



Detailed Course Syllabus

Academic year: 2024/2025	Semester: Winter semester
Study Program: Komunikologija (R) (elective) Primaljstvo (R) (elective)	Year of study: 1

I. BASIC COURSE INFORMATION

Name: Marketing Communications in the Digital Age

Abbreviation:

ECTS: 4

Code: 279768

Prerequisites: No

Total Course Workload

Teaching Mode

Total Hours

Lecture

30

Seminar

15

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

II. TEACHING STAFF

Course Holder

Office Hours: According to the published schedule

Course Assistant

III. DETAILED COURSE INFORMATION

Teaching Language: English

Course Description

Textbooks and Materials

Required

Supplementary

Examination and Grading

To Be Passed

Exclusively Continuous Assessment

Included in Average Grade

**Prerequisites to Obtain
Signature and Take
Final Exam**

Examination Manner
Grading Manner
Detailed Overview of Grading within ECTS
IV. WEEKLY CLASS SCHEDULE