



Detailed Course Syllabus

Academic year: 2024/2025	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
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Prerequisites: No

Total Course Workload

Teaching Mode	Total Hours
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Lecture	15
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Practicum exercise	30
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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
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Contact E-mail: dragan.glavas@unicath.hr	Telephone:
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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
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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