

# Course descriptions

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## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-432/26		<b>Course title:</b> AI in Marketing Communications			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> Mgr. Rastislav Bahurinský					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-427/26		<b>Course title:</b> Account Management			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 273					
A	B	C	D	E	FX
90,84	8,42	0,37	0,37	0,0	0,0
<b>Lecturers:</b> Mgr. Anna Dzurjaníková					
<b>Last change:</b> 01.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-410/26		<b>Course title:</b> Analytics and measuring the effectiveness of marketing tools			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> prof. PhDr. Ľudovít Hajduk, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-420/26		<b>Course title:</b> Art direction			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 437					
A	B	C	D	E	FX
57,21	32,04	8,24	1,37	0,69	0,46
<b>Lecturers:</b> PhDr. Branislav Mladý					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-428/26		<b>Course title:</b> Case Studies in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 234					
A	B	C	D	E	FX
81,62	11,97	3,85	0,0	1,71	0,85
<b>Lecturers:</b> Ing. Mgr. Daniela Vunhu, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-436/26		<b>Course title:</b> Consumer Behavior			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 80					
A	B	C	D	E	FX
65,0	32,5	2,5	0,0	0,0	0,0
<b>Lecturers:</b> prof. PhDr. Ľudovít Hajduk, PhD., prof. PhDr. Radomír Masaryk, PhD.					
<b>Last change:</b> 01.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-411/26		<b>Course title:</b> Copywriting			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 278					
A	B	C	D	E	FX
30,94	31,65	24,46	10,07	2,52	0,36
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-408/26		<b>Course title:</b> Corporate Identity			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 491					
A	B	C	D	E	FX
52,55	21,38	14,05	7,54	3,26	1,22
<b>Lecturers:</b> prof. PhDr. Ľudovít Hajduk, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-405/26		<b>Course title:</b> Creating an Advertising Campaign			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 467					
A	B	C	D	E	FX
80,09	18,42	1,28	0,0	0,0	0,21
<b>Lecturers:</b> doc. PhDr. Milan Banyár, PhD., Mgr. Anna Dzurjaníková					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-401/26		<b>Course title:</b> Creativity in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b> FiF.KMK/A-moMK-001/15 - Creativity in Marketing Communication					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. PhDr. Milan Banyár, PhD., Mgr. Ondrej Kořínek					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-407/26		<b>Course title:</b> Crisis Communication			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 310					
A	B	C	D	E	FX
60,65	30,0	6,77	2,26	0,32	0,0
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-416/26		<b>Course title:</b> Data driven marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 275					
A	B	C	D	E	FX
90,55	6,55	2,18	0,0	0,73	0,0
<b>Lecturers:</b> Ing. Mgr. Daniela Vunhu, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-421/26		<b>Course title:</b> Event marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 274					
A	B	C	D	E	FX
71,17	18,61	6,57	1,82	1,46	0,36
<b>Lecturers:</b>					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2026/2027	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-435/26	<b>Course title:</b> Forms and Methods of Marketing Communication
<b>Number of credits:</b> 6	
<b>Educational level:</b> II.	
<p><b>Course requirements:</b></p> <p>The student can take the state exam a) after obtaining at least such a number of credits that after obtaining credits for successful completion of state exams he achieves the required number of credits for proper completion of studies, b) after successful completion of compulsory subjects, compulsory electives and electives in the composition determined by the study c) after fulfilling the student's obligations arising from § 71, par. 3 letter b of the Higher Education Act, d) if no disciplinary proceedings are conducted against him. Successful completion of the state exam is one of the conditions for successful completion of the study program. The subject of the state exam is evaluated by the commission for state exams with classification grades A to FX. The examination commission decides by consensus on the evaluation of the state examination or its part. If the examination commission does not reach a consensus, the evaluation of the state examination or its part is decided by voting. Based on the wording of the study regulations of the faculty (VP 5/2020, Art. 15), the framework dates of state examinations are set by the dean in accordance with the faculty study schedule. The department will publish the dates of state examinations on its website no later than 5 weeks before they take place. The student registers for the state exam through AIS within the deadline specified in the Schedule of the academic year. The student is entitled to one regular and two resit dates of the state exam. The regular term is the one for which the student applied for the first time within the deadline set for state exams. If a student has been graded FX on the regular date of the state examination, the student may make corrective dates on the state examination a) in the following dates for the state exams in the relevant academic year or b) in the dates for holding the state exams in any of the following academic years in accordance with § 65, par. 2 of the Higher Education Act. If a student is unable to attend the date of the state examination for which he has registered, he is obliged to apologize in writing to the head of the examination commission in advance or no later than three working days after the date of the state examination or its part, if there were serious obstacles that in advance. If a student does not attend the state examination or its part without an excuse within the specified period, or if the head of the examination commission does not acknowledge his excuse, he is assessed with the FX mark from the given date of the state examination.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	
<p><b>Learning outcomes:</b></p> <p>A student who passes the state exam comprehensively manages the issue of the state exam in the context of specified areas. He has theoretical knowledge in the field of creativity, the creation of various types of promotional materials, forms of marketing, shopping and media behavior, personality structure of the consumer. Can use extralinguistic, paralinguistic and optical means of speech in the presentation of campaign proposals. He knows media types and media strategies. The acquired knowledge can be creatively applied and used in marketing and communication practice, applied in interdisciplinary relationships, is able to think critically, formulate recommendations for</p>	

