



Detailed Course Syllabus

Academic year: 2023/2024	Semester: Winter semester
Study programme: Psihologija (R) (elective)	Year of study: 1

I. BASIC COURSE INFORMATION

Name: Istraživanje tržišta

Abbreviation: IZBD260

Status: Compulsory

ECTS: 4

Code: 264650

Prerequisites: No

Total Course Workload

Teaching Mode

Total Hours

Lecture

15

Practicum exercise

30

Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Name and Surname: Glavaš Dragan

Academic Degree:

Professional Title: docent

Contact E-mail:

dragan.glavas@unicath.hr

Telephone:

Office Hours: According to the published schedule

Course Assistant

III. DETAILED COURSE INFORMATION

Teaching Language: Hrvatski

Course Description

Textbooks and Materials

Required

Supplementary

Examination and Grading

To Be Passed DA

Exclusively Continuous Assessment NE

Included in Average Grade DA

Prerequisites to Obtain Signature and Take Final Exam
Examination Manner
Grading Manner
Detailed Overview of Grading within ECTS
Midterm exam dates:
Exam period dates:
IV. WEEKLY CLASS SCHEDULE