

Course descriptions

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COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-340/26		Course title: A Spokesperson in the Age of Social 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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 119					
A	B	C	D	E	FX
90,76	7,56	1,68	0,0	0,0	0,0
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-308/26		Course title: Advertisement			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 253					
A	B	C	D	E	FX
53,36	20,95	9,09	10,67	5,53	0,4
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-321/26		Course title: Advertising Ethics			
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: 6					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 226					
A	B	C	D	E	FX
41,15	32,3	16,81	5,31	3,54	0,88
Lecturers: prof. PhDr. Ľudovít Hajduk, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-337/26		Course title: Advertising Regulations			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 411					
A	B	C	D	E	FX
58,64	24,09	10,95	4,62	1,7	0,0
Lecturers: PhDr. Vladimír Repčík					
Last change: 01.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-310/26		Course title: Agencies in Marketing Communications			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 242					
A	B	C	D	E	FX
64,88	24,79	3,72	3,31	1,24	2,07
Lecturers: Ing. Mgr. Daniela Vunhu, PhD., Mgr. Anna Dzurjaníková					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-327/26		Course title: Alternative Forms of Marketing Communication			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 273					
A	B	C	D	E	FX
27,11	24,54	22,34	17,22	7,69	1,1
Lecturers: Mgr. Viktória Madleňáková					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-331/26		Course title: Audio advertisement			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 260					
A	B	C	D	E	FX
31,15	31,15	22,31	6,92	6,92	1,54
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 01.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-307/26	Course title: B2B Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 2.	
Educational level: I.	
Prerequisites:	
Course requirements: Completion of 4 case studies during the semester, each worth a maximum of 10 points. The final exam is written and worth a maximum of 60 points. To successfully complete the course, it is necessary to obtain: at least 25 points during the semester, and at least 35 points on the final exam. Grading scale: A: 100 – 93% (excellent results with minimal errors) B: 92 – 84% (above-average standard with a few errors) C: 83 – 76% (average results with a higher number of errors) D: 75 – 68% (acceptable results, but with significant shortcomings) E: 67 – 60% (results meet only the minimum criteria) FX: 59 – 0% (additional exam required or course must be repeated) A maximum of 2 excused absences is allowed. Violation of academic integrity results in the annulment of the points obtained in the respective assessment component. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: After completing the course, the student is able, based on case studies and the use of quantitative methods, to make sound marketing decisions in the market.	
Class syllabus: Customer value creation. Markets and the competitive environment – their definition, market size estimation, situational analysis. Marketing planning – case study. Spatial strategy: geomarketing – case study. Market segmentation and target market selection. Strategic partnership in marketing: trade marketing. Consumer buying behavior – case study.	

Product – case study. Forms of cooperation in the distribution channel – case study. Category management – case study. Merchandising – case study. Pricing strategies – case study. Marketing communication model – case study.					
Recommended literature: ARAUJO, L. Markets, market-making and marketing. Marketing Theory, 2007, 7(3): 211-226. FRIPP, G. The Practical Marketing Workbook. Sidney: Independently published, 2017. KELLER, K. Marketing management. 16. vydanie. New York: Pearson, 2021. KISHOLOY, R. Case Studies for Marketing Students. New York: CreateSpace Independent Publishing Platform, 2016. KITA, J. a kol. 2017. Marketing. Bratislava: Wolters Kluwer.					
Languages necessary to complete the course: Slovak, English					
Notes:					
Past grade distribution Total number of evaluated students: 52					
A	B	C	D	E	FX
9,62	44,23	40,38	3,85	1,92	0,0
Lecturers: prof. Ing. Pavol Kita, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-304/26	Course title: B2C Marketing
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 6	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Completion of 4 case studies during the semester, each worth a maximum of 10 points. The final exam is written and worth a maximum of 60 points. To successfully complete the course, it is necessary to obtain: -at least 25 points during the semester, and -at least 35 points on the final exam. Grading scale: A: 100 – 93% (excellent results with minimal errors) B: 92 – 84% (above-average standard with a few errors) C: 83 – 76% (average results with a higher number of errors) D: 75 – 68% (acceptable results, but with significant shortcomings) E: 67 – 60% (results meet only the minimum criteria) FX: 59 – 0% (additional exam required or course must be repeated) A maximum of 2 excused absences is allowed. Violation of academic integrity results in the annulment of the points obtained in the respective assessment component. Scale of assessment (preliminary/final): 40/60.	
Learning outcomes: After completing the course, the student is able, based on theoretical knowledge, to identify the general rules and principles of marketing used in the context of business practice.	
Class syllabus: Theoretical foundations of marketing. The marketing environment of a company. Marketing information system. Marketing research. Marketing planning. Consumer buying behavior. Organizational buying behavior. Market segmentation, target market selection, and market positioning.	

Marketing planning. Product. Price. Retail. Marketing communication.												
Recommended literature: ARMSTRONG, G., AGNIHOTRI, P., KOTLER, P., PRAFULA AGNIHOTRI, S. B. 2023. Principles of Marketing, 19. vydanie. New York: Pearson, 2023. FRIPP, G. 2017. The Practical Marketing Workbook. Sidney:Independly published. KELLER, K. Marketing management. 16.vydanie. New York: Pearson, 2021. KITA, J. a kol. Marketing. Bratislava: Wolters Kluwer, 2017. KOTLER, Ph., KELLER, K. Marketing management. 14. vydanie. New York: Pearson, 2023. RENDELMAN, D. Marketing Matters. New York: Independently published, 2023.												
Languages necessary to complete the course: Slovak, English												
Notes:												
Past grade distribution Total number of evaluated students: 55												
<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>18,18</td> <td>61,82</td> <td>18,18</td> <td>1,82</td> <td>0,0</td> <td>0,0</td> </tr> </tbody> </table>	A	B	C	D	E	FX	18,18	61,82	18,18	1,82	0,0	0,0
A	B	C	D	E	FX							
18,18	61,82	18,18	1,82	0,0	0,0							
Lecturers: prof. Ing. Pavol Kita, PhD.												
Last change: 08.04.2026												
Approved by: prof. Ing. Pavol Kita, PhD.												