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

**Class syllabus:**

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

**State exam syllabus:**

- 1) Advertising photography
- 2) Audiovisual promotional media, TV advertising and types of TV broadcasting, advertising spot scripts
- 3) Short promotional texts
- 4) The use of journalistic genres in promotion and PR
- 5) Guerrilla marketing, viral marketing, buzz marketing, word-of-mouth marketing
- 6) Product placement
- 7) Event marketing
- 8) Mobile marketing
- 9) Social media marketing
- 10) Speech techniques and extralinguistic means
- 11) Paralinguistic auditory and visual means of speech
- 12) Language, speech, thinking, dialogic forms of expression, assertiveness in communication
- 13) Speech preparation, media specifics, preparation and organization of press conferences
- 14) Personal selling as a DM tool
- 15) Types of advertising campaigns
- 16) Planning and types of plans in MK
- 17) Basic theoretical definition of creativity, originality and creativity, creativity of advertising personalities (P. T. Barnum, O. Toscani, W. Disney, D. Ogilvy, L. Burnett, J. Solar)
- 18) Humor, sex, and fear in advertising
- 19) Digital communication
- 20) Online marketing
- 21) Media types, specifics of creating advertising content in individual media types
- 22) Media strategies
- 23) Data-driven marketing
- 24) Purchasing behavior from the perspective of conditioning (behavioral and non-behavioral concepts)
- 25) Media behavior from the perspective of observational learning (social-cognitive theory, A. Bandura)
- 26) Purchasing and media behavior from the perspective of cognitive development according to J. Piaget
- 27) Consumer personality structure from the perspective of the Big Five, character, and temperament
- 28) Promotional media: characteristics, classification, and types
- 29) Production of promotional media in radio and television broadcasting
- 30) Exhibitions and trade fairs

- 31) Language styles (technical/educational, journalistic, colloquial, artistic, advertising) as communication tools in mass media
- 32) Launch advertising campaign
- 33) Outdoor and indoor
- 34) Advertising media – classification, characteristics, use in the media mix
- 35) Advertising and PR tools on the Internet
- 36) Social media and their use in marketing communications
- 37) Corporate identity and CI subsystems: corporate personality, corporate culture, corporate communication, corporate design
- 38) Brand and brand building
- 39) Logo – definition, basic concepts, historical development, elements, common mistakes in design, use in the branding process
- 40) Corporate Social Responsibility (CSR)

