Opinion and Advertising.....	52
29. A-moMK-030/00	Script Writing and Dramaturgy.....	54
30. A-moMK-006/15	Selected Topics from History of Art 1.....	56
31. A-moMK-010/15	Selected Topics from History of Art 2.....	58
32. A-moMK-016/15	Selected Topics from History of Art 3.....	60
33. A-moMK-023/15	Selected Topics from History of Art 4.....	62
34. A-moMK-046/15	Semiotics of Advertising.....	64
35. A-moMK-040/11	Social Advertising.....	66
36. A-moMK-001/17	Specific Features of Performance in Audio-Visual Media.....	68
37. A-moMK-048/12	The Marketing of Art, Culture and Cultural Heritage.....	69
38. A-moMK-089/15	Training in Creative Skills.....	71

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-101/23	Course title: Basics in Logic
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Antirequisites: FiF.KMK/A-moMK-083/22	
Course requirements: During semester: homework (30 pts); seminar assignments (20 pts); test during the semester (50 pts); Classification 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	
Learning outcomes: The course builds on students' analytical skills and develops them, while not presuming special knowledge of logic or philosophy. Develops skills related to analysis and what sometimes called critical thinking. Students become familiar with the basics of logical language analysis, the functioning of conjunctions, quantifiers and other logical operators. They get to know some techniques of analysis and evaluation of arguments.	
Class syllabus: Language, concept, statement. Relationships between concepts. Language and its functions. Logical analysis of language. Quantifiers and truth conditions of sentences with quantifiers. Logical square. Syllogistics. Basics of propositional logic. Connectives and their influence on the truth conditions of sentences. The concept of deductive entailment and the relationships between the components of arguments. Selected methods of proof.	
Recommended literature: CMOREJ, Pavel. Úvod do logickej syntaxe a sémantiky. Bratislava: Iris, 2001. ISBN 80-89018-19-X. GAHÉR, František. Logika pre každého. Bratislava: Iris, 2013. ISBN 80-89018-54-8. ZOUHAR, Marián. Základy logiky pre spoločenskovedné a humanitné odbory. Bratislava: Veda, 2008. ISBN 978-80-224-1040-3.	
Languages necessary to complete the course:	

Slovak / English					
Notes:					
Past grade distribution					
Total number of evaluated students: 89					
A	B	C	D	E	FX
61,8	17,98	12,36	3,37	1,12	3,37
Lecturers: prof. Mgr. Marián Zouhar, PhD.					
Last change: 20.05.2023					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-043/15	Course title: Budgeting in Marketing Communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: a) during the teaching part (continuously) active involvement in the preparation of the event, which is part of the subject Budgeting in marketing communication. The evaluation consists of the fulfillment of partial tasks resulting from the preparation of the event with a predetermined deadline and active participation in the event. (30 points) b) in the examination period: written test (70 points) The condition for admission to the examination is the achievement of min. 10 points from the ongoing evaluation. Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item. Classification scale: 100-90: A 89-79: B 78-68: C 67-57: D 56-46: E 45-0: FX Teachers accept max. 2 absences with proven documents. The exact date and topic of the mid-term evaluation will be announced at the beginning of the semester. Exam dates will be published via AIS no later than the last week of the training section. Scale of assessment (preliminary/final): 30/70	
Learning outcomes: The student knows the creation and the whole process of preparing budgets by the client as well as the agency. Can clarify the concepts of pricing, labor cost, budget planning, ROI, OKRs, and others in terms of marketing campaign preparation and implement individual parts of the budget when creating a promotional campaign. Controls budget management during the calendar year, but also in individual quarters. Reporting and evaluation from a budget perspective. The student will gain skills in planning and implementing a marketing strategy in preparation for a commercial event and can compare the budget of the plan and reality.	
Class syllabus: - Brief view of financial management in the domestic environment - self budgeting ver - Company budget - company budgeting - Budget components - Methods of creating a communication budget (marginal analysis, arbitrary allocation, percentage of turnover, parity) - Factors affecting the budget - Legal norms affecting budgeting - New brand and product budget - Time management - Preparation of a commercial event	

- Realization of the event
- Evaluation of the event, comparison of the planned and actual budget

Recommended literature:

PELSMACKER, Patrick de. Marketing communication. Prague: Grada, 2003. ISBN 80-247-0254-1. KOTLER, Philip, KELLER, Kevin Lade. Marketing management, Prague: Grada Publishing, 2013. ISBN 9788024741505
 KAJANOVÁ, Jana. Costs and prices. Bratislava: IRIS, 2005. ISBN 8089018920
 BOGSNES, Bjarte. Implementing Beyond Budgeting. New Jersey, John Wiley & Sons, 2016. ISBN 9781119152477 ŠINDLER, Petr. Event marketing. Praha: Grada, 2003. ISBN 978-80-247-6371-2

Languages necessary to complete the course:

Slovak/english

Notes:

Past grade distribution

Total number of evaluated students: 274

A	B	C	D	E	FX
71,17	18,61	6,57	1,82	1,46	0,36

Lecturers: Mgr. Michaela Danišik

Last change: 31.01.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-003/15		Course title: Communication with the Public 3			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 324					
A	B	C	D	E	FX
68,52	23,46	5,86	0,93	0,93	0,31
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 29.10.2021					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-009/15		Course title: Communication with the Public 4			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 287					
A	B	C	D	E	FX
58,54	31,36	7,32	2,44	0,35	0,0
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 29.10.2021					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-047/15		Course title: Content and Form Text Analysis			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 1.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 289					
A	B	C	D	E	FX
77,85	19,38	2,42	0,35	0,0	0,0
Lecturers: Mgr. Peter Rajčák, PhD.					
Last change: 29.10.2021					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-013/00	Course title: Corporate Identity
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Recommended prerequisites: The course is designed for students of marketing communication, marketing, or branding. Basic knowledge of branding principles and marketing communication is required.	
Course requirements: Analyses of the CI system of the selected company and proposal of measures to improve it 40% Presentation of seminar work 20% Written exam 40% Scale of assessment (preliminary/final): 60/40	
Learning outcomes: The student knows and understands the whole system of Corporate Identity as an important part of marketing communication. The student can apply theoretical knowledge to real practice. Can analyze corporate identity in any organization, institution, company. After a critical evaluation, student can propose improvements in individual CI subsystems.	
Class syllabus: Corporate Identity as a part of marketing communication. Development periods of the CI concept. Purpose and functions of CI. Subsystems of CI. Corporate Personality. Corporate Communications. Corporate Culture. Corporate Design. Design manual. Image of the company, organization, institution. Classification and characteristics of image. Corporate image - brand relationship.	
Recommended literature: AAKER, David A. Brand Building. Brno: Computer Press, 2003. ISBN 80-7226-885-6	

<p>DOYLE, Peter. Marketing management and strategy. 4th ed. New York: Financial Times Prentice Hall, 2006. ISBN 0273693980.</p> <p>KELLER, Kevin Lane, and Vanitha SWAMINATHAN. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Global Edition. Pearson, 2019. ISBN 9781292314969.</p> <p>RITA, Clifton, Simmons John 1948-, and Ahmad SAMEENA, eds. Brands and branding. Princeton, N.J: Bloomberg Press, 2004. ISBN 1576601471.</p> <p>SHARP, Byron, and Jenni ROMANIUK. How Brands Grow. Oxford University Press Australia & New Zealand, 2015. ISBN 9780190304935.</p>					
Languages necessary to complete the course:					
Notes:					
Past grade distribution					
Total number of evaluated students: 461					
A	B	C	D	E	FX
50,76	22,13	14,53	8,03	3,47	1,08
Lecturers: Mgr. Michaela Danišik					
Last change: 30.10.2023					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-008/00		Course title: Creating Advertising Campaigns			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 467					
A	B	C	D	E	FX
80,09	18,42	1,28	0,0	0,0	0,21
Lecturers: Mgr. Anna Dzurjaníková					
Last change: 29.10.2021					
Approved by: prof. Ing. Pavol Kita, PhD.					

STATE EXAM DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-993/15	Course title: Creating Promotional Materials
Number of credits: 4	
Educational level: II.	
Course requirements: <p>The student can take the state exam a) after obtaining at least such a number of credits that after obtaining credits for successful completion of state exams he achieves the required number of credits for proper completion of studies, b) after successful completion of compulsory subjects, compulsory electives and electives in the composition determined by the study c) after fulfilling the student's obligations arising from § 71, par. 3 letter b of the Higher Education Act, d) if no disciplinary proceedings are conducted against him. Successful completion of the state exam is one of the conditions for successful completion of the study program. The subject of the state exam is evaluated by the commission for state exams with classification grades A to FX. The examination commission decides by consensus on the evaluation of the state examination or its part. If the examination commission does not reach a consensus, the evaluation of the state examination or its part is decided by voting. Based on the wording of the study regulations of the faculty (VP 5/2020, Art. 15), the framework dates of state examinations are set by the dean in accordance with the faculty study schedule. The department will publish the dates of state examinations on its website no later than 5 weeks before they take place. The student registers for the state exam through AIS within the deadline specified in the Schedule of the academic year. The student is entitled to one regular and two resit dates of the state exam. The regular term is the one for which the student applied for the first time within the deadline set for state exams. If a student has been graded FX on the regular date of the state examination, the student may make corrective dates on the state examination a) in the following dates for the state exams in the relevant academic year or b) in the dates for holding the state exams in any of the following academic years in accordance with § 65, par. 2 of the Higher Education Act. If a student is unable to attend the date of the state examination for which he has registered, he is obliged to apologize in writing to the head of the examination commission in advance or no later than three working days after the date of the state examination or its part, if there were serious obstacles that in advance. If a student does not attend the state examination or its part without an excuse within the specified period, or if the head of the examination commission does not acknowledge his excuse, he is assessed with the FX mark from the given date of the state examination.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	
Learning outcomes: <p>A student who passes the state exam comprehensively manages the issue of the state exam in the context of specified areas. He has theoretical knowledge about different types of promotional materials, the principles of their creation, the history and present of advertising style and the possibilities of using individual styles in marketing and communication practice. Knows the importance of corporate identity, structure and tools. He has knowledge of the types of advertising campaigns, recognizes outdoor and indoor promotional materials and can use social networks to spread promotional messages and build the reputation and image of clients. He</p>	

is able to apply knowledge within interdisciplinary relationships, he is able to think critically, formulate recommendations for problems, bring concrete proposals for solutions and support his recommendations and proposals with theoretical and scientific knowledge and practical experience.

Class syllabus:

The state final examination in the field of creation of promotional expressions is intended to verify the knowledge of students acquired during the master's study in the field of mass media studies - marketing communication. The questions at the state final exam in the given area are created on the basis of the taught content within the main subjects of the master's study.

State exam syllabus:

Promotional means - printed, press, sound, principles of creation and implementation of promotional means.

Exhibitions and fairs - definitions, characteristics, types, possibilities of their use in marketing and communication practice.

Advertising style - use of language styles in creating promotional messages, advertising text.

Advertising campaign.

Corporate identity, characteristics, division, tools, possibilities of their use.

