



HRVATSKO
KATOLIČKO
SVEUČILIŠTE
ZAGREB
UNIVERSITAS
STUDIORUM
CATHOLICA
CROATICA
ZAGREBIA

Detailed Course Syllabus

Academic year:

2026/2027

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