**Recommended literature:**

- BANYÁR, Milan. GUERRILLA, VIRAL, BUZZ, WORD-OF-MOUTH MARKETING – Implementing New Forms of Marketing Communication into Slovak and Czech Marketing Practice. Bratislava: Comenius University, Comenius University Press, 2018. ISBN 978-80-223-4590-3.
- BOOHER, Diana. Communicate with Confidence. Brno: Computer Press, 1999. 336 pp. ISBN 80-7226-335-8
- FORET, Miroslav. How to Communicate with Customers. Prague: Computer Press, 2000. 200 pp. ISBN 80-7226-301-3
- FREY, Petr. Marketing Communication: New Trends 3.0. 3rd expanded ed. Prague: Management Press, 2015. ISBN 978-80-7261-237-6.
- HONEY, Peter. Face to Face. Prague: Grada Publishing, 1997. 186 pp. ISBN 80-7169-445-2
- HORŇÁK, Pavel. Creativity in Advertising. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1
- HORŇÁK, Pavel. Advertising – Theoretical and Historical Aspects of Advertising and Marketing Communication. Zlín: VeRBuM, 2018, ISBN: 978-80-87500-94-1
- HORŇÁK, Pavel. Forms and Means of Promotion. Video Advertising. Bratislava: Comenius University in Bratislava, 2019. ISBN 978-80-223-4820-1
- JANOUC, Viktor. Internet Marketing. Brno: Computer Press, 2014. ISBN 978-80-251-4311-7.
- JURÁŠKOVÁ, Olga, HORŇÁK, Pavel et al.: Comprehensive Dictionary of Marketing Communications. Prague: Grada, 2012. ISBN 978-80-247-4354-7 (9/9) 3)
- KONEČNÁ, Vlasta. The Journalist's Discourse in Electronic Media. In: Journalism XXV–XXVI. Proceedings of the Faculty of Arts, Comenius University. Bratislava: Comenius University, 2002. pp. 151–193.
- KONEČNÁ, Vlasta. Communication in Public Relations. Bratislava: Book and Book Publishing House, 2012. ISBN 978-80-970247-8-9
- LEHU, Jean-Marc. Branded Entertainment: Product Placement & Brand Strategy in the Entertainment Business. Philadelphia: Kogan Page, 2007. ISBN 0-7494-4940-3.
- LEVINSON, Jay Conrad. Guerrilla Marketing: The Most Effective and Low-Cost Marketing. Brno: Computer Press, 2009. ISBN 978-80-251-2472-7.
- OGILVY, David. On Advertising. Prague: Management Press, 1996. ISBN 80-85943-25-5
- SEMERÁDOVÁ, Tereza and Petr WEINLICH. Marketing on Facebook and Instagram. Brno: Computer Press, 2019. ISBN 978-80-251-4959-1.

**Languages necessary to complete the course:**

slovak

**Last change:** 14.04.2026

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

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-417/26		<b>Course title:</b> Fundamentals of Logic			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 78					
A	B	C	D	E	FX
73,08	17,95	7,69	0,0	0,0	1,28
<b>Lecturers:</b> prof. Mgr. Marián Zouhar, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-431/26		<b>Course title:</b> Global PR			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 327					
A	B	C	D	E	FX
70,03	14,68	5,81	1,83	2,14	5,5
<b>Lecturers:</b> Ing. Mgr. Daniela Vunhu, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2026/2027	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-434/26	<b>Course title:</b> History and Theory of Marketing Communication
<b>Number of credits:</b> 6	
<b>Educational level:</b> II.	
<p><b>Course requirements:</b></p> <p>The student can take the state exam a) after obtaining at least such a number of credits that after obtaining credits for successful completion of state exams he achieves the required number of credits for proper completion of studies, b) after successful completion of compulsory subjects, compulsory electives and electives in the composition determined by the study c) after fulfilling the student's obligations arising from § 71, par. 3 letter b of the Higher Education Act, d) if no disciplinary proceedings are conducted against him. Successful completion of the state exam is one of the conditions for successful completion of the study program. The subject of the state exam is evaluated by the commission for state exams with classification grades A to FX. The examination commission decides by consensus on the evaluation of the state examination or its part. If the examination commission does not reach a consensus, the evaluation of the state examination or its part is decided by voting. Based on the wording of the study regulations of the faculty (VP 5/2020, Art. 15), the framework dates of state examinations are set by the dean in accordance with the faculty study schedule. The department will publish the dates of state examinations on its website no later than 5 weeks before they take place. The student registers for the state exam through AIS within the deadline specified in the Schedule of the academic year. The student is entitled to one regular and two resit dates of the state exam. The regular term is the one for which the student applied for the first time within the deadline set for state exams. If a student has been graded FX on the regular date of the state examination, the student may make corrective dates on the state examination a) in the following dates for the state exams in the relevant academic year or b) in the dates for holding the state exams in any of the following academic years in accordance with § 65, par. 2 of the Higher Education Act. If a student is unable to attend the date of the state examination for which he has registered, he is obliged to apologize in writing to the head of the examination commission in advance or no later than three working days after the date of the state examination or its part, if there were serious obstacles that in advance. If a student does not attend the state examination or its part without an excuse within the specified period, or if the head of the examination commission does not acknowledge his excuse, he is assessed with the FX mark from the given date of the state examination.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	
<p><b>Learning outcomes:</b></p> <p>Graduate of the state final exam in the subject of history and theory of marketing communication (MK), manages complex issues in the field of theory and history of marketing communication, also marketing, promotion, advertising, public relations, direct marketing, sponsorship and other areas of MC. He is able to apply them creatively in the commercial field, but also in the field of the third sector and social marketing. He masters the issue of creating means of promotion, the theory and practice of communication with the public, legal and ethical standards in the field, as well as marketing communication campaigns comprehensively. Therefore, thanks to the specificity</p>	