STATE EXAM DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-099/15	Course title: Bachelor's Degree Thesis Defense
Number of credits: 12	
Educational level: I.	
<p>Course requirements:</p> <p>Submission of the bachelor's thesis within the deadline specified in the schedule of the current academic year for the relevant date of the state exam. The bachelor thesis is submitted in an electronic version via AIS. The work must meet the parameters determined by the internal quality system of the UK. On the provisions of Article 14 of the Internal Regulation no. 5/2020 (Study regulations of Faculty of Arts UK).</p> <p>The supervisor of the final thesis and its opponent will prepare reviews of the bachelor's thesis and suggest an evaluation in the A-FX classification scale, which the student has at his disposal min. 3 working days before the defense.</p> <p>Bachelor thesis evaluation criteria:</p> <ol style="list-style-type: none"> 1. The contribution of the bachelor's thesis, the fulfillment of the goals of the thesis in its assignment and the requirements for the content of the bachelor's thesis work given by the internal quality system of the UK. Assessed: demonstration of knowledge and skills, ability to work creatively in the study program, ability applied in the assembly, interpretation and processing of basic professional literature; in the case of a practically oriented bachelor's thesis and mastery of the application of theoretical principles in practice and verifiability of hypotheses; 2. Originality of the work (the bachelor's thesis must not have the character of plagiarism, it must not violate the author's rights of other authors); protocols are also part of the documentation for the defense of the bachelor's thesis originality from CRZP and Theses, to the results of which the thesis supervisor and the opponent comment in its opinions; 3. Accuracy and correctness of citation of used information sources, research results of others authors and author groups, the accuracy of the description of methods and working procedures of other authors or author groups; 4. Compliance of the bachelor's thesis structure with the prescribed composition defined by the internal system of quality UK; 5. Respecting the recommended range of the bachelor thesis (recommended range of the bachelor thesis is usually 30 - 40 standard pages = 54,000 to 72,000 characters, including spaces), the adequacy of the range of work is assessed by the thesis supervisor; 6. Linguistic and stylistic level of work and formal arrangement. The student orally presents the content, achieved goals and conclusions of the bachelor thesis and answers questions and comments of the thesis supervisor, opponent and members of the examination board. Commission comprehensively evaluate the quality of the bachelor's thesis, assess the method and form of defense and the student's ability to adequately respond to the comments and questions in the reviews of the thesis supervisor and the opponent. The evaluation is obtained from the arithmetic average of the evaluations from the review made supervisor, opponent and evaluation of the examination committee, which also assesses the quality of the presentation of the final thesis and the student's ability to respond to the comments of the supervisor, opponent and members of the examination committee. 	

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

Learning outcomes:

The student has mastered the basic requirements of writing a professional text in compliance with the rules of academic ethics, is able to work creatively in the field of study in which he graduated program, has adequate knowledge and understanding of the issues being addressed. He knows apply their skills in the collection, interpretation and processing of basic professional literature, or in its application in practice or has the ability to solve a partial task related to the focus of the bachelor's thesis.

With the bachelor's thesis, the student demonstrates the ability to take a creative approach to solving problems in the field of marketing and communication practice, is able to analyze and critically evaluate the existing theoretical knowledge in the selected area, respectively. comprehensively process historical, archival data and bring proposals for their use in the field of MC.

After a successful defense of the bachelor's thesis, the student is able to logically deal with the theoretical background of the bachelor's thesis and respond to questions on the issues addressed.

Class syllabus:

1. Presentation of the bachelor's thesis to the the commission for state exams, the opponent bachelor thesis and those present.
2. Student's responses to comments and questions in the reports.
3. The student's response to the questions of the commission for state exams and the questions that emerged from the discussion.
4. Student's answer to the theoretical question.

State exam syllabus:

Recommended literature:

LICHNEROVÁ, L. Písanie a obhajoba záverečných prác [online]. Bratislava: Univerzita Komenského, 2016 [cit. 2016-10-09]. Dostupné na: http://stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prace.pdf

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

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

Last change: 15.02.2022

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

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-003/15	Course title: Basics in Mass Communication
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Course requirements: Class participation (30%), seminar papers on topics assigned in advance by the instructor, up to 10 standard pages in length (40%), 100% attendance (30%). Students must achieve a minimum overall score of 60%. A 100 – 93% (excellent results with minimal errors) B 92–84% (above-average standard with a few errors) C 83–76% (average results with a greater number of errors) D 75–68% (acceptable results, but with significant shortcomings) E 67–60% (results meet only the minimum criteria) FX 59–0% (requires a retest or repeating the course) Violations of academic ethics result in the cancellation of points earned in the relevant assessment item. Scale of assessment (preliminary/final): 70/30	
Learning outcomes: Students acquire comprehensive and up-to-date knowledge of the subject matter, which prepares them to apply their skills effectively in the field of marketing communication. They gain a deeper understanding of the history and evolution of marketing communication and the development of communication strategies, which they can draw upon when creating their own marketing campaigns.	
Class syllabus:	
Recommended literature:	
Languages necessary to complete the course: Slovak	
Notes:	

Past grade distribution					
Total number of evaluated students: 195					
A	B	C	D	E	FX
74,36	15,38	5,64	3,08	0,51	1,03
Lecturers: Mgr. Jakub Laca					
Last change: 27.03.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-319/26		Course title: Basics of Argumentation			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 73					
A	B	C	D	E	FX
87,67	10,96	1,37	0,0	0,0	0,0
Lecturers: prof. Mgr. Marián Zouhar, PhD.					
Last change: 07.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-335/26		Course title: Brandbuilding			
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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 390					
A	B	C	D	E	FX
76,92	18,46	4,36	0,0	0,26	0,0
Lecturers: doc. PhDr. Milan Banyár, PhD., Bc. Ing. Milada Halová					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-336/26		Course title: Creating a print campaign			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 214					
A	B	C	D	E	FX
92,06	5,14	0,93	0,0	1,4	0,47
Lecturers: PhDr. Branislav Mladý					
Last change: 01.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-333/26		Course title: Creative Writing			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 462					
A	B	C	D	E	FX
72,73	17,32	7,36	0,87	0,87	0,87
Lecturers: Mgr. Peter Rajčák, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-322/26		Course title: Creativity Workshop			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 1130					
A	B	C	D	E	FX
85,31	12,12	1,59	0,53	0,0	0,44
Lecturers: Mgr. Peter Rajčák, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-087/15	Course title: Culture of Mass Media and Pop Culture
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 5.	
Educational level: I.	
Prerequisites:	
Course requirements: Grading scale: 0-59%-FX, 60-67%-E, 68-75%-D, 76-83%-C, 84-91%-B, 92-100%-A The teacher will accept a maximum of two absences with documentation. Course requirements during the semester: Essay (20 points): 5,000 characters, a current topic related to current cultural and media situation. Class presentation (30 points) + written paper (10 points): 20 minutes, on a specified day, the student chooses a topic at the beginning of the semester (sample topics eg: Al-Jazeera Television as a global mass medium, Celebrities and influencers of social media and their audiences, Western movie - development and characteristics of the genre, Sci-fi - development and characteristics of the film genre, Vampire evolution: from horror books to romantic sagas, Sitcom - historical development and characteristics of the genre, Bollywood - the position of the Indian film industry in the world, K-pop - South Korean popular music as a global pop culture and marketing phenomenon, Manga, anime - Japanese contribution to global pop culture, Cosplay: participation of fans in popular culture, Fanfiction - participation of fans in popular culture) Written test (30 points): in the last third of the semester (questions: lectures, presentations) Scale of assessment (preliminary/final): Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Learning outcomes: Upon successful completion of the course, students have knowledge of current popular and media culture with regard to its historical development. They are able to analyze pop culture phenomena in terms of their social context, they have the skills to evaluate the relationship between content and media. They can use the acquired knowledge in analyzing the communications of marketing communication in the context of the system of popular and media culture.	
Class syllabus: Class syllabus - lectures: 1. Relationship between communication and culture. Subcultures in culture 2. Medium as technology and content. 3. Remediation of cultural content, the influence of the media on the content and the recipient 4. Definition of the terms mass, popular and mass media 5. Folk culture in the context of contemporary popular culture. 6. Structure and properties of media culture. 7. Internet,	