Public relation, characteristics, tools, possibilities of use in practice, specifics.

Online marketing, internet and social networks in MK.

Outdoor advertising, definition, characteristics, tools. Comparison of indoor and outdoor.

Recommended literature:

AAKER, David A. Brand Building. Brno: Computer Press, 2003. ISBN 80-7226-885-6

ČIHOVSKÁ, Viera, HANULÁKOVÁ, Eva, LIPIANSKA, Júlia. Firemný imidž. Bratislava: Eurounion, 2001. 136 s.

FINDRA, Ján. Štylistika súčasnej slovenčiny. Martin: Osveta, 2013. ISBN 978-80-8063-404-9

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. 2. aktual. a dopl. vyd. Praha : Grada Publishing, 2016. ISBN 978-80-247-5769-8.

KONEČNÁ, Vlasta. Corporate identity v teórii a praxi. In: Horňák a kol. Marketingová komunikácia. Bratislava.: Book and Book, 2007. s. 117-147. ISBN 978-80-9690-995-7

LIESKOVSKÁ, Vanda. Imidž v teórii a praxi. Bratislava: Ekonóm, 2000. 80-225-1252-4

MISTRÍK, Jozef. Štylistika. Bratislava: Veda, 2021. ISBN 978-80-2241-892-8

PŘIKRYLOVÁ, Jana et al. Moderní marketingová komunikace. 2. preprac. vyd. Praha : Grada Publishing, 2019. ISBN 978-80-271-0787-2.

VYSEKALOVÁ, Jitka, Jiří MIKEŠ. Reklama, jak dělat reklamu. 4. aktual. a dopl. vyd. Praha : Grada Publishing, 2018. ISBN 978-80-247-5865-7.

PAVLŮ, D. Výstavy a veletrhy. Professional Publishing, 2009. ISBN 978-80-8694-638-2

SÁLOVÁ, Anna: Kreativní copywriting. Brno: Computer Press, 2018. E-kniha.

SÁLOVÁ, Anna, VESELÁ, Zuzana, RAKOVÁ, Michaela. Copywriting. Brno: Computer Press, 2020. ISBN 978-80-251-5017-7

SVOBODA, V., Foret, M., Kolářová, K., Zumrová, L.: Vystavujeme na veletrhu. Jak expozici připravit a realizovat, aby splnila všechny požadované cíle. Praha : Computer Press, 2002. ISBN 8072266454

SVOBODA, Václav. Corporate identity. Zlín: Univerzita Tomáše Bati, 2003.

VYSEKALOVÁ, J., HRUBALOVÁ, M., GIRGAŠOVÁ, J. Veletrhy a výstavy. Efektivní prezentace pro úspěšný prodej. Praha: Grada, 2004. E-kniha. ISBN 978-80-247-6261-6

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

Languages necessary to complete the course:

slovak

Last change: 15.02.2022

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

STATE EXAM DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-992/15	Course title: Creating Promotional Units
Number of credits: 4	
Educational level: II.	
<p>Course requirements:</p> <p>The student can take the state exam a) after obtaining at least such a number of credits that after obtaining credits for successful completion of state exams he achieves the required number of credits for proper completion of studies, b) after successful completion of compulsory subjects, compulsory electives and electives in the composition determined by the study c) after fulfilling the student's obligations arising from § 71, par. 3 letter b of the Higher Education Act, d) if no disciplinary proceedings are conducted against him. Successful completion of the state exam is one of the conditions for successful completion of the study program. The subject of the state exam is evaluated by the commission for state exams with classification grades A to FX. The examination commission decides by consensus on the evaluation of the state examination or its part. If the examination commission does not reach a consensus, the evaluation of the state examination or its part is decided by voting. Based on the wording of the study regulations of the faculty (VP 5/2020, Art. 15), the framework dates of state examinations are set by the dean in accordance with the faculty study schedule. The department will publish the dates of state examinations on its website no later than 5 weeks before they take place. The student registers for the state exam through AIS within the deadline specified in the Schedule of the academic year. The student is entitled to one regular and two resit dates of the state exam. The regular term is the one for which the student applied for the first time within the deadline set for state exams. If a student has been graded FX on the regular date of the state examination, the student may make corrective dates on the state examination a) in the following dates for the state exams in the relevant academic year or b) in the dates for holding the state exams in any of the following academic years in accordance with § 65, par. 2 of the Higher Education Act. If a student is unable to attend the date of the state examination for which he has registered, he is obliged to apologize in writing to the head of the examination commission in advance or no later than three working days after the date of the state examination or its part, if there were serious obstacles that in advance. If a student does not attend the state examination or its part without an excuse within the specified period, or if the head of the examination commission does not acknowledge his excuse, he is assessed with the FX mark from the given date of the state examination.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	
<p>Learning outcomes:</p> <p>A student who passes the state exam comprehensively manages the issue of the state exam in the context of specified areas. He has theoretical knowledge in the field of creativity, the creation of various types of promotional materials, forms of marketing, shopping and media behavior, personality structure of the consumer. Can use extralinguistic, paralinguistic and optical means of speech in the presentation of campaign proposals. He knows media types and media strategies. The acquired knowledge can be creatively applied and used in marketing and communication practice, applied in interdisciplinary relationships, is able to think critically, formulate recommendations for</p>	

problems, bring concrete proposals for solutions and support their recommendations and proposals with theoretical and scientific knowledge and practical experience.

Class syllabus:

1. The student arrives on the registered date of the state exam according to the dates published by the department. 2. The student receives a question from the printed questions or in the form of a generator a question from the subject of the state exam. 3. The examination board will give the student a reasonable amount of time to prepare an oral answer to the question. 4. The student presents the prepared answer to the question in front of the examination board and answers the additional questions. 5. At the end of the answer, the examination commission decides at a closed meeting on the result of the state examination, which it officially announces to the student. The course of the state examination and the announcement of its results are public.

State exam syllabus:

Forms and means of promotion: television and radio advertising, advertising photography. Speech technique, extralinguistic, paralinguistic, optical means of speech. Language, speech and thinking and their application in marketing and communication practice (eg personal sales). Preparation for speech and assertiveness in communication. Preparation and creation of press conferences. Types of campaigns, planning and types of plans in the MC. Historical development, characteristics, tools of various types of marketing (eg buzz marketing, viral marketing, event marketing, mobile marketing, etc.) and possibilities of their use in MK. Media types, specifics of creation, media strategies. Shopping and media behavior and personal structure of the consumer. The use of humor, sex and fear in advertising.

Recommended literature:

BANYÁR, Milan. GUERRILLA, 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.

BOOHER, Diana. Komunikujte s jistotou. Brno: Computer Press, 1999. 336 s. ISBN 80-7226-335-8

FORET, Miroslav. Jak komunikovat se zákazníkem. Praha: Computer Press, 2000. 200s. ISBN 80-7226-301-3

FREY, Petr. Marketingová komunikace: nové trendy 3.0. 3. rozš. vyd. Praha : Management Press, 2015. ISBN 978-80-7261-237-6.

HONEY, Peter. Tváří v tvář. Praha: Grada Publishing, 1997. 186 s. ISBN 80-7169 -445-2

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

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

JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al.: Velký slovník marketingových komunikací. Praha : Grada, 2012. ISBN 978-80-247-4354-7 (9/9) 3)

KONEČNÁ, Vlasta. Prejav žurnalistu v elektronických médiách. In: Žurnalistika XXV – XXVI. Zborník FFUK. Bratislava: UK, 2002. s. 151 – 193.

KONEČNÁ Vlasta. Komunikácia vo verejnom styku. Bratislava: Vydavateľstvo Book and Book, 2012. ISBN 978-80-970247-8-9

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.
OGILVY, David. O reklamě. Praha: Managment Press, 1996. ISBN 80-85943-25-5
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

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-001/15	Course title: Creativity in Marketing Communication
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Creation of selected promotional means (advertisement, slogan, cellar, etc.) - total max. 20 points, presentation on the chosen topic continuously according to the schedule in the introductory hours max. 10 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): 30/80	
Learning outcomes: Students will gain basic theoretical knowledge in the field of creativity. They verify their effectiveness on the basis of practical exercises. Historical portraits of world advertising legends can serve as inspiration in their advertising practice. Most of the teaching is about advertising creativity. The amount of knowledge gained here can help students in practice in many fields, but also in solving problems in everyday life.	
Class syllabus: <ul style="list-style-type: none"> - Creativity and originality - theoretical foundations - Creativity in selected personalities of advertising - knowledge of historical context - Barriers to creativity - Developing creativity - Creative methods and techniques - Idea search phase and problem solving - Creativity in the area of the strongest emotional appeals of marketing communication - Creativity in creating headlines, slogans and titles 	
Recommended literature: CLEGG, Brian, BIRCH, Paul. Creativity. Brno: Books, 2005. ISBN 80-251-0549-0 HORŇÁK, Pavel. Creativity in advertising. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1 HORŇÁK, Pavel. Advertising - theoretical - historical aspects of advertising and marketing communication. Zlín: VeRBuM, 2018, ISBN: 978-80-87500-94-1 OGILVY, David. About advertising. Prague: Managment Press, 1996. ISBN 80-85943-25-5	
Languages necessary to complete the course:	

Notes:					
Past grade distribution Total number of evaluated students: 319					
A	B	C	D	E	FX
59,87	18,81	8,15	7,52	5,64	0,0
Lecturers: Mgr. Ondrej Kořinek					
Last change: 10.01.2022					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-032/15	Course title: Current Issues in Marketing Communication 1
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Students during the semester: a) actively participate in teaching and work according to instructions (20 points) b) form press releases for selected foreign market (40 points) c) colloquium on data driven marketing - cambridge analytics, social media, hoaxy (40 points) 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. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Successful graduates of the course Current Issues in Marketing Communication know how to communicate beyond the borders of their home country. Today, it is a big trend in the private sector when a company, startup or non-profit organization expands to foreign markets. Students know the ways of communication in selected countries, understand the differences in individual markets and are ready to offer the future employer this knowledge in case he decides to expand beyond his home country. Students know not only to set up communication, but also to implement it and then evaluate it.	
Class syllabus: 1. Local vs. Global Public Relations 2. Inhouse vs. outsource approach in global public relations 3. International communication strategy 4. Creation of press releases on an international scale 5. Media relations in foreign markets 6. Creation of global media professionals	

7. Measuring the success of foreign communication
8. Tools and media monitoring in global communication strategies
9. Use of data in communication
10. AI and machine learning in Public Relations
11. Social networks and their use on a global scale
12. Strategy of global communication of the selected company

Recommended literature:

Dahringer, Lee D. International Marketing and Global Perspective. Addison-Wesley Publishing Company, 1991. ISBN 0-201-58014-4.

Wylie, Christopher. Mindf*ck Cambridge Analytica a plan na zničení světa. Praha: Argo, Dokořán, 2021. ISBN 978-80-7363-768-2.