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

**Class syllabus:**

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

**State exam syllabus:**

- 1) Early forms of advertising and their modern counterparts
- 2) The origins and development of advertising from antiquity to the Middle Ages
- 3) The history of American advertising
- 4) The birth of advertising in our region, the medieval era, the first advertisements
- 5) The state of advertising in the first Czechoslovakia
- 6) The history of advertising during the socialist era, 1948–1989
- 7) Advertising festivals
- 8) The history and key figures of public relations
- 9) Promotion as part of the marketing mix
- 10) Advertising as a means of communication
- 11) Principles and functions of advertising
- 12) Typology of marketing communication activities
- 13) Advertising vs. public relations
- 14) Advertising ethics, tools, legislation
- 15) Ethics in marketing and marketing communication
- 16) Marketing Communication Agencies
- 17) Advertising Agency
- 18) Social Advertising
- 19) Direct Marketing, Characteristics, Features
- 20) Database Marketing
- 21) Direct Marketing Tools
- 22) CRM (Relationship Marketing, Loyalty Programs)
- 23) Crisis communication as part of PR
- 24) Sponsorship
- 25) Internal communication
- 26) Media relations
- 27) Contributions of P. T. Barnum, D. Ogilvy, and O. Toscani
- 28) Ogilvy vs. Bernbach
- 29) Research and Research Methods in Marketing Communication
- 30) Creativity as a Tool of Advertising Stylization
- 31) Rational and Emotional Appeals in Advertising
- 32) Advertising Text and Its Characteristics and Functions
- 33) Rhythmic-Metrical Structures in Advertising Text
- 34) Tropes and Figures – Special Stylistic Devices in Advertising

- 35) Phraseology and Neologisms in Advertising
- 36) Gender Stereotypes in Advertising
- 37) Modern Advertising Myth-Making
- 38) The Birth of Film, First Screenings, Silent Film, the Birth of Sound and Advertising Film
- 39) Semiotics of Advertising