social media and culture. Network culture as a perspective of the development of mass media culture
8. Globalization of culture and media 9. Advertising and marketing communication as a part of
media and popular culture 10. The contemporary theories and concepts of culture, media culture
and popular culture 11.-12. Selected phenomena of popular and media culture (celebrity culture,
fans and fandom, gamification, film genres, electronic games, children and media violence, etc.)

Recommended literature:

Recommended literature:

Moravčíková, E. Vybrané megatrendy v súčasnej mediálnej zábave. Nitra: Univerzita
Konštantína Filozofa, 2013. ISBN 978-80-558-0533-7.

Kasarda, M. Populárna kultúra a masové médiá od karnevalovej ulice po virtuálny svet. Žilina:
Eurokódex, 2013. ISBN 978-80-8155-011-9.

Rankov, P. Remediácia ako perpetuum mobile kultúry. World Literature Studies. 2013, Vol. 5, N.
3, p. 15-25. ISSN (online) 1337-9690.

Languages necessary to complete the course:

Languages necessary to complete the course: Slovak
English and Czech - for class readings

Notes:

Past grade distribution

Total number of evaluated students: 140

A	B	C	D	E	FX
70,0	6,43	12,14	5,0	2,86	3,57

Lecturers: doc. PhDr. Pavel Rankov, PhD.

Last change: 11.09.2023

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

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-323/26		Course title: Digital Content Creation 1			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 536					
A	B	C	D	E	FX
95,52	2,8	1,12	0,37	0,0	0,19
Lecturers: Ing. Mgr. Daniela Vunhu, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-325/26		Course title: Digital Content Creation 2			
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 507					
A	B	C	D	E	FX
95,46	3,16	0,39	0,0	0,39	0,59
Lecturers: Ing. Mgr. Daniela Vunhu, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-317/26		Course title: Direct 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: 5					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 216					
A	B	C	D	E	FX
32,41	29,63	22,69	9,72	3,7	1,85
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 01.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-003/22	Course title: English for Specific / Academic Purposes 3
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Antirequisites: FiF.KJ/A-boCJ-003/00	
Course requirements: 100% Continuous assessment throughout the teaching part of the semester: <ul style="list-style-type: none"> • test 50 points, presentation and written assignment (40 points) • active participation / individual assignments (for every seminar) 10 points Assessment: 100 % - 92 % - A, 91 % - 84 % - B, 83 % - 76 % - C, 75 % - 68 % - D, 67 %-60 % - E, 59 % and less – FX Dates will be announced during the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. 2 absences with the proof of reason for non-attendance. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on an appropriate course of action. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The student has acquired language skills that enable him to successfully communicate in the academic environment. These skills enhance his reading comprehension of various texts from the field of social sciences and humanities. The student is thus able to use information from sources written in English, prepare a questionnaire and conduct a survey or a simple research (based on the needs of the discipline studied) and report on it in written as well as oral form. He can write selected academic texts using suitable academic vocabulary, incorporating techniques of outline and brainstorming when searching for a suitable topic. The student is able to participate in the preparation and delivery of group presentation on a subject-specific topic as well as participate in a discussion.	
Class syllabus: A selection from the following: <ul style="list-style-type: none"> • Developing and consolidating communication competence in the academic environment • Active use of academic and subject-specific vocabulary • Building reading competence (authentic texts from the field of humanities and social sciences) 	

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

Recommended literature:

General

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

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

Subject-specific

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

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

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

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

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

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

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

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

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

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf

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

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

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

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

Languages necessary to complete the course:

English (minimum B1)						
Notes:						
Past grade distribution						
Total number of evaluated students: 5315						
A	ABS	B	C	D	E	FX
24,14	0,0	24,38	20,43	14,62	12,17	4,25
Lecturers: Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., doc. Mgr. Olha Luchenko, PhD., Mgr. Michaela Hroteková, PhD., Mgr. Dominika Mihaľová, Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová, Mgr. John Peter Butler Barrer, PhD.						
Last change: 28.04.2026						
Approved by: prof. Ing. Pavol Kita, PhD.						

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-004/22	Course title: English for Specific / Academic Purposes 4
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I.	
Prerequisites: FiF.KJ/A-boCJ-003/22 - English for Specific / Academic Purposes 3	
Antirequisites: FiF.KJ/A-boCJ-004/00	
Course requirements: a) Continuous assessment throughout the semester (45%): written assignment - (30 points) and individual assignments for every seminar (15points) b) Examination period (55%): presentation including discussion (50+5points) Assessment: 100 % - 92 % - A, 91 % - 84 % - B, 83 % - 76 % - C, 75 % - 68 % - D, 67 %-60 % - E, 59 % and less – FX 2 absences with the proof of reason for non-attendance. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on an appropriate course of action. Scale of assessment (preliminary/final): 50/50 (%)	
Learning outcomes: The student actively uses the English language for communication in the academic environment. The level of achieved language competencies means that the student is able to obtain information from sources written in English (printed sources, electronic media) and work with them, building on the knowledge from his field of study. He is able to actively use academic and subject-specific vocabulary, independently prepare a suitably structured presentation on a topic from his field of study (including slides) using appropriate vocabulary. This means that he can present the results of his own research in a form that is suitable for the academic environment and actively participate in discussion. The student can write various academic texts using appropriate linguistic means. He follows the academic code of ethics (avoiding plagiarism, employing appropriate paraphrasing and quotation techniques).	
Class syllabus: <ul style="list-style-type: none"> • Developing and consolidating communication competence in the academic environment • Active use of subject-specific and academic vocabulary • Developing reading competence (various texts from the field of humanities and social sciences) • Work with model factual texts 	

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

Recommended literature:

General

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

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

Subject-specific

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

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

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

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

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

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

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

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf

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

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

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

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Languages necessary to complete the course:

English (minimum B1)

Notes:

Past grade distribution						
Total number of evaluated students: 4893						
A	ABS	B	C	D	E	FX
30,17	0,0	23,36	20,91	11,81	8,79	4,97
Lecturers: Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., doc. Mgr. Olha Luchenko, PhD., Alan James Dykstra, Mgr. Michaela Hroteková, PhD., Mgr. Dominika Mihaľová, Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová, Mgr. John Peter Butler Barrer, PhD.						
Last change: 28.04.2026						
Approved by: prof. Ing. Pavol Kita, PhD.						