Natally, Margaret. International Public Relations in practise first hand experience of 14 professionals. London: Kogan Page, 1991. ISBN 0-7494-1306-9

Isobel Doole, Robin. International marketing strategy analysis, development and implementation. Andover: Cengage Learning EMEA, 2016. ISBN 978-1-4737-2370-2

Machová, A. 2015. Medzinárodní marketing. Strategické trendy a příklady z praxe. Praha : Grada Publishing, 2015. 200 s. ISBN 978-80-247-5366-9

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 234

A	B	C	D	E	FX
81,62	11,97	3,85	0,0	1,71	0,85

Lecturers: Ing. Mgr. Daniela Vunhu, PhD.

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-038/15	Course title: Current Issues in Marketing Communication 2
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: At the beginning of the semester, the student chooses a topic to work on and will present it at the seminar. The topic will touch on the current topics offered, e.g. current creation in advertising or advertising practice, creation of communication strategies, new procedures in the field of integrated marketing communication, etc. Presentation of the selected topic in the form of a presentation in the specified structure and specified criteria. Evaluation depends on compliance with individual criteria and form. Students actively participate in the discussion during individual presentations, while it is necessary to actively participate in the discussion at least 3 times during the semester. Failure to meet the interim criterion will result in a reduction of the overall assessment by one notch. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The student will gain information about current problems in the field of marketing communication in the field of advertising, public relations, sales support, direct marketing and personal sales. After completing the course, the student is able to present their own topic in the necessary form under the established criteria. He is able to enter into the discussion critically, objectively and constructively so as to help improve the presented solutions of specific topics.	
Class syllabus: Current issues with current ad creation. Issues in the field of advertising practice Current issues of public relations The issue of the existence and functioning of new media in the context of marketing communication. Issues of creating marketing strategies. Current creation of communication strategies. The issue of creating advertising campaigns. Current issues of modern exhibitions as part of marketing communication. Activities of the advertising agency department for client relations. Activities of the Advertising Agency's Strategic Planning Department. Activities of the advertising agency 's media department.	

Current issues of integrated marketing communication

Recommended literature:

Magazine literature, online:

Časopisecká literatúra, online:

Stratégie <https://strategie.hnonline.sk/>

Marketing & Media <https://mam.cz/casopis/>

Trend <https://www.trend.sk/r/trend-archiv>

Online médiá:

Mediagur.cz <https://www.mediaguru.cz/>

O médiách.com <https://www.omediach.com/>

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 171

A	B	C	D	E	FX
93,57	4,68	0,0	0,0	0,58	1,17

Lecturers: Ing. Mgr. Daniela Vunhu, PhD.

Last change: 10.01.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-054/22		Course title: Digital Marketing Trends			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 54					
A	B	C	D	E	FX
75,93	14,81	1,85	3,7	3,7	0,0
Lecturers: Mgr. Rastislav Bahurinský					
Last change: 08.02.2023					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-082/15	Course title: Fashion Marketing
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: During the semester, students attend lectures and write an essay worth 100 points. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60, FX 59 - 0	
Learning outcomes: After completing the course, students have knowledge that they can use in the creation, consultation or consulting in the field of marketing and communication strategies for a specific type of fashion product, service or complex entity, operating in the conditions of the current fashion market.	
Class syllabus: Students should gain knowledge and confront the broad interdisciplinary framework that the marketing agenda, closer to marketing communication, in the fashion industry contains, with individual marketing tools, categories, segmentation, etc. to current communication solutions and wider interdisciplinary overlaps. The core of the course is to acquaint students with current marketing and communication models in the fashion industry and to define promising and effective solutions in terms of potential sustainable development of the company and in the connection to development in other disciplines.	
Recommended literature: BARNARD,M. Fashion as Communication. London: Routledge, 2002. 208 p. ISBN-10: 0415111587 DAVIS,F. Fashion Culture and Identity. Chicago: University of Chicago Press, 1992. 233 p. ISBN -10: 0226138097 DePAOLA, H. Marketing today's fashion. Englewood Cliffs, N.J. : Prentice-Hall, 2nd ed., 2006. 300 s. ISBN 3 – 8345 - 8825 - 0 EASEY,M. Fashion marketing. Oxford : Ames, Iowa : Wiley-Blackwell. 260 s. ISBN 1-57028-256-7 FLUGEL, J. C. Psychology of Clothes. Intl Universities Pr Inc, 1966. 258 p. ISBN – 10: 0701201045	
Languages necessary to complete the course:	
Notes:	

Past grade distribution					
Total number of evaluated students: 306					
A	B	C	D	E	FX
93,46	4,58	1,63	0,33	0,0	0,0
Lecturers: Mgr. Peter Šagát, PhD.					
Last change: 15.02.2022					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-059/15	Course title: Final Exams Seminar
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: During the semester, students present the methodological parts of their final thesis and methodical procedures applied in selected methods. They discuss the problems and their possible solutions. In the credit assignment week, students submit presentations about their final thesis in the correct content structure and edited according to formal standards. Students attend seminars, which focus on the syllabus of state examination subjects. Students can have at most 2 missed lectures. Active participation in discussions about lectured problems (15 points); contents, form, and creation of presentation about final thesis (40 points), presentation skills (20 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: 100/0 Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students have the general knowledge about topics and syllabus of state examination subjects. They know the course of the final thesis defence and all the dates necessary to pass the state examination and administration of theses. They can create a high-quality presentation about their final thesis, which meets all the content and formal requirements of this type of presentation. They have communication and presentation skills. They can logically arrange and choose the information related to their own finding. Students can implement their findings into practical examples or projects in the form campaign, media plan, etc.	
Class syllabus: Topics of seminars come from the syllabi of subject, which belong to the group of subjects of state examination: - History and theory of marketing communication - Creation of promotional pieces - Creation of promotional speech/display - Diploma thesis defence Other topics: Dates necessary to pass the state examination and the defence of final thesis. Contents of the final thesis presentation – logical arrangement of content, respecting the time limit, work with sources.	

Formal requirements of final thesis presentation – adequate choice of design, fonts, formal structure of text, usage of visual elements, linguistic culture of text.
Communication and presentation skills – usage of verbal and nonverbal elements of communication.

Recommended literature:

Literatúra predpísaná k jednotlivým štátnicovým predmetom.
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: 246

A	B	C	D	E	FX
66,26	25,2	7,32	0,41	0,81	0,0

Lecturers: Mgr. Tatiana Deptová, PhD.

Last change: 16.03.2022

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

STATE EXAM DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-991/15	Course title: History and Theory of Marketing Communication
Number of credits: 4	
Educational level: II.	
<p>Course requirements:</p> <p>The student can take the state exam a) after obtaining at least such a number of credits that after obtaining credits for successful completion of state exams he achieves the required number of credits for proper completion of studies, b) after successful completion of compulsory subjects, compulsory electives and electives in the composition determined by the study c) after fulfilling the student's obligations arising from § 71, par. 3 letter b of the Higher Education Act, d) if no disciplinary proceedings are conducted against him. Successful completion of the state exam is one of the conditions for successful completion of the study program. The subject of the state exam is evaluated by the commission for state exams with classification grades A to FX. The examination commission decides by consensus on the evaluation of the state examination or its part. If the examination commission does not reach a consensus, the evaluation of the state examination or its part is decided by voting. Based on the wording of the study regulations of the faculty (VP 5/2020, Art. 15), the framework dates of state examinations are set by the dean in accordance with the faculty study schedule. The department will publish the dates of state examinations on its website no later than 5 weeks before they take place. The student registers for the state exam through AIS within the deadline specified in the Schedule of the academic year. The student is entitled to one regular and two resit dates of the state exam. The regular term is the one for which the student applied for the first time within the deadline set for state exams. If a student has been graded FX on the regular date of the state examination, the student may make corrective dates on the state examination a) in the following dates for the state exams in the relevant academic year or b) in the dates for holding the state exams in any of the following academic years in accordance with § 65, par. 2 of the Higher Education Act. If a student is unable to attend the date of the state examination for which he has registered, he is obliged to apologize in writing to the head of the examination commission in advance or no later than three working days after the date of the state examination or its part, if there were serious obstacles that in advance. If a student does not attend the state examination or its part without an excuse within the specified period, or if the head of the examination commission does not acknowledge his excuse, he is assessed with the FX mark from the given date of the state examination.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	
<p>Learning outcomes:</p> <p>Graduate of the state final exam in the subject of history and theory of marketing communication (MK), manages complex issues in the field of theory and history of marketing communication, also marketing, promotion, advertising, public relations, direct marketing, sponsorship and other areas of MC. He is able to apply them creatively in the commercial field, but also in the field of the third sector and social marketing. He masters the issue of creating means of promotion, the theory and practice of communication with the public, legal and ethical standards in the field, as well as marketing communication campaigns comprehensively. Therefore, thanks to the specificity</p>	

of studies in the field of MC, the graduate has a job in advertising and media agencies, in the departments of public relations companies in public, state and political institutions. In the field of MC, he is able to hold the position of manager, t. j. manage teams of employees, independently prepare large projects and take responsibility for complex solutions.

Class syllabus:

1. The student arrives on the registered date of the state exam according to the dates published by the department. 2. The student receives a question from the printed questions or in the form of a generator a question from the subject of the state exam. 3. The examination board will give the student a reasonable amount of time to prepare an oral answer to the question. 4. The student presents the prepared answer to the question in front of the examination board and answers the additional questions. 5. At the end of the answer, the examination commission decides at a closed meeting on the result of the state examination, which it officially announces to the student. The course of the state examination and the announcement of its results are public.

State exam syllabus:

1. Characteristics of advertising in relation to the stages of development of human society.
2. Predecessors of advertising, assumptions of the first means of advertising.
3. The birth of advertising in antiquity.
4. Outline of the development of advertising from the Middle Ages to the present.
5. The birth of new means of marketing communication in the 20th century.
6. History and present of advertising in the USA
7. History of advertising in Czechoslovakia.
8. Personalities of world advertising.
9. Basic context of advertising, promotion and marketing communication.
10. Types of advertising and promotion.
11. State promotion, types, principles, fundamentals.
12. Social advertising versus social-educational promotion.
13. Advertising versus public relations
14. Advertising functions.
15. Characteristics of other types of marketing communication, resp. advertising related activities.
16. Advertising and journalism - interfaces, specifics.
17. Image and its features, types, stages of creation.
18. Characteristics of the components of the advertising process, resp. advertising campaign.
19. Promotion - integrated marketing communication
20. Typology of MC tools classification New trends, forms and means of advertising.

