



HRVATSKO  
KATOLIČKO  
SVEUČILIŠTE  
ZAGREB  
UNIVERSITAS  
STUDIORUM  
CATHOLICA  
CROATICA  
ZAGREBIA

# 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

**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](mailto: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**

## **IV. WEEKLY CLASS SCHEDULE**