



Detailed Course Syllabus

Academic year: 2022/2023	Semester: Summer semester
Study programme: Komunikologija (R) (elective)	Year of study: 1

I. BASIC COURSE INFORMATION

Name: Marketinška komunikacija u digitalno doba

Abbreviation: IZBP245

ECTS: 4

Code: 267699

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