



Detailed Course Syllabus

Academic year: 2026/2027	Semester: Summer semester
Study Program: Komunikologija - Interkulturalna komunikacija i novinarstvo (R) (elective) Komunikologija - Znanstveno istraživanje medija i odnosi s javnošću (R) (elective) Povijest (R) (elective) Sestrinstvo (I) (elective) Sestrinstvo (R) (elective)	Year of study: 4

I. BASIC COURSE INFORMATION

Name: Odnosi s javnošću i brendiranje

Abbreviation: IZBD266

ECTS: 4

Code: 267709

Prerequisites: No

Total Course Workload

Teaching Mode

Total Hours

Lecture

30

Practicum exercise

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		
<i>Examination and Grading</i>		
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		