Recommended literature:

ARENS, F.W., BOVÉE, L.C. Contemporary Advertising. (5.vyd.) Boston: Irwin, 1994. ISBN 0-256-134-12-X

BLECH, R. a kol. Malá encyklopédia filmu. Bratislava: Obzor, 1974

CLOW, K., BAACK, D. Reklama, propagace a marketingová komunikace. Brno: Computer press 2008. ISBN 978-80-251-1769-9

CRHA, I., KRÍŽEK, Z. Život s reklamou. Praha: Grada Publishing, 2002. ISBN 80-247-0213-4

De PELSMACKER, P., GEUENS, M., BERGH, J. Marketingová komunikace. Praha : Grada Publishing, 2003. ISBN 80-247-0254-1

DU PLESIŠ, E. Jak zákazník vnímá reklamu. Brno: Computer Press, 2007. ISBN978-80-251-1456-8

HORŇÁK, P. Nová abeceda reklamy. Bratislava : Central European Advertising, 2003. ISBN 80-967950-5-8

HORŇÁK, P. a kol.: Marketingová komunikácia. - Bratislava : Book & book, 2007. ISBN 978-80-969099-5-7

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

HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1

HORŇÁK, P. 2019. Quo vadis advertisement?: Positives and negatives o current ad. In: Strategic innovative marketing / ed. Damianos P. Sakas, Dimitrios K. Nasiopoulos. - Cham (Švajčiarsko) : Springer Nature. Springer International Publishing AG, 2019. - ISBN 978-3-030-16098-2, s. 113-118

JURÁŠKOVÁ, O., HORŇÁK, P. Velký slovník marketingových komunikací. Praha: Grada 2012. ISBN 978-80-247-4354-7

OGILVY, D. O reklamě. Praha : Managment Press, 1996. ISBN 80-85943-25-5 PINCAS, Stéphane – LOISEAU, Marc: Dějiny reklamy. Praha: TASCHEN/Slovart, 2009. ISBN: 978-80-7391-266-6

PRACHÁR, J. a kol. Podnikatel v aréne trhu, reklamy a marketingu. Bratislava : Sprint 1991. ISBN 80-900484-0-4

SCHULTZ, D. Moderní reklama, umění zaujmout. Praha : Grada Publishing, 1995. ISBN 80-7169-062-7

TELLIS, G. J. Reklama a podpora predaja. Praha : Grada Publishing, 2000. ISBN 80-7169-997-7

WILSON, S. Mass Media/Mas Culture an Introduction. New York : McGraw Hill 1992. ISBN 0-07-07821-5

SERAFÍNOVÁ, Danuša: Reklama a inzercia v novinách (od prvých inzerátov po zlatý vek komerčnej inzercie. In: Horňák, Pavel a kol.: Marketingová komunikácia. Bratislava: Book & Book, 2007. s. 61 – 83. ISBN 978-80-969099-5-7

Languages necessary to complete the course:

slovak

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-017/15	Course title: Language and Style of Advertising 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Through the use of presentation, students will introduce assigned task, its basic theoretical aspects, and will look up examples of implementation in MC practice. The length of the presentation is approx. 10-12 minutes. Fulfilment of task and quality of presentation – 15 points During the semester, students will design an adequate tool of MC, which uses the aspects of communication/style, which was identified as typical for that product/brand/company. The ability of identifying communication tools which cooperate on the communication style of company/brand/product, the ability of applying these findings into own communicant draft, and the presentational skills of students – 30 points Students work in 2-member teams. Students will have to pass a written test focused on the theoretical knowledge from this subject during the examination period of semester – 30 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: 60/40 Scale of assessment (preliminary/final): 60/40	
Learning outcomes: By the end of this course, students are able to: <ul style="list-style-type: none"> - define basic terms related to language and advertising style - identify tools of communication, which have potential or are the creators of brand style - use these tools in the making of communicants/campaigns related to the customer's requirements - reason and argue about the choice of the tool, why it is suitable or not when used in advertising practice 	
Class syllabus: <ol style="list-style-type: none"> 1. Introduction – basic information about the subject 2. History of advertising stylistics 3. Advertising text, properties, and potential 4. Creativity and its impact on the style of advertising text 5. Advertising myth creation 6. Gender-specific stereotypes in advertising 7. Advertising persuasion 	

8. Information and emotion in advertising
9. Rational and emotional appeals in advertising
10. Phrasemes and neophrasemes in advertising
11. Metaphor and its uses in advertising
12. Rhythmic-metric constructions in advertising

Recommended literature:

VOPÁLENSKÁ, Eva. Jazyk a štýl reklamy 1 a 2. Bratislava: Book & Book, 2011. ISBN 978-80-970247-7-2

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

SÁLOVÁ, Anna, VESELÁ, Zuzana, RAKOVÁ, Michaela. Copywriting. Pište texty, ktoré prodávajú. 2. aktualizované a rozšírené vyd. Brno: Computer Press a Praha: Albatros Media a. s., 2020, ISBN 978-80-251-5017-7 ročenky časopisu Stratégie

Zborníky Katedry marketingovej komunikácie FiF UK (publikačná činnosť - <https://fphil.uniba.sk/katedry-a-odborne-pracoviska/katedra-marketingovej-komunikacie/publikacnacinnost/>)

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 278

A	B	C	D	E	FX
30,94	31,65	24,46	10,07	2,52	0,36

Lecturers: Mgr. Tatiana Deptová, PhD.

Last change: 16.03.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-024/00		Course title: Language and Style of Advertising 2			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 413					
A	B	C	D	E	FX
57,38	31,72	8,23	1,45	0,73	0,48
Lecturers: Mgr. Peter Rajčák, PhD.					
Last change: 29.10.2021					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-002/23	Course title: Management
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Antirequisites: FiF.KMK/A-moMK-002/15	
Course requirements: 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 it is necessary to obtain at least 25 points during the semester and 35 points on 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	
Learning outcomes: After completing the course, on the basis of theoretical knowledge and case studies, the student is able to identify general principles and principles of management used in the context of corporate practice.	
Class syllabus: 1. Introduction to business management. 2. External and internal diagnostics of the enterprise: a case study 3. Strategic management and global corporate strategies: a case study 4. Enterprise organisation: a case study. 5. Business models in a selected industry 6. Manager's personality: a case study 7. Managing a selected sector: a case study 8. Managing staff and management styles: a case study on a selected type of business department 9. Communication skills of a manager: a case study 10. Recruitment and selection of employees: a case study 11. Characteristics of sales personnel of manufacturing enterprises and their characteristics 12. Setting objectives for employees: a case study 13. Employee appraisal and performance: a case study	

Recommended literature:

JANKELOVÁ Nadežda a kol. 2022. Manažment. Bratislava: Wolters Kluver. ISBN 978-80-7676-263-3. CAMM, Jeffrey D. a kol. 2022. An Introduction to Management Science: Quantitative Approaches to Decision Making. ISBN 978-0-3577-1546-8. ANDERSON, David R. a kol. 2018. An Introduction to Management Science: Quantitative Approach. New York: Cengage Learning. ISBN 978-1-3374-0652-9. ZENTES, Joachim a kol. 2011. Strategic Retail Management. Berlin: Gabler. 978-3-8349-2536

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

Total number of evaluated students: 321

A	B	C	D	E	FX
56,7	23,36	17,13	2,18	0,62	0,0

Lecturers: prof. Ing. Pavol Kita, PhD.

Last change: 03.04.2024

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-022/15	Course title: Marketing Communication Agencies
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: Rating consisting of two units: A) Elaboration of assignments from clients / sponsors 20 points B) Presentation of the design to the client 80 points 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. Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students gain theoretical and practical aspects of the existence and functioning of marketing agencies as specialized institutions. Within the subject Marketing Communication Agencies, students will try out in practice how such agencies work on real assignments from clients. According to their preferences and interests, the students will hold the individual types of the agencies and together they will create a strategy for a specific brand. Graduates will not only be able to divide the agencies, but they will learn about their content from their own experience and try it out in practice.	
Class syllabus: 1. Introductory terms - marketing, marketing communication, advertising, agency. 2. The place of agencies in the history of advertising and marketing, the current state. 3. Characteristics of a modern marketing agency. 4. Internal structure of a classical agency. 5. Communication with the client - sponsor, the work of account managers. 6. Communication with the recipient. 7. Types of marketing campaigns - categorization, specialization. 8. Specifics of individual marketing activities.	

9. Marketing agencies and direct advertising.
10. Marketing agencies and BTL activities, service, sales support, etc.
11. Principles of creating marketing campaigns. Evaluating the effectiveness of marketing campaigns.
12. Marketing agencies in the Slovak Republic and their position on the advertising and media market.

Recommended literature:

HORŇÁK, P. A KOL.: MARKETINGOVÁ KOMUNIKÁCIA. BRATISLAVA, BOOK AND BOOK 2007. ISBN 978-80-969099-5-7

HORŇÁK, P.: Reklama 2000. 1. vyd. Bratislava : CEA, 1999. 297 s. ISBN 80-967950-1-5

Ward, J.: POUŽITIE A VÝBER REKLAMNEJ AGENTÚRY POHĽAD ZVNÚTRA. 1. vyd- Bratislava :Foote,

Cone & Belding, 2003- 136 s. ISBN 80-968967-0-9

Marketingová komunikácia na prahu tretieho tisícročia. Zborník. Trnava, UCM 2007. ISBN 80-223-1834-5

Propagácia v médiách. Zborník. Bratislava, SOSPPRA 1995

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 249

A	B	C	D	E	FX
89,96	9,24	0,4	0,4	0,0	0,0

Lecturers: Ing. Mgr. Daniela Vunhu, PhD.

Last change: 15.02.2022

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

STATE EXAM DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-099/15	Course title: Master's Degree Thesis Defence
Number of credits: 15	
Educational level: II.	
<p>Course requirements:</p> <p>Submission of the diploma thesis within the deadline specified in the schedule of the current academic year for the relevant date of the state examination. The diploma 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 diploma thesis and propose an evaluation in the A-FX classification scale, which the student has available min. 3 working days before the defense.</p> <p>Diploma thesis evaluation criteria:</p> <ol style="list-style-type: none"> 1. The contribution of the diploma thesis, the fulfillment of the aims of the thesis in its assignment and the requirements for the content of the diploma thesis work given by the internal quality system of the UK. It is assessed whether the student has worked on the chosen topic at the level of scientific study, with a representative selection of professional literature, with appropriately selected verifiable scientific procedures and hypotheses. Demonstration of skills is assessed work creatively in the field of study, the degree of demonstration of knowledge and understanding of diploma thesis issues; 2. Originality of the thesis (diploma thesis must not have the character of plagiarism, must not interfere with copyright rights of other authors), the documentation for the defense of the diploma thesis also includes protocols originality from CRZP and Theses, to the results of which the thesis supervisor and the opponent comment in its opinions; 3. Accuracy and correctness of citation of used information sources, research results of others authors and author groups, the accuracy of the description of methods and working procedures of other authors or author groups; 4. Compliance of the diploma thesis structure with the prescribed composition defined by the internal system quality UK. 5. Respecting the recommended range of the diploma thesis (recommended range of the diploma thesis is usually 50 to 70 standard pages - 90,000 to 126,000 characters, including spaces), the adequacy of the range of work is assessed by its supervisor; 6. Linguistic and stylistic level of work and formal arrangement. <p>The student orally presents the content, achieved goals and conclusions of the thesis and answers questions and comments of the thesis supervisor, opponent, resp. members of the examination board. Commission comprehensively evaluate the quality of the diploma thesis, assess the method and form of defense and ability the student to adequately respond to the comments and questions in the opinions of the thesis supervisor the opponent. The evaluation is obtained from the arithmetic average of the evaluations from the review made supervisor, opponent and evaluation of the examination board.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	

Learning outcomes:

The student has mastered the basic requirements of writing a professional text in compliance with the rules of academic ethics. He knows the methods used in the field of study, he is able to process the chosen topic of the diploma thesis at the level of scientific study, with a representative selection of professional literature, with suitably chosen scientific procedures and hypotheses that can be verified. With the diploma 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. The student is able to offer in the form of a set of proposals, respectively. complete design of marketing-communication strategy / campaign solution of the identified problem for the client. After a successful defense of the diploma thesis, the student is able to design, implement, critically reflect and justify their research intention. Understands the context of the problem, can clearly formulate research conclusions, design their own positions and make recommendations. Can respond flexibly to questions on the research topic, its methodology and conclusions.