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-001/22	Course title: English for Specific / Academic Purposes 1
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I.	
Prerequisites:	
Antirequisites: FiF.KJ/A-boCJ-001/00	
Course requirements: Evaluation: 100% Continuous assessment throughout the teaching part of the semester: <ul style="list-style-type: none"> • test 50 points, presentation and written assignment (40 points) • active participation / individual assignments (for every seminar) 10 points Assessment: 100 % - 92 % - A, 91 % - 84 % - B, 83 % - 76 % - C, 75 % - 68 % - D, 67 %-60 % - E, 59 % and less – FX 2 absences with the proof of reason for non-attendance. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on an appropriate course of action. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The student has knowledge of various language skills and distinguishes various styles and genres that enable him/her to successfully master the processes of foreign language communication (oral and written) in a specific segment of the professional sphere, which is the preparation for a profession in a university environment. The student is thus able to talk about his/her university studies in Slovakia, introduce his/her own study programme, describe its practical application and explain his motivation to study. The level of achieved language competence and skills will enable the student to develop subject-specific vocabulary and obtain information from various English language sources. He/She can understand simple authentic texts from humanities and social sciences. The student is able to write a selection of texts used in the academic environment. He/She can extract information and data from simple academic texts and visually present them using graphs and tables, and use appropriate vocabulary when communicating in the academic environment.	
Class syllabus: Selection from: <ul style="list-style-type: none"> • My study programme (content, graduate profile) • What is an academic text? 	

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

Recommended literature:

General:

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

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

Subject-specific:

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

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

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

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

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

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

Bratislava: Comenius University, 2019

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

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf

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

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

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

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Languages necessary to complete the course:

English (minimum B1)

Notes:						
Past grade distribution Total number of evaluated students: 8343						
A	ABS	B	C	D	E	FX
24,4	0,0	22,53	20,3	12,54	12,03	8,19
Lecturers: Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., Mgr. Dominika Mihaľová, Mgr. Michaela Hroteková, PhD., Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová, Mgr. John Peter Butler Barrer, PhD.						
Last change: 28.04.2026						
Approved by: prof. Ing. Pavol Kita, PhD.						

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-002/22	Course title: English for Specific / Academic Purposes 2
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I.	
Prerequisites: FiF.KJ/A-boCJ-001/22 - English for Specific / Academic Purposes 1	
Antirequisites: FiF.KJ/A-boCJ-002/00	
Course requirements: 100% Continuous assessment throughout the teaching part of the semester: <ul style="list-style-type: none"> • test 50 points, presentation and written assignment (40 points) • active participation / individual assignments (for every seminar) 10 points Assessment: 100 % - 92 % - A, 91%-84% - B, 83 % - 76 % - C, 75 % - 68 % - D, 67 %-60 % - E, 59 % and less – FX Dates will be announced during the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. 2 absences with the proof of reason for non-attendance. In case of serious health problems, representation abroad, or other unforeseen circumstances or serious circumstances not listed here, it is necessary to discuss this in advance with the teacher and agree on an appropriate course of action. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The students is able to actively use acquired subject-specific specific as well as academic vocabulary in communication in the academic environment, e.g., when presenting a short project or interpreting data from graphs and tables, which can be converted into text. The student is able to obtain information from English language sources (texts from the field of social sciences and humanities), while more detailed work with them ensures he is acquainted with various research methods and he can describe them. The student is also familiar with text summarising techniques and is able to summarize short academic texts, pinpointing the main and supporting arguments. He can write selected texts from the academic environment, using appropriate paraphrasing and citation techniques, referring to sources and he is able to compile an appropriate bibliography, thus avoiding plagiarism.	
Class syllabus: A selection from: <ul style="list-style-type: none"> • Academic and subject-specific terminology and its use • Development of reading competence (authentic texts from humanities and social sciences) 	

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

Recommended literature:

General:

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

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

<https://dspace.uniba.sk/xmlui/handle/123456789/43>.

Subject-specific:

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

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

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

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

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

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

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

Bratislava: Stimul, 2019 [cit. 2021-10-14]. Available on intranet: http://stella.uniba.sk/texty/UK/FIF_DS_ESP_Reader_philosophy.pdf

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

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

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

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

Languages necessary to complete the course:

English (minimum B1)

Notes:

Past grade distribution						
Total number of evaluated students: 7376						
A	ABS	B	C	D	E	FX
27,49	0,0	24,34	19,06	11,89	11,02	6,2
Lecturers: Mgr. Denisa Šulovská, PhD., Mgr. Yulia Gordiienko, Mgr. Ivana Juríková, PhD., Alan James Dykstra, Mgr. Dominika Mihaľová, Mgr. Michaela Hroteková, PhD., Mgr. Zuzana Hudáková, Mgr. Klaudia Rybovičová, Mgr. John Peter Butler Barrer, PhD.						
Last change: 28.04.2026						
Approved by: prof. Ing. Pavol Kita, PhD.						

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-328/26	Course title: Exhibitions and Trade Shows
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: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: During the semester, students, divided into teams, will organize an exhibition on a designated topic related to the focus of the Department of Marketing Communication at FiF UK. They will design the exhibition concept, promotional materials, and invitations, prepare the scenario and media plan, and execute the exhibition. Evaluation will be based on the fulfillment of assigned tasks within each team (40 points). The final exam is oral, with a maximum of 60 points. To successfully complete the course, students must obtain at least 25 points during the semester and 35 points from the final exam. Grading scale: A 100–93% (excellent results with minimal errors) B 92–84% (above-average standard with a few errors) C 83–76% (average results with a higher number of errors) D 75–68% (acceptable results but with significant shortcomings) E 67–60% (results meet only the minimum criteria) FX 59–0% (a retake exam or course repetition is required) A maximum of 2 excused absences is allowed. Violation of academic integrity results in the annulment of points obtained in the respective assessment component. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Students will acquire: a) basic theoretical knowledge about the history of exhibitions, their typology, characteristics, exhibition preparation, and the current significance of exhibitions and trade fairs; b) practical skills focused on creating an exhibition scenario, organizing, and promoting the exhibition as an event related to the field of marketing communication. Upon completion of the course, the student will possess basic theoretical knowledge of the history of exhibitions, their typology, characteristics, and exhibition preparation (including the development of a concept booklet and scenario), as well as the current significance of exhibitions and trade fairs.	

