



HRVATSKO  
KATOLIČKO  
SVEUČILIŠTE  
ZAGREB  
UNIVERSITAS  
STUDIORUM  
CATHOLICA  
CROATICA  
ZAGREBIA

# Detailed Course Syllabus

**Academic year:**

2022/2023

**Semester:**

Summer semester

**Study programme:**

Komunikologija (R)

**Year of study:**

3

## I. BASIC COURSE INFORMATION

**Name:** Marketinško komuniciranje

**Abbreviation:** KOMP6-1

**ECTS:** 5

**Code:** 172518

**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:** 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**