Class syllabus:

1. Presentation of the diploma thesis to the students before the commission for state exams, the opponent thesis and those present.
2. Student's response to comments and questions in the reports.
3. The student's response to the questions of the commission for state exams, resp. to the questions arising from the discussion.

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
Vnútorň predpis č. 5/2020 [online]. Univerzita Komenského v Bratislave, 2015 [cit. 2021-09-09]. Dostupné na: https://uniba.sk/fileadmin/ruk/as/2020/20200527/04a_Studijny_poriadok_FiF_UK.pdf
Záverečné práce [online]. Univerzita Komenského v Bratislave, Filozofická fakulta, 2020 [cit. 2021-08-09]. Dostupné na: <https://fphil.uniba.sk/studium/student/bakalarske-a-magisterske-studium/zaverecne-prace/>

Languages necessary to complete the course:

slovak

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-020/15	Course title: Master's Degree Thesis Seminar
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: During the semester, student actively and according to the schedule (which the student and their supervisor agreed on) elaborates on individual parts of their final thesis: draft of the thesis structure (10 points), theoretical part + bibliography (30 points), project of the practical part of their final thesis (25 points), and formal requirements of this type of output/thesis (10 points). Student participates in regular meetings with their supervisor. All the texts of their final thesis are submitted in parts throughout the semester, although not later than the credits assignment week. Approximate evaluation scale: A 75-69, B 68-63, C 62-57, D 56-51, E 50-45, FX 44-0 Students can have at most 2 missed lectures. Scale of preliminary/final assessment: 100/0 Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Student knows local and foreign published literature related their final thesis, and is able to analyse, interpret, and submit it to critique. They have the knowledge and skills related to the theoretical part of their thesis. They can 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, overview local and foreign literature related to their final thesis, and understands the principles of creating a project as an inseparable part of their diploma thesis.	
Class syllabus: <ul style="list-style-type: none"> - Title of the final thesis, writing the assignment and the possibilities of its modification in AIS. - Structure of final thesis – logical succession of its parts and the choice of contents corresponding to the topic. - Wording of the research problem, research question, hypothesis, and main and partial goals of the thesis - Methodological definition of the thesis: choice of research method(s) - Verification of the methods within preresearch phase, modification of the research and methodology, and collection and evaluation of data. 	

- Interpretation of achieved results, answers to research questions, evaluation of results in conclusion of the thesis
- Suggestions for practice and project as a part of diploma thesis
- Formal editing of final thesis, stylistic and linguistic level, usage of pictures, graphs, tables, etc.
- Citations and bibliographic references, originality control, keeping and accessing
- Presentation of final thesis and its defence

Recommended literature:

BIELIK, Lukáš et al. Slovník metodologických pojmov. Bratislava: Univerzita Komenského, 2016. ISBN 978-80-223-4276-6.

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

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

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

OCHRANA, F. Metodologie, metody a metodika vědeckého výzkumu. Praha: Karolinum, 2019. ISBN 978-80-246-4200-0.

STEINEROVÁ, Jela. Kvalitatívne metódy výskumu v informačnej vede. In: ProInFlow: časopis pro informační vědy [online]. 2015, No. 2, s. 12-28 [cit. 2021-09-09]. Dostupné na: <https://www.phil.muni.cz/journals/index.php/proinflow/article/view/2015-2-3>

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 270

A	B	C	D	E	FX
30,37	32,22	25,19	8,52	3,7	0,0

Lecturers: Mgr. Tatiana Deptová, PhD.

Last change: 16.03.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-053/18	Course title: Media in Marketing Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: a) during the teaching part (continuous) Case Study (30 points) to any company, product, or organization that has created a remarkable campaign using several media. b) during the examination period: written test (70 points) The condition for admission to the examination is the achievement of min. 10 points from the ongoing evaluation. Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item. Classification scale: 100-90: A 89-79: B 78-68: C 67-57: D 56-46: E 45-0: FX Teachers accept max. 2 absences with proven documents. The exact date and topic of the mid-term evaluation will be announced at the beginning of the semester. Exam dates will be published via AIS no later than the last week of the training section. Scale of assessment (preliminary/final): 30/70	
Learning outcomes: The student masters the division and types of media. Can define the concept of media and mass media, classic and new media, define differences, and categorize individual media. Can characterize each medium in more detail and define their advantages and disadvantages when included in the media mix, depending on the campaign. Can prepare a media plan and various types of strategies, implement them in a campaign and evaluate them.	
Class syllabus: <ul style="list-style-type: none"> - Media environment - New vs. classic media (ATL, BTL, TTL) - Radio (history, coverage of advantages / disadvantages ...) - Audiovisual media (history, scope of advantages / disadvantages ...) - Printed vs. print media - Media on the Internet - Social media (PR vs. advertising) - Media strategy, media mix - Media analysis - Campaign evaluation - Reporting 	

Recommended literature:

JIRÁK, Jan. Mass media. Prague: Portal, 2009. ISBN 978-80-7367-466-3.

RUSS-MOHL, Stephan. Journalism: a comprehensive guide to practice journalism. Prague: Grada, 2005. ISBN 80-247-0158-8.

BURNS, Lynette Sheridan. Journalism: a practical guide for journalists. Prague: Portal, 2004. ISBN 80-7178-871-6.

EASTMAN S.T. et al. Media promotion & marketing for broadcasting, cable & the internet. Oxford: Routledge 2006. ISBN 978-0-240-80762-1.

REIFOVA, Irena. Dictionary of media communication. Prague: Portal, 2004. ISBN 80-7178-926-7.

Languages necessary to complete the course:

Slovak/English

Notes:**Past grade distribution**

Total number of evaluated students: 207

A	B	C	D	E	FX
60,39	14,49	12,08	9,18	2,42	1,45

Lecturers: Mgr. Viktória Madleňáková

Last change: 31.01.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-037/15	Course title: Online Marketing
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: a) during the teaching part (continuously) the student performs partial assignments, which result from the content of each lecture and have a clearly defined deadline. At the end of the semester, the student submits a portfolio with partial assignments. The portfolio weighs 30 points. b) during the examination period: written test (70 points) The condition for admission to the examination is the achievement of min. 10 points from the ongoing evaluation. Violation of academic ethics results in the cancellation of the obtained points in the relevant evaluation item. Classification scale: 100-90: A 89-79: B 78-68: C 67-57: D 56-46: E 45-0: FX Teachers accept max. 2 absences with proven documents. The exact date and topic of the mid-term evaluation will be announced at the beginning of the semester. Exam dates will be published via AIS no later than the last week of the training section. Scale of assessment (preliminary/final): 30/70	
Learning outcomes: The student masters the procedures of creating an online marketing campaign, the individual steps, and phases of the executive, and the operation of a communication online campaign. Can set a goal, project management, preparatory phases in creating a campaign (landing page creation, web design, visuals, copy text ..) and implement campaigns (specific steps on how to set up PPC on social networks, Google Ads, etc.), target campaigns for B2C and B2B customers (global campaign implementation), evaluate campaigns and calculate ROI. After completing the course, the student is able to prepare and create an online marketing campaign on a global level.	
Class syllabus: <ul style="list-style-type: none"> - Strategic planning of online campaigns - Project management - Time management and its types - Preparatory phase of online campaigns (briefing, wireframes, creation, testing) - Creation of landing page - Selection and integration of online tools - E-commerce tools - Online advertising settings (Facebook Ads, Google Ads, LinkedIn Ads ..) 	

- Lead generation campaign - Automation (Data-Driven marketing, Nurture program ...)
- Analytics (Google Analytics, Facebook Pixel, GTM, Hubspot ...)
- Latest trends in online marketing

Recommended literature:

JAKUBÍKOVÁ, Dagmar. Strategic marketing. Prague: Grada, 2013. ISBN 9788024746708.
 ŠTEDROŇ, Bohumír. International marketing. Bratislava: C. H. Beck, 2018. ISBN 9788074004414.
 GODIN, Seth. This is marketing. Bratislava: Lindeni, 2021. ISBN 9788056623176.
 SVOZÍKOVÁ, Alena. Project management. Prague: Grada, 2011. ISBN 9788024736112.
 MILLER, M. Internet marketing with Youtube. Brno, Computer Press 2012. ISBN 99788025136720.

Languages necessary to complete the course:

Slovak language/ English

Notes:

Past grade distribution

Total number of evaluated students: 246

A	B	C	D	E	FX
50,0	21,54	14,63	5,69	2,03	6,1

Lecturers: Mgr. Viktória Madleňáková

Last change: 31.01.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-041/11	Course title: PR in Practice
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: Continuous activity on classes, test. The student is actively involved in solving specific assignments in teaching. Students solve individual tasks in groups or groups, which touch on practical solutions in areas such as political marketing communications, public relations, lobbying or celebrity public relations. The assignments concern e.g. also areas of crisis communication. The final test will test the acquired knowledge on an ongoing basis. 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 published through the AIS within a specified period. Scale of assessment (preliminary/final): 0/100	
Learning outcomes: The student will gain the widest possible range of professional knowledge and experience in the field of public relations transferred to practical life. He is able to independently respond to the requirements of practice in the field of public relations from the public and private spheres, has practical knowledge of solving specific crisis situations, as well as improving PR in the field of political marketing communication, lobbying, community PR, celebrity PR.	
Class syllabus: PR in the political sphere PR of a political candidate for any public position PR in the public sphere PR in show business Investor relations	

<p>Crisis communication Community PR Corporate PR Product PR Gaining public support Lobbying in practice</p>												
<p>Recommended literature: BAJČAN, R. 2003. Techniky public relations aneb jak pracovat s médii. Management Press. Praha 2003. ISBN 80-7261-096-1 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. ISBN 978-80-247-5022-4 ŠTENSOVÁ, A., PČOLINSKÝ, V. 2005. Marketing v politice. Bratislava, Ekonóm, 2005. ISBN 80-225-2074-8 TUŠER a kol. 2010. Praktikum mediálnej tvorby / Tušer Andrej, Bartošek Jaroslav, Kasarda Martin, Orban Karol, Chudinová Eva, Hudíková Zora, Ondrášik Branislav. - 1. vyd. - Bratislava : Eurokódex, 2010. - 368 s. - ISBN 9788089447169.</p>												
<p>Languages necessary to complete the course: slovak</p>												
<p>Notes:</p>												
<p>Past grade distribution Total number of evaluated students: 439</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>70,39</td> <td>19,82</td> <td>6,15</td> <td>1,14</td> <td>0,46</td> <td>2,05</td> </tr> </tbody> </table>	A	B	C	D	E	FX	70,39	19,82	6,15	1,14	0,46	2,05
A	B	C	D	E	FX							
70,39	19,82	6,15	1,14	0,46	2,05							
<p>Lecturers: Ing. Mgr. Daniela Vunhu, PhD.</p>												
<p>Last change: 02.04.2022</p>												
<p>Approved by: prof. Ing. Pavol Kita, PhD.</p>												