**Recommended literature:**

- ARENS, F.W., BOVÉE, L.C. Contemporary Advertising. (5.vyd.) Boston: Irwin, 1994. ISBN 0-256-134-12-X
- BLECH, R. a kol. Malá encyklopédia filmu. Bratislava: Obzor, 1974
- CLOW, K., BAACK, D. Reklama, propagace a marketingová komunikace. Brno: Computer press 2008. ISBN 978-80-251-1769-9
- CRHA, I., KRÍŽEK, Z. Život s reklamou. Praha: Grada Publishing, 2002. ISBN 80-247-0213-4
- De PELSMACKER, P., GEUENS, M., BERGH, J. Marketingová komunikace. Praha : Grada Publishing, 2003. ISBN 80-247-0254-1
- DU PLESIŠ, E. Jak zákazník vnímá reklamu. Brno: Computer Press, 2007. ISBN 978-80-251-1456-8
- HORŇÁK, P. Nová abeceda reklamy. Bratislava : Central European Advertising, 2003. ISBN 80-967950-5-8
- HORŇÁK, P. a kol.: Marketingová komunikácia. - Bratislava : Book & book, 2007. ISBN 978-80-969099-5-7
- HORŇÁK, P. Reklama – teoreticko – historické aspekty reklamy a marketingovej komunikácie. Zlín, VeRBuM, 2018. ISBN 978-80-87500-94-1.
- HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014. ISBN 978-80-87500-49-1
- HORŇÁK, P. 2019. Quo vadis advertisement?: Positives and negatives o current ad. In: Strategic innovative marketing / ed. Damianos P. Sakas, Dimitrios K. Nasiopoulos. - Cham (Švajčiarsko) : Springer Nature. Springer International Publishing AG, 2019. - ISBN 978-3-030-16098-2, s. 113-118
- JURÁŠKOVÁ, O., HORŇÁK, P. Velký slovník marketingových komunikací. Praha: Grada 2012. ISBN 978-80-247-4354-7
- OGILVY, D. O reklamě. Praha : Managment Press, 1996. ISBN 80-85943-25-5 PINCAS, Stéphane – LOISEAU, Marc: Dějiny reklamy. Praha: TASCHEN/Slovart, 2009. ISBN: 978-80-7391-266-6
- PINCAS, S.; LOISEAU, M. A History of Advertising. Prague: Slovart, 2009. ISBN 978-80-7391-266-6
- PRACHÁR, J. a kol. Podnikatel v aréne trhu, reklamy a marketingu. Bratislava : Sprint 1991. ISBN 80-900484-0-4
- SCHULTZ, D. Moderní reklama, umění zaujmout. Praha : Grada Publishing, 1995. ISBN 80-7169-062-7
- TELLIS, G. J. Reklama a podpora predaja. Praha : Grada Publishing, 2000. ISBN 80-7169-997-7
- WILSON, S. Mass Media/Mas Culture an Introduction. New York : McGraw Hill 1992. ISBN 0-07-07821-5
- SERAFÍNOVÁ, Danuša: Reklama a inzercia v novinách (od prvých inzerátov po zlatý vek komerčnej inzercie. In: Horňák, Pavel a kol.: Marketingová komunikácia. Bratislava: Book & Book, 2007. s. 61 – 83. ISBN 978-80-969099-5-7

**Languages necessary to complete the course:**

slovak

**Last change:** 14.04.2026

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

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-402/26		<b>Course title:</b> History of Fine Arts 1			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 604					
A	B	C	D	E	FX
44,37	38,08	9,44	5,46	2,32	0,33
<b>Lecturers:</b> doc. Mgr. Katarína Beňová, PhD.					
<b>Last change:</b> 01.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-409/26		<b>Course title:</b> History of Fine Arts 2			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 539					
A	B	C	D	E	FX
41,19	27,64	19,11	7,79	4,27	0,0
<b>Lecturers:</b> doc. Mgr. Katarína Beňová, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-403/26	<b>Course title:</b> Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 5	
<b>Recommended semester:</b> 1.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Completion of 4 case studies during the semester, each worth a maximum of 10 points. The final exam is written, worth a maximum of 60 points. To successfully complete the course, students must earn at least 25 points during the semester and 35 points on the final exam. A 100 – 93% (excellent results with minimal errors) B 92–84% (above-average performance with a few errors) C 83–76% (average performance with a greater number of errors) D 75–68% (acceptable performance, but with significant shortcomings) E 67 – 60% (results meet only the minimum criteria) FX 59 – 0% (requires a retest or repeating the course) A maximum of 2 excused absences are permitted. Violations of academic ethics will result in the cancellation of points earned in the relevant assessment component. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> Upon completing the course, students will be able to identify the general principles of management used in a business context, based on theoretical knowledge and case studies.	
<b>Class syllabus:</b> Introduction to Business Management. External and Internal Business Diagnosis: Case Study. Strategic Management and Global Business Strategies: Case Study. Business Organization: Case Study. Business Models in a Selected Industry. Managerial personality: case study. Management of a selected sector: case study. Personnel management and management styles: case study of a selected type of business department. Managerial communication skills: case study. Recruitment and selection of employees: case study.	