The student will be able to prepare a concept booklet, develop an exhibition scenario, and organize a small-scale exhibition event.

Class syllabus:

Historical aspects of exhibiting and presenting.

Basic concepts, categorization, and typology (exhibition vs. trade fair, exhibition industry, categorization and typology of events from different perspectives).

Organizations operating in the exhibition industry (from a sociological perspective, as a media organization and its characteristic features, financing).

Organizations operating in the exhibition industry (as a media organization and production processes, consequences of media influence, limitations, government authorities).

Textual preparation of the exhibition.

Trade fair as a medium (generational types of exhibitions and trade fairs, functions of the trade fair medium, media vs. exhibition organization).

Trade fair as a medium (tools of trade fair communication).

Preparation of a trade fair presentation (typology of exhibitions and trade fairs, types of exhibitions).

Preparation of a trade fair presentation (conceptual intent, client brief, phases of the exhibition process, main creators).

Accompanying events and their implementation.

Finalization of the exhibition event.

Promotion of exhibitions and trade fairs – PR and media.

Recommended literature:

PAVLŮ, D. Výstavy a veletrhy. Professional Publishing, 2009.

SVOBODA, V., FORET, M., KOLÁŘOVÁ, K., ZUMROVÁ, L. 2002. Vystavujeme na veletrhu. Jak expozici připravit a realizovat, aby splnila všechny požadované cíle. Praha : Computer Press, 2002.

VYSEKALOVÁ, J., HRUBALOVÁ, M., GIRGAŠOVÁ, J. 2004. Veletrhy a výstavy. Efektivní prezentace pro úspěšný prodej. Praha: Grada, 2004.

Languages necessary to complete the course:

Slovak, English

Notes:

Past grade distribution

Total number of evaluated students: 481

A	B	C	D	E	FX
58,0	19,54	7,9	4,57	5,2	4,78

Lecturers: prof. Ing. Pavol Kita, PhD.

Last change: 08.04.2026

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

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-031/22	Course title: German for Specific / Academic Purposes 1
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 1.	
Educational level: I., II.	
Prerequisites:	
Antirequisites: FiF.KJ/A-boCJ-031/00	
Course requirements: a) During the teaching part (continuous) 2 tests (70 points), presentation (30 points) b) During the examination period: (0 points) Rating scale: 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 100 / 0	
Learning outcomes: The students are able to report in a foreign language about university studies in Slovakia and its organization. The students are able to present their own study program, they can describe what their application and motivation to study in a foreign language. The students know the techniques of summarizing texts and are able to summarize a shorter professional text and determine the main statements of the text. The students are able to actively use vocabulary specific to the given field of study and academic environment in general.	
Class syllabus: Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> • University studies, its organization, self-study techniques, techniques of acquiring a foreigner language 	

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

Recommended literature:

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

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

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

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

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

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

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

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

Languages necessary to complete the course:

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

Notes:

Past grade distribution

Total number of evaluated students: 1936

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

Lecturers: Mgr. Ivana Zolcerová, PhD.

Last change: 29.06.2022

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

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-032/22	Course title: German for Specific / Academic Purposes 2
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 2.	
Educational level: I., II.	
Prerequisites: FiF.KJ/A-boCJ-031/22 - German for Specific / Academic Purposes 1	
Antirequisites: FiF.KJ/A-boCJ-032/00	
Course requirements: a) During the teaching part (continuous) 2 tests (70 points), presentation (30 points) b) During the examination period: (0 points) Rating scale: 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The students have key language resources, know the styles and genres to successfully accomplish processes of foreign language communication (oral and written) in a specific professional sphere, which is presented by vocational training in higher education. The students are able to transform the information obtained by studying the literature into a graph or other forms of visualizations and vice versa, they can describe diagrams or graphs. They know qualitative and quantitative research methods. They can recognize the main arguments presented in shorter professional texts. The students can substantiate their arguments in the discussion.	
Class syllabus: Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> • Developing reading competence 	

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

Recommended literature:

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

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

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

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

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

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

Languages necessary to complete the course:

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

Notes:

Past grade distribution

Total number of evaluated students: 1649

A	ABS	B	C	D	E	FX
18,68	0,0	13,77	19,53	16,37	19,47	12,19

Lecturers: Mgr. Ivana Zolcerová, PhD.

Last change: 29.06.2022

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

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-033/22	Course title: German for Specific / Academic Purposes 3
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I., II.	
Prerequisites:	
Antirequisites: FiF.KJ/A-boCJ-033/00	
Course requirements: a) During the teaching part (continuous) 2 tests (70 points), presentation (30 points) b) During the examination period: (0 points) Rating scale: 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: The students have key language resources, know the styles and genres to successfully accomplish processes of foreign language communication (oral and written) in a specific professional sphere, which is presented by vocational training in higher education. They are able to work with definitions and, with the help of the literature, to define terms by reference to the literature. The students are able to obtain information for their own paper from the literature and to cite and paraphrase the source. The students are able to report on the role of their study program in society. They know how to express feedback constructively.	
Class syllabus: Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> • Developing and consolidating communication competence in the academic environment 	

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

Recommended literature:

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

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

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

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

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

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

Languages necessary to complete the course:

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

Notes:

Past grade distribution

Total number of evaluated students: 1269

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

Lecturers: Mgr. Ivana Zolcerová, PhD.

Last change: 29.06.2022

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

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KJ/A-boCJ-034/22	Course title: German for Specific / Academic Purposes 4
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 4.	
Educational level: I., II.	
Prerequisites: FiF.KJ/A-boCJ-033/22 - German for Specific / Academic Purposes 3	
Antirequisites: FiF.KJ/A-boCJ-034/00	
Course requirements: a) During the teaching part (continuous) 1 written project (30 points), continuous tasks (20 points) b) During the examination period: 1 presentation of the project (35 points), 1 discussion for own presentation and active participation in colleagues' discussions (15 points) Rating scale: 100% - 91% - A, 90% - 81% - B, 80% - 73% - C, 72% - 66% - D, 65% - 60% - E, 59% and below - FX (student has not met the credit requirements) The exact date and topics of the mid-term evaluation will be announced at the beginning of the semester. Violation of academic ethics results in the cancellation of earned points in the respective assessment item. The lecturer will accept a maximum of 2 absences with documented evidence. In justified cases (serious health problems, representation abroad, or other unforeseen circumstances), it is necessary to agree with the teacher on the possible assignment of alternative work and the subsequent recognition of the absence. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: The students have key language resources, know the styles and genres to successfully accomplish processes of foreign language communication (oral and written) in a specific professional sphere, which is presented by vocational training in higher education. The students are able to prepare presentations on the chosen professional topics. They are able to substantiate their claims with arguments from studied literature, or own research. They can ask questions and lead a discussion with classmates.	
Class syllabus: Language training aimed at developing and consolidating communication competence (oral and written) in a specific segment of the professional sphere: <ul style="list-style-type: none"> • Preparation of the presentation: selection of a suitable professional topic 	

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

Recommended literature:

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

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

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

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

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

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

Languages necessary to complete the course:

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

Notes:

Past grade distribution

Total number of evaluated students: 1136

A	ABS	B	C	D	E	FX
19,89	0,0	15,85	20,77	17,87	19,45	6,16

Lecturers: Mgr. Ivana Zolcerová, PhD.