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-005/00	Course title: Personality Psychology
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Course requirements: Grading of the course is completely based on the ongoing assessment and consists of two main parts: - Grading of the project and ongoing activity, more specifically: o Preparation and presentation of a research project on a given theme according to agreed propositions (max 80 %) o Ongoing activity – attendance, submission of the ongoing reflections of the lessons according to agreed propositions Grading system: 100-92% A, 91-84% B, 83-76% C, 75-68% D, 67-60% E, 59,-0% Fx Attendance is compulsory. Absence can be excused due to serious health or personal reasons up to 2 lessons. If 3 or more meetings are missed (and not excused), the student can be given Fx. Scale of assessment (preliminary/final): Ongoing/final assessment: 100/0	
Learning outcomes: Learning outcomes: the students will be familiarised with the theory of personality psychology with the emphasis on interdisciplinary overlaps with marketing communication. The aim of this course is to introduce current themes in the field of personality psychology research. After the course, students will: - Know how to reflect current development and various approaches to personality psychology research - Recognize current possibilities in methodological and conceptual anchoring in behavioural research with overlaps with marketing communication - Understand the basic factors influencing the behaviour of an individual - Be able to work individually on reflection and research project that includes the findings of both fields	
Class syllabus: Syllabus: 1. Main concepts of personality psychology, dimensions of personality theories. 2. Biological and environmental factors influencing formation of a personality and their reflection in theoretical approaches; question of heredity and environment influence	

3. Methodological questions: nomothetic vs. idiographic approach, the problem of causality.
4. Methods of research of personality.
5. Personality types and typologies; constitutional typologies, typologies based on psychological criteria; merits and limits of typological approaches
6. Temperament, biopsychological, neurophysiological and trait theory of temperament. Older and newer theories of temperament.
7. Abilities and their measuring. Concept of intelligence in history, newer approach to intelligence; heredity and intelligence
8. Trait approaches in the personality research, dispositional theory, factor analysis.
9. Big five model of personality.
10. Self and the image of the self; older and newer approaches to self-awareness, the difference between active self and self as knower, the development of personal identity.
11. The significance of personality research to marketing communication.

Recommended literature:

Recommended literature:

BLATNÝ, Marek et al. Psychologie osobnosti. Hlavní témata, současné přístupy. Praha: Grada Publishing, 2011. ISBN 80-7367-168-9.

HALL, C. S., LINDZEY, G. Psychológia osobnosti. Bratislava: SPN, 1997. ISBN 80-08-00994-2.

HRADISKÁ, E. Psychológia a reklama. Bratislava: Elita, 1998. ISBN 80-8044-051-4

VYSEKALOVÁ, J. Psychologie spotřebitele. Praha: Grada publishing, 2004. ISBN 978-80-247-4005-8

Current studies and articles in scientific journals.

Languages necessary to complete the course:

Slovak and English

Notes:

Past grade distribution

Total number of evaluated students: 347

A	B	C	D	E	FX
85,01	10,66	2,88	1,15	0,0	0,29

Lecturers: doc. PhDr. Milica Schraggeová, CSc.

Last change: 23.05.2025

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

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-100/23		Course title: Psychology of consumer behaviour			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 4					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 80					
A	B	C	D	E	FX
65,0	32,5	2,5	0,0	0,0	0,0
Lecturers: doc. PhDr. Barbora Mesárošová, CSc.					
Last change: 01.06.2023					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-021/15	Course title: Public Opinion and Advertising
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: Presentation of the selected topic max. 20 points, final test 80 points. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60, FX 59 - 0 Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students know the correlation between advertising and public opinion. They know how to identify tools for influencing public opinion in advertising, but also to learn about the methods of manipulation, especially in the field of political advertising and its manipulative practices. They understand how public opinion can affect the success of advertising activities and, conversely, how advertising can affect public opinion.	
Class syllabus: 1. Introduction to the issue - basic concepts, public opinion, advertising 2. History of public opinion research 3. Opinions, attitudes, public 4. Psychological and sociological aspects of public opinion 5. Methods of measuring public opinion 6. Survey, research, questionnaire 7. Focus, sociological sample 8. Influencing public opinion by advertising 9. The influence of public opinion on advertising content 10. Social demography and advertising content 11. Evaluation and interpretation of survey results 12. Ethical aspects of advertising in relation to public opinion	
Recommended literature: HRADISKÁ, Elena. Psychológia a reklama. Bratislava: Elita, 1998. ISBN 80-8044-051 Du PLESIS, ERIK. Jak zákazník vnímá reklamu. Brno: Computer Press, 2007. ISBN 978-80-251-1456-8 KOTLER, Philip. Marketing. Praha: Sprint, 1992. ISBN 1262-48-35-2	

SCHULTZ, Don. Moderní reklama, umění zaujmout. Praha: Grada Publishing, 1995. ISBN 80-7169-062-7

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 251

A	B	C	D	E	FX
89,64	7,17	2,39	0,0	0,8	0,0

Lecturers: Ing. Mgr. Daniela Vunhu, PhD.

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-030/00	Course title: Script Writing and Dramaturgy
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Analysis of selected text max. 20 points, final test 80 points. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60, FX 59 - 0 Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students know the history of drama, basic concepts and principles of text creation. They distinguish individual dramatic genres and can analyze their specifics. Students know the various stages of screenwriting and dramaturgy of the text in the media. They know how to use script and dramaturgy for the needs of advertising and marketing communication.	
Class syllabus: 1. History of drama 2. Basic concepts of screenwriting and dramaturgy 3. The role of text in advertising practice 4. Script - from theme to implementation 5. The role of text in radio and television advertising 6. Script in advertising 7. Brief, storyboard, event script, presentation 8. Advertising film, video advertising, advertising spot 9. Dramaturgy - the path from text to audiovisual work 10. Dramaturgy in film, television, radio and events 11. Arts and crafts in screenwriting 12. Practical training in script creation	
Recommended literature: CRHA, Ivan, KŘÍŽEK, Zdeněk. Jak psát reklamní text. Praha: Grada Publishing, 2012. ISBN 978-80-247-4061-4 GOEDFROY, H. Christian, GLOCHEUX Dominique. Tajomstvo reklamného textu. Bratislava: Ister Science, 1997. ISBN 80-88683-17-3 HORŇÁK, Pavel. Kreativita v reklamě. Zlín: Verbum, 2014. ISBN 978-80-87500-49-1	

SVĚRÁK, ZDENĚK, SMOLJAK Ladislav. Já, Jára Cimrman. Pardubice: Západočeské nakladatelství, 1991, ISBN 80-204075-9-6

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 372

A	B	C	D	E	FX
86,56	8,6	2,42	0,81	0,81	0,81

Lecturers: Mgr. Peter Rajčák, PhD.

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-006/15	Course title: Selected Topics from History of Art 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: During the semester: active participation in the seminar and seminar paper on a selected issue from the current offer with an evaluated oral presentation with own ppt and written form in the credit week Grading scale: 50-47: A, 46-43: B, 42-39: C, 38-35: D, 34-30: E, less than 30 FX The scale of assessment (preliminary/final): 50/50 The exact topic of the paper and the date of the presentation of the work will be announced at the beginning of the semester. The teacher will accept a maximum of two absences with documentation. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: After completing the course, the student will gain knowledge about the development of various types of Greek and Roman art of antiquity with a view to shaping the foundations of European culture.	
Class syllabus: The course focuses on the art of antiquity and offers a basic overview of the development of architecture and art in ancient Greece and Rome. It explains its sources of inspiration, features, and key aspects of development. Due to the field of study of not art history students, it emphasizes the art of communication medium in society. It teaches basic technical terminology and offers a picture of the most used types of artistic realizations through selected examples. The course is divided into two parts. The first represents separate lectures of teachers, the second is a seminar with a presentation of short student papers and discussion. The course focuses on the following topics: 1. Introductory information on the content of the seminar, schedule, evaluation criteria, basic literature + list of topics for student seminar papers (student registration);	

2. Ancient architecture (1) Greek reference: Form system (column orders and compositional systems) principles of Greek architecture) - periodization, historical and geographical context, types of buildings (explication on important monuments);
3. Ancient architecture (2) Reference Rome 1: Sources of Roman Synthesis - Roman form system
4. architecture, technological innovations - periodization, historical and geographical context;
5. Ancient Architecture (3) Reference Rome 2: Urbanism and Typology of Roman Architecture – explication on important monuments;
6. Ancient Sculpture and Painting (1) Fine Arts of Ancient Greece – periodization, development, cultural-historical context, functions, types, and themes of sculptural and painting realizations with explication on important monuments, the proportional system of figural works, and stylistic transformations;
7. Ancient Sculpture and Painting (2) Fine Arts of Ancient Rome - roots of Roman artistic expression, periodization of development and stylistic changes, cultural-historical context, functions, types, and themes of sculptural and painting realizations with an explanation at important monuments;
- 8.– 12. Seminar with presentations of student papers accompanied by a discussion

Recommended literature:

BOARDMAN, John, GRIFFIN, Jasper, MURRAY, Oswin, ed. The Oxford History of the Classical World Greece and the Hellenistic World. Oxford: Oxford University Press, 1992. ISBN 0-19-282165-2

GOMBRICH, Ernst Hans. Příběh umění. Praha: Argo, 1995. ISBN 80-204-0685-9

HOLLINGSWORTHOVÁ, Mary. Umenie v dejinách človeka, Bratislava: Obzor, 1994. ISBN 80-215-0277-0

PIJOAN, José, ed. Dejiny umenia 2. Bratislava: Ikar, 1998. ISBN 80-7118-654-6

Further literature (or electronic sources) will be specified on the lesson, resp. according to seminar papers. We also recommend students to study literature from the professional library of the Slovak National Gallery.

Languages necessary to complete the course:

Slovak, when collecting materials for seminar papers, work with foreign language sources is assumed.

Notes:

Past grade distribution

Total number of evaluated students: 306

A	B	C	D	E	FX
43,46	35,29	12,09	5,88	2,61	0,65

Lecturers: Mgr. Peter Szalay, PhD.