<p>Characteristics of sales staff in manufacturing companies and their traits.          Setting goals for employees: case study.          Employee evaluation and performance: case study.</p>					
<p><b>Recommended literature:</b>          ANDERSON, D. R. et al. An Introduction to Management Science: Quantitative Approach. New York: Cengage Learning, 2018.          CAMM, J. D. et al. An Introduction to Management Science: Quantitative Approaches to Decision Making, 2022.          JANKELOVÁ, N., et al. Manažment. Bratislava: Wolters Kluwer, 2022.          ZENTES, J. et al. Strategic Retail Management. Berlin: Gabler, 2011.</p>					
<p><b>Languages necessary to complete the course:</b>          Slovak, English</p>					
<p><b>Notes:</b></p>					
<p><b>Past grade distribution</b>          Total number of evaluated students: 49</p>					
A	B	C	D	E	FX
71,43	28,57	0,0	0,0	0,0	0,0
<p><b>Lecturers:</b> prof. Ing. Pavol Kita, PhD.</p>					
<p><b>Last change:</b> 08.04.2026</p>					
<p><b>Approved by:</b> prof. Ing. Pavol Kita, PhD.</p>					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-423/26		<b>Course title:</b> Marketing of Art and Culture			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 389					
A	B	C	D	E	FX
93,06	5,91	1,03	0,0	0,0	0,0
<b>Lecturers:</b> prof. PhDr. Ľudovít Hajduk, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## STATE EXAM DESCRIPTION

<b>Academic year:</b> 2026/2027	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-099/15	<b>Course title:</b> Master's Degree Thesis Defence
<b>Number of credits:</b> 15	
<b>Educational level:</b> II.	
<p><b>Course requirements:</b></p> <p>Submission of the diploma thesis within the deadline specified in the schedule of the current academic year for the relevant date of the state examination. The diploma thesis is submitted in an electronic version via AIS. The work must meet the parameters determined by the internal quality system of the UK. On the provisions of Article 14 of the Internal Regulation no. 5/2020 (Study regulations of Faculty of Arts UK).</p> <p>The supervisor of the final thesis and its opponent will prepare reviews of the diploma thesis and propose an evaluation in the A-FX classification scale, which the student has available min. 3 working days before the defense.</p> <p>Diploma thesis evaluation criteria:</p> <ol style="list-style-type: none"> <li>1. The contribution of the diploma thesis, the fulfillment of the aims of the thesis in its assignment and the requirements for the content of the diploma thesis work given by the internal quality system of the UK. It is assessed whether the student has worked on the chosen topic at the level of scientific study, with a representative selection of professional literature, with appropriately selected verifiable scientific procedures and hypotheses. Demonstration of skills is assessed work creatively in the field of study, the degree of demonstration of knowledge and understanding of diploma thesis issues;</li> <li>2. Originality of the thesis (diploma thesis must not have the character of plagiarism, must not interfere with copyright rights of other authors), the documentation for the defense of the diploma thesis also includes protocols originality from CRZP and Theses, to the results of which the thesis supervisor and the opponent comment in its opinions;</li> <li>3. Accuracy and correctness of citation of used information sources, research results of others authors and author groups, the accuracy of the description of methods and working procedures of other authors or author groups;</li> <li>4. Compliance of the diploma thesis structure with the prescribed composition defined by the internal system quality UK.</li> <li>5. Respecting the recommended range of the diploma thesis (recommended range of the diploma thesis is usually 50 to 70 standard pages - 90,000 to 126,000 characters, including spaces), the adequacy of the range of work is assessed by its supervisor;</li> <li>6. Linguistic and stylistic level of work and formal arrangement.</li> </ol> <p>The student orally presents the content, achieved goals and conclusions of the thesis and answers questions and comments of the thesis supervisor, opponent, resp. members of the examination board. Commission comprehensively evaluate the quality of the diploma thesis, assess the method and form of defense and ability the student to adequately respond to the comments and questions in the opinions of the thesis supervisor the opponent. The evaluation is obtained from the arithmetic average of the evaluations from the review made supervisor, opponent and evaluation of the examination board.</p> <p>Scale of assessment (preliminary/final): 0/100</p>	

**Learning outcomes:**

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

**Class syllabus:**

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

**State exam syllabus:****Recommended literature:**

LICHNEROVÁ, L. Písanie a obhajoba záverečných prác [online]. Bratislava: Univerzita Komenského, 2016 [cit. 2016-10-09]. Dostupné na: [http://stella.uniba.sk/texty/LL\\_pisanie\\_obhajoba\\_zaverecne\\_prace.pdf](http://stella.uniba.sk/texty/LL_pisanie_obhajoba_zaverecne_prace.pdf)  
Vnútorň predpis č. 5/2020 [online]. Univerzita Komenského v Bratislave, 2015 [cit. 2021-09-09]. Dostupné na: [https://uniba.sk/fileadmin/ruk/as/2020/20200527/04a\\_Studijny\\_poriadok\\_FiF\\_UK.pdf](https://uniba.sk/fileadmin/ruk/as/2020/20200527/04a_Studijny_poriadok_FiF_UK.pdf)  
Záverečné práce [online]. Univerzita Komenského v Bratislave, Filozofická fakulta, 2020 [cit. 2021-08-09]. Dostupné na: <https://fphil.uniba.sk/studium/student/bakalarske-a-magisterske-studium/zaverecne-prace/>

