



# Detailed Course Syllabus

<b>Academic year:</b> 2026/2027	<b>Semester:</b> Winter semester
<b>Study Program:</b> Komunikologija - Interkulturalna komunikacija i novinarstvo (R) (elective) Komunikologija - Znanstveno istraživanje medija i odnosi s javnošću (R)	<b>Year of study:</b> 1

## I. BASIC COURSE INFORMATION

**Name:** Strateško komuniciranje

**Abbreviation:** IZBD265

**ECTS:** 4

**Code:** 267708

**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
<b>Prerequisites to Obtain Signature and Take Final Exam</b>		
<b>Examination Manner</b>		
<b>Grading Manner</b>		
<b>Detailed Overview of Grading within ECTS</b>		
<b>IV. WEEKLY CLASS SCHEDULE</b>		