Last change: 29.05.2023

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-010/15	Course title: Selected Topics from History of Art 2
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation during the seminars according to the lecturer's instructions. Lecturer accepts max. 2 absences with documents of proof. Classification scale: 50-47: A, 46-43: B, 42-39: C, 38-35: D, 34-30: E, less than 30: FX Weight of semestral/final evaluation: 50/50 Scale of assessment (preliminary/final): 50/50	
Learning outcomes: After completing the course, the student has theoretical knowledge in the field of medieval art. They can explain its sources of inspiration, functions, and key aspects of development.	
Class syllabus: The course focuses on medieval art and offers basic overview of the development of architecture and fine arts in this period. It explains its sources of inspiration, functions, and key aspects of development. Due to the field of study of the audience, the emphasis is on art as a communication medium in society. The first part of the course consists of separate lectures by lecturers, the second part is a seminar with a presentation of short student papers and discussion. The course focuses on the following topics: - Early Christian and early medieval art - Romanesque architecture; Romanesque sculpture, Gothic architecture, Gothic sculpture, Late Gothic art, Early Renaissance art; - Part of the course will include visits to galleries and monuments.	
Recommended literature: CAMPBELL, Gordon. Renaissance Art and Architecture. Oxford: Oxford University Press, 2004. ISBN 0-19-860985-X GOMBRICH, Ernst Hans. Příběh umění. Praha: Argo, 2006. ISBN 80-7203-143-0 HOLLINGSWORTHOVÁ, Mary. Umenie v dejinách človeka. Bratislava: Obzor, 1994. ISBN 80-215-0277-0 TOMAN, Rolf, zost. Gotika – architektura, sochařství, malířství. Bratislava: Slovart, 2005. ISBN 80-7209-248-0	

TOMAN, Rolf, zost. Románské umění – architektura, sochařství, malířství. Bratislava: Slovart, 2006. ISBN 80-7209-765-2

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 276

A	B	C	D	E	FX
42,39	43,12	7,25	5,07	2,17	0,0

Lecturers: Mgr. Veronika Pichaničová, PhD.

Last change: 29.05.2023

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-016/15	Course title: Selected Topics from History of Art 3
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Course requirements: Participation in lectures, elaboration of written work, consultations. The teacher will accept a maximum of two absences with documentation. Topics and scope of seminar papers will be specified at the beginning of the course. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Classification scale: 50-47: A, 46-43: B, 42-39: C, 38-35: D, 34-30: E, less than 30: FX Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The student has knowledge of the history of Renaissance art, is familiar with the issues of the most important tendencies, personalities and works of Renaissance art culture and knows the cultural and historical context of the period.	
Class syllabus: The course is focused on the art of the Renaissance and offers a basic overview of the development of architecture and fine arts in the period under review. It explains its sources of inspiration, functions and key aspects of development. It emphasizes art as a communication medium in society. The course focuses on basic professional terminology and offers a picture of the most used types of artistic realizations on selected examples. It is divided into two parts. The first consists of lectures, the second is a seminar with a presentation of short student papers and discussion. The course focuses on the following topics: <ol style="list-style-type: none"> 1. The beginnings of the Renaissance in Tuscany, the architecture of Filippo Brunelleschi; 2. Early Renaissance sculpture and painting, Donatello and Masaccio; 3. Representatives of the early Renaissance architecture and their contribution to further development; 4. The Renaissance in Venice, its specifics and representatives; 5. Personalities of Renaissance painting at the end of the 15th century; 6. High Renaissance in Rome, Bramante, Raphael; 7. Michelangelo; 8. Mannerism in fine arts, characteristics and representatives of the direction; 9. Andrea Palladio; 	

10. Renaissance in Hungary, monuments of the Renaissance style in the territory of today's Slovakia.

Recommended literature:

BURCKHARDT, Jacob. Kultura renesance v Itálii. Praha: Rybka, 2013. ISBN 978-80-87067-08-6

BURKE, Peter. Italská renesance. Kultura a společnost v Itálii. Praha: Mladá fronta, 1996. ISBN 80-204-0589-5

JOHNSON, Paul. Renesancia. Bratislava: Slovart, 2002. ISBN 80-7145-681-0

MURRAY, Linda, MURRAY, Peter. The Art of the Renaissance. London: Thames and Hudson, 1970. ISBN 0-500-20008-4

GOMBRICH, Ernst Hans. Příběh umění. Praha: Mladá fronta, Argo, 1995. ISBN 80-204-0685-9

Further literature and electronic sources will be specified according to the topics of seminar papers.

Languages necessary to complete the course:

Slovak, when collecting materials for the seminar work, it is necessary to take into account the study of foreign language sources.

Notes:

Past grade distribution

Total number of evaluated students: 271

A	B	C	D	E	FX
24,35	33,21	28,41	9,23	4,8	0,0

Lecturers: Mgr. Peter Buday, PhD.

Last change: 29.05.2023

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-023/15	Course title: Selected Topics from History of Art 4
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 4.	
Educational level: II.	
Prerequisites:	
Course requirements: During the semester: active participation in the seminar and seminar paper on a selected issue from the current offer with an evaluated oral presentation with own ppt and written form in the credit week Grading scale: 50-47: A, 46-43: B, 42-39: C, 38-35: D, 34-30: E, less than 30 FX The scale of assessment (preliminary/final): 100/0 The exact topic of the paper and the date of the presentation of the work will be announced at the beginning of the semester. The teacher will accept a maximum of two absences with documentation. Violation of academic ethics will be punished, and the student will lose all the received points in the relevant assessment. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: After completing the course, the student has an overview of the character and development of architecture and fine art from the 17th century to the second half of the 20th century. The student can present chronologically dominant styles and artistic movements, their characters, personalities, types of artistic realizations, and their functions.	
Class syllabus: The course focuses on a long period of time from the Baroque to the first half of the 20th century. It explains the sources of art inspiration, functions, and key aspects of art development. Due to the audience, the course emphasizes art as a communication medium in society. It teaches basic terminology and offers a picture of the most used types of artistic realizations on selected examples. It is divided into two parts. The first represents separate lectures of teachers, the second is a seminar with a presentation of short student papers and discussion. The study material is presented in the form of informative lectures with the use of possible other forms (video presentations, visits to exhibitions, monuments, etc.) The course focuses on the following topics:	

1. Architecture of the 17th and 18th centuries - an overview of the development of architecture on the background of historical contexts, prevailing stylistic tendencies - explanation on the examples of important architects and their works;
2. Architecture of the 19th and 20th centuries - starting points of development: ideological and social contexts, thought and technical innovations, environmental and lifestyle change;
3. An overview of the trends in the development of modern architecture, key personalities, and architectural realizations of the 19th and 20th centuries;
4. Painting and sculpture of the 17th century - the birth, development, and modes of Baroque art, ideas and social context, typology of artworks and their patronage;
5. Painting and sculpture of the 18th century - an overview of the development of late Baroque, Rococo, and Classicism, ideological and social contexts, typology of works and their patronage;
6. Painting and sculpture of the 19th century - the main art trends and artistic personalities, basic overview of stylish development;
7. Painting and sculpture of the 20th century - the main art trends and artistic personalities, basic overview of stylish development;
8. – 10. Seminar with presentations of student papers accompanied by a discussion.

Recommended literature:

BOŘUTOVÁ, Dana. Jubileum slovenskej architektúry (Dušan Jurkovič) / The anniversary of Slovak architecture (Dušan Jurkovič). In: Studia Academica Slovaca : prednášky 54. letnej školy slovenského jazyka a kultúry : Roč. 47. Bratislava: Univerzita Komenského v Bratislave, 2018, s.149-167. ISBN 978-80-223-4566-8.

FOSTER, Hal et al. Umění po roce 1900. modernismus, antimodernismus, postmodernismus. Praha: Slovart, 2007. ISBN 978-80-7209-952-8

CECCHINI, Laetizia. Barok. Obrazová encyklopedie umění. Praha 2009. ISBN 978-80-7391-334-2

MIGNOT, Claude. Architektur des 19. Jahrhunderts. Köln 1994 (English version available at: <https://www.scribd.com/document/97244813/Claude-Mignot-Architecture-of-the-19th-Century>)
 THOMASOVÁ, Karin. Dejiny výtvarných štýlov 20. storočia. Bratislava: Pallas, 1994. ISBN 80-7095-020-X

WATKIN, David. A History of Western Architecture. London: Laurence King Publishing, 2015 (chapters 7 – 11). ISBN 978-1-78067-597-8

WITTKOWER, Rudolf. Art and Architecture in Italy, 1600 - 1750. Harmondsworth 1969. Available at: <https://archive.org/details/in.ernet.dli.2015.462112>

Additional literature and electronic sources depending on the topics of seminar papers.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 244

A	B	C	D	E	FX
55,33	22,95	10,66	6,97	4,1	0,0

Lecturers: Mgr. Peter Szalay, PhD.

Last change: 29.05.2023

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-046/15	Course title: Semiotics of Advertising
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 4	
Recommended semester: 3.	
Educational level: II.	
Prerequisites:	
Recommended prerequisites: - without prerequisites	
Course requirements: Active participation in courses (max. 3 justified absences), successful completion of a written exam (test) at the end of the course: A 100 - 93% (excellent results with minimal errors) B 92 - 84% (above average standard with several errors) C 83 - 76% (average results with more errors) D 75 - 68% (acceptable results, but with significant shortcomings) E 67 - 60% (results meet only minimum criteria) FX 59 - 0% (additional work and course repetition required) Scale of assessment (preliminary/final): 0/100	
Learning outcomes: After completing the course, students know the overview of the history of semiotics, the theoretical basis of semiotics, research methods of semiotics, the theories of the most important representatives of semiotics applied in the field of advertising, marketing communication and branding. Students know how to use the theory of semiotics in marketing research, as well as in the practical creation of advertising communications, in the process of building a brand, analysis of visual elements of the brand, based on which they are able to independently and creatively apply semiotic theory in practice.	
Class syllabus: - Theoretical basis of semiotics - what is the sign, the nature of the sign, semiosis, motivated and conventional signs, the development of signs, classification of signs. - The main representatives of semiotics and their theoretical background - Ch. S. Peirce, Ch. Morris, J. S. Mill, F. de Saussure, Ogden-Richards reference triangle, U. Eco, R. Barthes, etc. - Basic semiotic research methods - interpretation, formalization and language analysis. - Communication process from the point of view of art, media and advertising - what is communication, types of communication, mass communication, marketing communication, the	

most well-known models of communication (model of C. E. Shannon, W. Weaver, HW Lasswell, G. Gerber, R. Jakobson, R. Williams, S. Hall, etc.), general scheme of communication process, basic model of artistic and commercial communication, differences between artistic and commercial communication.

- Syntax of print ad - main features of print ad and their characteristics, e.g. line, shape, light, color, font, space and its organization (division and layout of the textual, pictorial part), balance and tension, composition, rhythm, figure, object - promoted product, etc.

- Syntax of audiovisual advertising - the main features of audiovisual advertising in relation to the film language, e.g. film shot, camera tilt, camera movement, depth of field, space in the advertising spot, time in the advertising spot, rhythm of the advertising spot, color in the advertising spot, music in the advertisement, montage, psychology of characters resp. psychological effect of the whole advertisement, aestheticization of the image (costumes, lighting, idealization of space, typification of characters, etc.).