**Languages necessary to complete the course:**

slovak

**Last change:** 15.02.2022

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

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-406/26		<b>Course title:</b> Media Communication			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b> Upon completing the course, students will be able to strategically utilize the media as a tool for marketing communication. They will be able to create media messages to support a brand's image and reputation, and manage brand media communication in crisis situations. Develop the ability to analyze the media image of brands in online and traditional media, and integrate media communication with public relations, advertising, and digital marketing. Upon completing the course, students will understand the media, be able to write media content in line with marketing objectives, know how to present themselves professionally in the media as a representative of a brand or organization, be able to analyze media coverage and reputational risks, and prepare a media strategy for a specific organization or brand.					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 324					
A	B	C	D	E	FX
68,52	23,46	5,86	0,93	0,93	0,31
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 13.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-418/26		<b>Course title:</b> Media Planning			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 207					
A	B	C	D	E	FX
60,39	14,49	12,08	9,18	2,42	1,45
<b>Lecturers:</b> Mgr. Viktória Madleňáková					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-430/26		<b>Course title:</b> Online Marketing in Practice			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 54					
A	B	C	D	E	FX
75,93	14,81	1,85	3,7	3,7	0,0
<b>Lecturers:</b> Mgr. Rastislav Bahurinský					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-404/26		<b>Course title:</b> PR in Practice			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 439					
A	B	C	D	E	FX
70,39	19,82	6,15	1,14	0,46	2,05
<b>Lecturers:</b> Ing. Mgr. Daniela Vunhu, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-433/26		<b>Course title:</b> Political Marketing			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 4.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 0					
A	B	C	D	E	FX
0,0	0,0	0,0	0,0	0,0	0,0
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027	
<b>University:</b> Comenius University Bratislava	
<b>Faculty:</b> Faculty of Arts	
<b>Course ID:</b> FiF.KMK/A-moMK-415/26	<b>Course title:</b> Project Management
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning	
<b>Number of credits:</b> 4	
<b>Recommended semester:</b> 3.	
<b>Educational level:</b> II.	
<b>Prerequisites:</b>	
<b>Course requirements:</b> Completion of 4 case studies during the semester, each worth a maximum of 10 points. The final exam is written, worth a maximum of 60 points. To successfully complete the course, students must earn at least 25 points during the semester and 35 points on the final exam. A 100 – 93% (excellent results with minimal errors) B 92–84% (above-average performance with a few errors) C 83–76% (average performance with a greater number of errors) D 75–68% (acceptable performance, but with significant shortcomings) E 67 – 60% (results meet only the minimum criteria) FX 59 – 0% (requires a retest or repeating the course) A maximum of 2 excused absences are permitted. Violations of academic ethics will result in the cancellation of points earned in the relevant assessment component. Scale of assessment (preliminary/final): 40/60	
<b>Learning outcomes:</b> Students will master the general principles of project management. Based on the client’s requirements, students will be able to analyze, develop, and present a marketing project for a selected company.	
<b>Class syllabus:</b> Problem definition – project characteristics. Project management methods and tools. Analysis of market structure and customer information. Situation assessment. Diagnosis. Strategy definition. Resources. Development of an action plan. Product launch. Project presentation.	