Last change: 29.06.2022

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

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-332/26		Course title: Graphic Design			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 217					
A	B	C	D	E	FX
77,88	19,35	2,3	0,0	0,0	0,46
Lecturers: PhDr. Branislav Mladý					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-341/26	Course title: Graphic Design Tools and Skills 1 - Online
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2., 4., 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in lessons (max. 2 excused absences). During the semester: Practical exercises and activities (30%): Ongoing submission of small graphic design assignments (creating social media posts, banners, typography exercises) and active participation in workshops. Presentation of a visual concept (20%): Design of a visual identity for a digital campaign (mood board, color palette, font selection). Strategic thinking and consistency are evaluated. Final project – Digital visual (50%): Creation of a comprehensive package of digital outputs for a client (set of formats for social media + online advertising). Technical accuracy (export, dimensions), adherence to the brief, and visual appeal are evaluated. Grading scale: A 100 – 93% (excellent results with minimal errors) B 92–84% (above-average standard with a few errors) C 83–76% (average results with a larger number of errors) D 75–68% (acceptable results, but with significant shortcomings) E 67–60% (results meet only the minimum criteria) FX 59–0% (requires a retest or repeating the course) Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will acquire the skills needed to create functional and aesthetically pleasing designs in a digital environment. Upon completing the course, students will be able to: master graphic tools: effectively use software tools (from Canva to the basics of Adobe) to create raster and vector graphics for the web; understand digital specifics: understand the differences between RGB and CMYK, screen resolution optimization (PPI), and the principles of "mobile-first" design; apply design rules: use contrast, hierarchy, typography, and "white space" to guide the user's eye in the online space; create for social media: design both static and dynamic formats (Stories, Reels covers, carousels) that increase engagement and are readable even on small screens, think in systems: create a consistent visual brand language (branding) that works across various digital platforms.	
Class syllabus: Introduction to digital design (vector vs. raster, JPG, PNG, and SVG file formats).	

Color psychology in the online environment (RGB model, contrast, and readability).
 Typography for screens (font selection, pairing, text hierarchy).
 Composition and layout (grid, golden ratio, placement of CTA elements).
 Visual content for social media (specifics of Instagram, Facebook, and LinkedIn formats).
 Creating online ads (banners, responsive design, visual clutter).
 Fundamentals of UI/UX principles (user experience and information clarity).
 Tools and workflow (effective use of templates vs. custom creation).
 Data export and optimization (lossless compression).
 Trends in digital design (minimalism, brutalism, AI-generated design).

Recommended literature:

AMBROSE, Gavin – HARRIS, Paul. Grafický design: Designové myšlení. Brno : Computer Press, 2011.
 KLEON, Austin. Krad' jako umělec: 10 věcí, které ti nikdo neřekl o kreativitě. Brno : Jan Melvil Publishing, 2012.
 KRUG, Steve. Nenuťte uživatele přemýšlet! (Don't Make Me Think). Brno : Computer Press, 2010.
 NORMAN, Donald. Design pro každý den. Praha : Dokořán, 2010.
 WILLIAMS, Robin. Grafický design pro každého. Praha : Universum, 2020.

Languages necessary to complete the course:

Slovak language

Notes:

Past grade distribution

Total number of evaluated students: 78

A	B	C	D	E	FX
93,59	1,28	0,0	0,0	0,0	5,13

Lecturers: Mgr. Andrea Škvareninová

Last change: 08.04.2026

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

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-342/26	Course title: Graphic Design Tools and Skills 2 - Printing
Educational activities: Type of activities: practicals Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 2	
Recommended semester: 2., 4., 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in lessons (max. 2 excused absences). Practical exercises and activities (30%): Ongoing assignments focused on text typesetting, working with grids, and the digital preparation of simple printed materials (business cards, flyers). Visual presentation and print specifications (20%): Layout design supplemented with photorealistic visualization (mockup) and definition of technical parameters for production (paper type, weight, finish). Final Project – Printed Material (50%): Complete preparation of print-ready files for basic corporate materials (e.g., business card + folded flyer + promotional item). The assessment focuses on typographic clarity, technical accuracy of data (bleed, trim marks), and visual consistency of the set. Grading scale: A 100 – 93% (excellent results with minimal errors) B 92 – 84% (above-average standard with a few errors) C 83 – 76% (average results with a greater number of errors) D 75 – 68% (acceptable results, but with significant shortcomings) E 67 – 60% (results meet only the minimum criteria) FX 59 – 0% (requires a retest or repeating the course) Violations of academic ethics will result in the cancellation of points earned in the relevant assessment component. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will become familiar with the creative process of digital design and how it interfaces with the technical requirements of printing. The course focuses on mastering pre-press preparation, understanding material properties, and the ability to flawlessly prepare graphic output for production. Upon completing the course, students will be able to: understand the printing process: grasp the differences between offset and digital printing, the significance of the CMYK model, and theoretically select the correct paper for a specific purpose (weight, matte vs. glossy finish); master typography in printing: work with advanced text typesetting (kerning, leading, eliminating run-ins in text), readability, and hierarchy on paper; prepare data for the printer (pre-press): flawlessly	

export print-ready PDFs with correct crop marks, bleeds, and color profiles; design physical media: create functional designs for business cards, posters, flyers, or simple packaging (packaging basics). Simulate the final product: present your designs using photorealistic digital mockups that give the client a sense of the final materiality and finish.

Class syllabus:

Introduction to print design (CMYK vs. RGB, 300 DPI resolution, vector vs. raster in print).
Basics of typography for print (font anatomy, typesetting rules, microtypography).
Layout and grid systems – organizing information on the page.
Document preparation (paper sizes, margins, bleed).
Corporate identity in print (business cards, letterhead, promotional materials).
Advertising materials (posters, citylights, billboards – specifics of large-format printing).
Editorial design (basics of layout for a simple flyer or brochure).
Packaging design (packaging basics, 3D visualization vs. reality).
Pre-press and communication with the printer (PDF checks, proofs, common mistakes).
Production of advertising materials (folded flyers, brochures, and POS materials).