- Brand building and strategic brand management - brand functions, brand identity and image, basic brand elements (name - name, logo and other symbols, slogan, brand representative and mascot, cover, jingle - music logo, URL - internet domain - brand website), criteria for selecting individual brand elements.

- Brand personality - brand archetypes, brand and myth-making system.

- Logo, its means of expression and historical means - historical development of the logo, characteristics of basic terms such as logo, logotype, brand, trademark, tagline, corporate design, corporate identity, etc. ; logo syntax - logo and color, logo and font, logo and shape; basic rules of logo creation and common mistakes in its design.

- Design manual - application of the logo and visual elements of the brand in practice, the meaning and function of the design manual, the basic components of the design manual.

Recommended literature:

BANYÁR, Milan. Semiotika reklamy. Bratislava : Univerzita Komenského v Bratislave , 2019. ISBN 978-80-223-4821-8

ČERNÝ, Jiří a Jan HOLEŠ. Sémiotika. Praha : Portál, 2004. ISBN 80-7178-832-5.

DOUBRAVOVÁ, Jarmila. Sémiotika v teorii a praxi. Praha : Portál, 2003. ISBN 978-80-7367-493-9.

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.

Languages necessary to complete the course:

Slovak

Notes:

Past grade distribution

Total number of evaluated students: 271

A	B	C	D	E	FX
25,09	31,0	28,41	9,23	6,27	0,0

Lecturers: doc. PhDr. Milan Banyár, PhD.

Last change: 18.01.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-040/11	Course title: Social Advertising
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: II.	
Prerequisites:	
Course requirements: - elaboration and presentation of group assignments during the semester - examples of existing advertising communications in the field of social advertising or corporate social responsibility and their explanation with regard to the authenticity of the message and execution (usually at least 3 assignments during the semester, students are divided into smaller groups of 4 max. 5 members) - test at the end of the course. Rating scale: A 100 - 93, B 92 - 84, C 83 - 76, D 75 - 68, E 67 - 60, FX 59 - 0 Scale of assessment (preliminary/final): 20/80	
Learning outcomes: - students are familiar with the issues of social advertising and social responsibility and their subsystems, understand the importance of these disciplines and how they contribute to the sustainable development of the whole society - students have knowledge of the development and context of the formation of this discipline and the need for marketing communication as a tool to raise the profile of socially important topics - have an overview of the specifics of advertising and marketing in the field of social advertising and corporate social responsibility - students have an overview of current topics and trends in the field of sustainability and responsible business - obtain information about the pitfalls of preparing communications in practice from non-profit marketers or representatives of advertising agencies Upon successful completion of the course, the student is able to critically view, evaluate, coordinate or actively participate in the preparation of communication, strategic grasp and marketing outputs in the field of social advertising and corporate social responsibility.	
Class syllabus: Introductory terms - social advertising, social responsibility, sustainability, CSR, ESG, non-profit organizations Authenticity as one of the basic elements of quality advertising with a social dimension Sustainability, corporate social responsibility and ESG Cause related marketing	

Current topics - zero waste, upcycling, slow food
 Internal culture of the organization, values and ethical principles as a driving force of social responsibility
 Social advertising, its place and importance in marketing
 History of social advertising in Slovakia
 History of social advertising in the USA
 Oliviero Toscani as a pioneer of socially conscious advertising by commercial entities
 Analysis of communication and campaigns of socially responsible commercial entities
 Analysis of campaigns of world and Slovak non-profit organizations
 Lectures and discussion with representatives of marketing departments of non-profit organizations and representatives of advertising agencies creating social advertising

Recommended literature:

Čo je zodpovedné podnikanie [online]. ©2021 [cit. 2021-09-25]. Dostupné na: <https://www.blf.sk/co-je-zodpovedne-podnikanie/>
 HORŇÁK, Pavel. Reklama: Teoreticko-historické aspekty reklamy a marketingovej komunikácie. Zlín: VeRBuM, 2018. ISBN 978-80-875009-4-1
 JOHNSON, Bea. Domácnosť bez odpadu. Bratislava: Aktuell, 2019. ISBN 978-80-817204-7-5
 KRECHOVSKÁ, Michaela, HEJDUKOVÁ, Pavlína, HOMMEROVÁ, Dita. Řízení neziskových organizací: klíčové oblasti pro jejich udržitelnost. Praha: Grada Publishing, 2018. ISBN 978-80-247-3075-2
 Slovenská republika a ciele udržateľného rozvoja AGENDY 2030 [online]. ©2016 [cit. 2021-09-25]. Dostupné na: https://slovak.statistics.sk/wps/wcm/connect/43d59763-5c43-4a14-8abc-3a7addb0a80b/Slovenska_republika_a_ciele_udrzatelneho_rozvoja_Agendy_2030.pdf?MOD=AJPERES&CACHEID=43d59763-5c43-4a14-8abc-3a7addb0a80b
 TOSCANI, Oliviero. Reklama je navoňaná zdochlina. Praha: Slovart, 1996. ISBN 80-7145-221-1
 Zodpovedné podnikanie [online]. ©2021 [cit. 2021-09-25]. Dostupné na <https://www.nadaciapontis.sk/zodpovedne-podnikanie/>

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 399

A	B	C	D	E	FX
40,85	28,57	19,8	7,02	3,76	0,0

Lecturers: Mgr. Alena Popovičová, PhD.

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-moMK-001/17		Course title: Specific Features of Performance in Audio-Visual Media			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 3.					
Educational level: II.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 186					
A	B	C	D	E	FX
83,87	10,22	4,84	0,0	0,54	0,54
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 29.10.2021					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-048/12	Course title: The Marketing of Art, Culture and Cultural Heritage
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: For successful completion of the course (attendance method), minimum of 70% attendance at seminars is required . Presentation of the chosen topic during the semester 30% of evaluation (presentation is evaluated passed / not passed), Oral examination 70% of evaluation (oral examination is evaluated with marks A, B, C, D, E, - passed, or FX - failed). In order to obtain an A grade, a minimum of 70% attendance at seminars is required + passing a presentation during the semester + answering an oral exam with 90% + criteria met, To obtain a B grade, a minimum of 70% attendance at seminars is required + passing a presentation during the semester + answering an oral exam with the fulfillment of criteria at 80% -89%, To obtain a grade C, it is necessary to have at least 70% attendance at seminars + passing a presentation during the semester + answering an oral exam with the fulfillment of criteria at 70% -79%, To obtain a grade D, it is necessary to have at least 70% participation in seminars + passing a presentation during the semester + answer to the oral exam with the fulfillment of criteria to 60% -79%, To obtain an E grade, a minimum of 70% attendance at seminars is required + a presentation during the semester + an answer to an oral exam with the criteria of 50% -59%. Scale of assessment (preliminary/final): 30/70	
Learning outcomes: Students will acquire knowledge in the field of art, culture and cultural heritage marketing. They will gain skills in building strategic tools for brands of cultural institutions, artistic bodies and individuals, as well as cultural and national monuments. Graduates of the course will be qualified to develop concepts of marketing communication strategy within integrated marketing communication for entities operating in the field of culture and art.	
Class syllabus: 1. Definition of terms and characteristics of individual "products" in the field of culture and art. 2. Specifics of marketing, so-called living culture versus cultural heritage marketing, differences in approach to commercial and non-commercial culture in the marketing mix.	

3. Marketing research in culture, the importance of segmentation, competition analysis.
4. Targeted marketing and its importance for cultural institutions, brand and its positioning, the importance of intangible "product" brand strategy in culture.
5. Integrated marketing communication and trends in communication strategies.
6. Marketing communication vs. publicity, media relations in culture.
7. Visual arts, music and literary arts, etc. in non-profit projects and in the commercial sphere - marketing differences and similarities.
8. Marketing project in culture - importance, creation, presentation, implementation, evaluation, marketing strategies in various areas of culture.

Recommended literature:

COLBERT, Francois. a kol. Marketing Culture and the Arts. Vyd. 2. Montreal: Paul & Pub Consortium, 2001. ISBN 2-89105-552-7

JOHNOVÁ, Radka, ČERNÁ, Jana. ARTS MARKETING: Marketing umění a kulturního dědictví. Praha: Oeconomica, 2007. ISBN 978-80-245-1276-1

KESNER, Ladislav. Marketing a management muzeí a památek. Praha: Grada Publishing, 2005. ISBN 80-247-1104-4

KOTLER, Philip. Moderní marketing. 4 evropské vydání. Praha: Grada Publishing, 2007. ISBN 978-80-247-1545-2

TAJTÁKOVÁ, Mária et al. Marketing kultúry: ako osloviť a udržať si publikum. Bratislava: Eurokódex, 2010. ISBN 978-80- 89447

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 366

A	B	C	D	E	FX
92,62	6,28	1,09	0,0	0,0	0,0

Lecturers: prof. Ing. Pavol Kita, PhD.

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2025/2026	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-089/15	Course title: Training in Creative Skills
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: II.	
Prerequisites:	
Course requirements: Creation of selected promotional means (slogan, copy text, posts on social media) - a total of max. 20 points, presentation of the chosen topic continuously according to the schedule in the introductory hours max. 10 points, test at the end of the course max. 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): 30/70	
Learning outcomes: Students will learn about various types of creative communication techniques, which they will also try out on a practical level. The emphasis is on working with the word, creativity, the ability to present your idea. Creative exercises work with humor, absurdity, associations. Upon successful completion of this course, students will learn about creative techniques that will help them in their future work with the word, whether in advertising agencies, periodicals or PR. The aim is to teach them not only to play with words, but also to better, more precisely formulate and present their ideas and thoughts to others.	
Class syllabus: 1. Communication creative techniques 2. Brainstorming, advantages and disadvantages 3. Word games 4. Working with metaphor 5. Working with rhymes 6. Association chains in connection with the image 7. Product association chains 8. Creation of advertising slogans and product names 9. How do insight, explication and creative concept arise? 10. Working in a group, finding a creative solution 11. Collective evaluation of solutions and new starting points 12. Evaluation of creativity in the final phase	
Recommended literature:	

BLY, W. Robert. The Copywriter's Handbook. New York: St. Martin's Publishing Group, 2020. ISBN 978-1-250-23801-6.
HORŇÁKOVÁ, Michaela. Copywriting. Praktický průvodce tvorbou textu, které prodávají. Brno: Computer Press, 2012. ISBN 978-80-251-3269-2.
SALEM, Lionel. Reklamní slogany a příběhy stojící za jejich vznikem. Brno: BizBooks, 2013. ISBN 978-80-265-0064-3.
SÁLOVÁ, Anna et al. Copywriting. Brno: Computer Press, 2015. ISBN 978-80-251-4589-0.
ŽÁK, Peter. Kreativita a její rozvoj. Brno: Computer Press, 2004. ISBN 80-251-0457-5.

Languages necessary to complete the course:

slovak

Notes:

Past grade distribution

Total number of evaluated students: 288

A	B	C	D	E	FX
69,44	23,26	6,94	0,0	0,0	0,35

Lecturers: Mgr. Jakub Laca

Last change: 15.02.2022

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