<p>Sales promotion and project results.  Evaluation of the project's content and form.  Project management in the selected market.</p>					
<p><b>Recommended literature:</b>  DOLEŽAL, J. et al. 2023. Projektový management. Komplexně, prakticky a podle světových standardů – 2. vydání- Praha: Grada Publishing, a.s., 2023.  CHAPUS–GILBERT, V., GAUTIER, E., COUSIN–BERNARD, M. Manager par projet. Paris: Nathan-scolaire, 2010.  MOINE, J.-Y. 2010. Le pilotage de portefeuille de projets. Paris: Afnor, 2010.  Project Management Institute. A Guide to the Project Management Body of Knowledge and the Standard for Project Management. London: Project Management Institute, 2021.</p>					
<p><b>Languages necessary to complete the course:</b>  Slovak, English</p>					
<p><b>Notes:</b></p>					
<p><b>Past grade distribution</b>  Total number of evaluated students: 180</p>					
A	B	C	D	E	FX
93,89	4,44	0,0	0,0	0,56	1,11
<p><b>Lecturers:</b> prof. Ing. Pavol Kita, PhD.</p>					
<p><b>Last change:</b> 08.04.2026</p>					
<p><b>Approved by:</b> prof. Ing. Pavol Kita, PhD.</p>					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-424/26		<b>Course title:</b> Public Service Announcement			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week:</b> 2 <b>per level/semester:</b> 28 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 399					
A	B	C	D	E	FX
40,85	28,57	19,8	7,02	3,76	0,0
<b>Lecturers:</b> Mgr. Alena Popovičová, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-429/26		<b>Course title:</b> Screenwriting and Dramaturgy			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 2					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 373					
A	B	C	D	E	FX
86,33	8,58	2,68	0,8	0,8	0,8
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-413/26		<b>Course title:</b> Seminar on the Thesis			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 270					
A	B	C	D	E	FX
30,37	32,22	25,19	8,52	3,7	0,0
<b>Lecturers:</b> Mgr. Tatiana Deptová, PhD.					
<b>Last change:</b> 01.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-422/26		<b>Course title:</b> Social media marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 246					
A	B	C	D	E	FX
50,0	21,54	14,63	5,69	2,03	6,1
<b>Lecturers:</b> Mgr. Viktória Madleňáková					
<b>Last change:</b> 01.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-412/26		<b>Course title:</b> Sociology in Marketing Communication			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 5					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 347					
A	B	C	D	E	FX
85,01	10,66	2,88	1,15	0,0	0,29
<b>Lecturers:</b> prof. PhDr. Ľudovít Hajduk, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-419/26		<b>Course title:</b> Storytelling			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 1.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 289					
A	B	C	D	E	FX
77,85	19,38	2,42	0,35	0,0	0,0
<b>Lecturers:</b> Mgr. Peter Rajčák, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-425/26		<b>Course title:</b> Strategic Marketing			
<b>Educational activities:</b> <b>Type of activities:</b> seminar <b>Number of hours:</b> <b>per week: 2 per level/semester: 28</b> <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 2.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 288					
A	B	C	D	E	FX
69,44	23,26	6,94	0,0	0,0	0,35
<b>Lecturers:</b> Mgr. Ondrej Kořínek					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-414/26		<b>Course title:</b> The Semiotics of Advertising			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 4					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 271					
A	B	C	D	E	FX
25,09	31,0	28,41	9,23	6,27	0,0
<b>Lecturers:</b> doc. PhDr. Milan Banyár, PhD.					
<b>Last change:</b> 07.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					

## COURSE DESCRIPTION

<b>Academic year:</b> 2026/2027					
<b>University:</b> Comenius University Bratislava					
<b>Faculty:</b> Faculty of Arts					
<b>Course ID:</b> FiF.KMK/A-moMK-426/26		<b>Course title:</b> Špecifickosť prejavu v audiovizuálnych médiách			
<b>Educational activities:</b> <b>Type of activities:</b> lecture / seminar <b>Number of hours:</b> <b>per week:</b> 1 / 1 <b>per level/semester:</b> 14 / 14 <b>Form of the course:</b> on-site learning					
<b>Number of credits:</b> 3					
<b>Recommended semester:</b> 3.					
<b>Educational level:</b> II.					
<b>Prerequisites:</b>					
<b>Course requirements:</b>					
<b>Learning outcomes:</b>					
<b>Class syllabus:</b>					
<b>Recommended literature:</b>					
<b>Languages necessary to complete the course:</b>					
<b>Notes:</b>					
<b>Past grade distribution</b> Total number of evaluated students: 186					
A	B	C	D	E	FX
83,87	10,22	4,84	0,0	0,54	0,54
<b>Lecturers:</b> doc. PhDr. Eva Chudinová, PhD.					
<b>Last change:</b> 08.04.2026					
<b>Approved by:</b> prof. Ing. Pavol Kita, PhD.					