Recommended literature:

AMBROSE, Gavin – HARRIS, Paul. Grafický design: Tisk a dokončovací práce. Brno : Computer Press, 2011.
LUPTON, Ellen. Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students. New York : Chronicle Books, 2024.
OGILVY, David. Ogilvy o reklamě. Praha : Management Press, 2007.
WILLIAMS, Robin. Grafický design pro každého. Praha : Universum, 2020.

Languages necessary to complete the course:

Slovak language

Notes:

Past grade distribution

Total number of evaluated students: 94

A	B	C	D	E	FX
93,62	6,38	0,0	0,0	0,0	0,0

Lecturers: Mgr. Andrea Škvareninová

Last change: 08.04.2026

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

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-301/26		Course title: Introduction to 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: 4					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 279					
A	B	C	D	E	FX
27,24	31,54	24,01	11,11	6,09	0,0
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-339/26		Course title: Journalistic Genres			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 2					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 523					
A	B	C	D	E	FX
48,37	26,39	11,09	5,54	6,5	2,1
Lecturers: PhDr. Peter Uličný, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-306/26		Course title: Literary Workshop			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 296					
A	B	C	D	E	FX
54,73	21,28	9,46	5,07	1,69	7,77
Lecturers: Mgr. Peter Rajčák, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-313/26	Course title: Marketing Research Methods and Techniques
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: 6	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Preparation of 4 case studies during the semester, each worth a maximum of 10 points. The final exam is written and worth a maximum of 60 points. To successfully complete the course, it is necessary to obtain at least 25 points during the semester and 35 points from the final exam. Grading scale: A 100–93% (excellent results with minimal errors) B 92–84% (above-average standard with a few errors) C 83–76% (average results with a higher number of errors) D 75–68% (acceptable results but with significant shortcomings) E 67–60% (results meet only the minimum criteria) FX 59–0% (a retake exam or course repetition is required) A maximum of 2 excused absences is allowed. Violation of academic integrity results in the annulment of points obtained in the respective assessment component. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: Upon completion of the course, students will be able to identify and reflect the needs of commercial entities using appropriate research methods and apply their findings to meet those needs.	
Class syllabus: Introduction to marketing research methodology. Ethics in research. Formulation of the research problem. Types of research designs. Sampling (selection of the research sample). Experiment. Data collection methods. Quantitative research. Questionnaire. Observation.	

Qualitative research.					
Recommended literature: BAČÍKOVÁ, M., JANOVSÁ, A. 2018. Základy metodológie pedagogicko-psychologického výskumu. Sprievodca pre študentov učiteľstva. Košice: ŠafárikPress, 2018. SVOBODOVÁ, H., MYNÁŘOVÁ, L., KOZEL, R. Moderní metody a techniky marketingového výskumu. Praha: Grada, 2011. TAHAL, R. Marketingový výzkum : postupy, metody, trendy. Praha: Grada Publishing, 2022.					
Languages necessary to complete the course: Slovak, English					
Notes:					
Past grade distribution Total number of evaluated students: 212					
A	B	C	D	E	FX
54,72	28,3	11,79	2,83	2,36	0,0
Lecturers: prof. Ing. Pavol Kita, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-334/26		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: 3					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 215					
A	B	C	D	E	FX
67,91	14,88	5,12	8,84	2,79	0,47
Lecturers: Mgr. Viktória Madleňáková					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-315/26	Course title: Personal Selling and Sales Techniques
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 4.	
Educational level: I.	
Prerequisites:	
Course requirements: Preparation of 4 case studies during the semester, each worth a maximum of 10 points. The final exam is written and worth a maximum of 60 points. To successfully complete the course, it is necessary to obtain at least 25 points during the semester and 35 points from the final exam. Grading scale: A 100–93% (excellent results with minimal errors) B 92–84% (above-average standard with a few errors) C 83–76% (average results with a higher number of errors) D 75–68% (acceptable results but with significant shortcomings) E 67–60% (results meet only the minimum criteria) FX 59–0% (a retake exam or course repetition is required) A maximum of 2 excused absences is allowed. Violation of academic integrity results in the annulment of points obtained in the respective assessment component. Scale of assessment (preliminary/final): 40/60	
Learning outcomes: The course leads to the acquisition of new sales techniques as well as approaches for the salesperson in B2C and B2B markets. It covers basic concepts and the general applied methodology of individual sales techniques. The course provides logical guidelines that enable a better understanding of, and influence on, the salesperson–customer relationship in personal selling.	
Class syllabus: Introduction to personal selling and presentation of sales techniques. Process of establishing contact with the customer. Techniques for identifying customer needs. Customer-adapted argumentation techniques. Techniques for overcoming objections. Techniques for setting and defending prices. Sales recap and closing the negotiation. Preparation of orders and budgets.	

<p>Methods for preparing reports from business visits. Database refinement. Evaluation of sales performance. Techniques for using the telephone in sales activities. Other technical tools used in the salesperson's commercial activities.</p>					
<p>Recommended literature: MICHÁLEK, M. Podprahové techniky predaja. Nitra: Vydavateľstvo Garmond Nitra, 2023. KITA, P. Techniky predaja. Bratislava : Vydavateľstvo EKONÓM, 2008. TANNER, J., ERFFMEYER, R. C. Sales Management: International Edition. New York: Pearson, 2008.</p>					
<p>Languages necessary to complete the course: Slovak, English</p>					
<p>Notes:</p>					
<p>Past grade distribution Total number of evaluated students: 409</p>					
A	B	C	D	E	FX
76,53	12,71	7,82	1,71	1,22	0,0
<p>Lecturers: prof. Ing. Pavol Kita, PhD.</p>					
<p>Last change: 08.04.2026</p>					
<p>Approved by: prof. Ing. Pavol Kita, PhD.</p>					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-049/15	Course title: Photographs in Advertising
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 3.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in lessons (max. 2 excused absences). During the semester:#1. Practical exercises and activities (30%): Regular submission of small photography assignments (working with light, composition) and active participation in workshops. 2. Presentation of a visual concept (20%): Development and defense of a “mood board” and technical scenario for a client assignment. The ability to transform the assignment into a visual vision and presentation skills are evaluated. 3. Final project (50%): Production and submission of a cohesive series of photographs for the client. Technical execution, post-production, authenticity, and alignment with the assignment’s marketing goals are evaluated. Grading scale: A 100 – 93% (excellent results with minimal errors) B 92 – 84% (above-average standard with a few errors) C 83 – 76% (average results with a greater number of errors) D 75 – 68% (acceptable results, but with significant shortcomings) E 67 – 60% (results meet only the minimum criteria) FX 59 – 0% (requires a retest or repeating the course) Violations of academic ethics will result in the cancellation of points earned in the relevant assessment component. Scale of assessment (preliminary/final): 100/0	
Learning outcomes: Students will become familiar with the entire process of creating a photograph—from understanding the technical fundamentals and working with light to producing a specific visual for a client. Upon completing the course, students will be able to: understand photography techniques; master camera settings (exposure triangle, depth of field) so that the technique serves the intention, not the other way around, perceive light and space:#consciously work with composition and different types of light (natural vs. artificial),#and use them for storytelling, prepare a visual concept: based on the client’s brief, create a clear plan and mood board that will determine the direction of the	

entire shoot, execute the assignment in practice: shoot a high-quality series of photographs using available equipment (smartphone or camera), think critically about content: distinguish between authentic photography and visual manipulation (e.g., the influence of AI and retouching), and be able to defend your decisions in the context of ethics and current trends.

Class syllabus:

- Introduction to Advertising Photography (the specifics of the medium and its role in the marketing mix)
- Technical Fundamentals of Image Creation (the exposure triangle, depth of field, optics)
- Principles of Composition and Perception of Space (guiding the viewer's attention)
- Psychology and physics of light (working with natural light vs. studio lighting)
- Visual storytelling (telling a story through images, atmosphere, and emotion)
- From brief to execution (analyzing the client's assignment and defining goals)
- Pre-production preparation and visual strategy (creating a mood board, conceptual development)
- Styling and set design (location scouting, props, working with models)
- Product photography in practice (shooting techniques in DIY settings vs. professional studio)
- Post-production and finalization (selection, digital editing, color grading, retouching)
- Ethics and trends in visual communication (authenticity, AI-generated visuals, visual clutter)

Recommended literature:

FREEMAN, Michael. Očima fotografa: Kompozice a design pro lepší digitální fotografie. Brno : Zoner Press, 2017.
 GODIN, Seth. Toto je marketing: O tom, ako vás bude vidieť svet, keď sa naučíte vidieť vy jeho. Bratislava : Lindeni, 2020.
 LESTER, Paul Martin. Visual Communication: Images with Messages. Dallas : Lexicon, 2021.
 VYSEKALOVÁ, Jitka a kol. Psychologie reklamy. Praha : Grada Publishing, 2024.

Languages necessary to complete the course:

Slovak language

Notes:

Past grade distribution

Total number of evaluated students: 272

A	B	C	D	E	FX
87,5	5,88	1,84	0,37	2,21	2,21

Lecturers: Mgr. Andrea Škvareninová

Last change: 13.05.2026

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

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-326/26		Course title: Presentation 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: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 270					
A	B	C	D	E	FX
77,04	17,78	3,7	0,0	0,37	1,11
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 11.05.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-329/26		Course title: Professional Internship 1			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 492					
A	B	C	D	E	FX
73,98	19,51	4,27	0,61	0,0	1,63
Lecturers: Ing. Mgr. Daniela Vunhu, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-330/26		Course title: Professional Internship 2			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 473					
A	B	C	D	E	FX
77,17	18,18	3,38	1,06	0,0	0,21
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-311/26		Course title: Psychology 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: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 247					
A	B	C	D	E	FX
71,26	16,19	8,1	3,64	0,4	0,4
Lecturers: PhDr. Martin Jakubek, PhD., prof. PhDr. Radomír Masaryk, PhD.					
Last change: 12.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-318/26		Course title: Public Communication			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 471					
A	B	C	D	E	FX
62,63	22,51	12,95	1,27	0,42	0,21
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-309/26		Course title: Public Relations			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 495					
A	B	C	D	E	FX
68,28	17,98	10,1	2,42	0,61	0,61
Lecturers: Ing. Mgr. Daniela Vunhu, PhD.					
Last change: 08.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-316/26		Course title: Sales Support			
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: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 0					
A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-320/26		Course title: Seminar on the Bachelor's Thesis			
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: 5.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 211					
A	B	C	D	E	FX
32,23	39,81	16,59	6,16	4,74	0,47
Lecturers: Mgr. Tatiana Deptová, PhD., doc. PhDr. Milan Banyár, PhD., doc. PhDr. Eva Chudinová, PhD., prof. Ing. Pavol Kita, PhD., Mgr. Peter Rajčák, PhD., Mgr. Andrea Škvareninová, Ing. Mgr. Daniela Vunhu, PhD., Mgr. Viktória Madleňáková					
Last change: 01.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-302/26		Course title: Spelling Workshop			
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: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 557					
A	B	C	D	E	FX
14,9	22,08	24,78	18,13	16,52	3,59
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-312/26		Course title: Stylistics			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 5					
Recommended semester: 3.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 209					
A	B	C	D	E	FX
28,71	38,76	16,27	11,48	3,35	1,44
Lecturers: Mgr. Tatiana Deptová, PhD.					
Last change: 01.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-314/26		Course title: 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: 5					
Recommended semester: 4.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 498					
A	B	C	D	E	FX
67,67	22,49	6,83	2,01	0,2	0,8
Lecturers: Mgr. Peter Rajčák, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-303/26		Course title: The History of Advertising			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 1.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 293					
A	B	C	D	E	FX
33,79	22,18	13,99	16,04	9,56	4,44
Lecturers: doc. PhDr. Eva Chudinová, PhD.					
Last change: 13.05.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-305/26		Course title: Theory of Marketing Communication			
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 14 / 14 Form of the course: on-site learning					
Number of credits: 6					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 286					
A	B	C	D	E	FX
37,41	33,92	16,78	8,74	2,8	0,35
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-338/26		Course title: Video advertisement			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 6.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 215					
A	B	C	D	E	FX
64,65	25,58	7,91	1,86	0,0	0,0
Lecturers: Mgr. Peter Rajčák, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					

COURSE DESCRIPTION

Academic year: 2026/2027					
University: Comenius University Bratislava					
Faculty: Faculty of Arts					
Course ID: FiF.KMK/A-boMK-324/26		Course title: Visual Design in Marketing Communication			
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 28 Form of the course: on-site learning					
Number of credits: 3					
Recommended semester: 2.					
Educational level: I.					
Prerequisites:					
Course requirements:					
Learning outcomes:					
Class syllabus:					
Recommended literature:					
Languages necessary to complete the course:					
Notes:					
Past grade distribution Total number of evaluated students: 811					
A	B	C	D	E	FX
65,84	21,45	11,71	0,37	0,25	0,37
Lecturers: doc. PhDr. Milan Banyár, PhD.					
Last change: 06.04.2026					
Approved by: prof. Ing. Pavol Kita, PhD.					