

Course structure

The study plan for a BSc course in *Modern Marketing* is presented in the enclosed table. Subjects are described by: a name of the individual subject, type of classes (L – lectures, C – theoretical classes, P – project, Lb – laboratory), a number of hours per semester (each lasting 15 weeks) and a number of ECTS credits. Highlighted subject rows signify the examination during each examination session. In order to be granted the professional title of a Bachelor of Science it is necessary to complete the study programme, prepare and defend a BSc thesis. During the defence of the bachelor's thesis a final oral examination is carried out.

Department	Module	Sem.	I				
		Total	ECTS	L	C	Lb	Project
ZP	Occupational Safety and Health, and Ergonomics	15	1	15	0	0	0
ZO	Economy and Environment	30	3	15	15	0	0
ZH	Economic History	30	2	15	15	0	0
FM	Mathematics	45	5	15	30	0	0
ZE	Microeconomics	60	6	30	30	0	0
ZP	Basics of Law I	30	2	15	15	0	0
ZO	Basics of Entrepreneurship	30	3	15	15	0	0
ZO	Basics of Management	60	6	30	30	0	0
ZC	Information Technologies I	30	2	15	0	15	0
Total		330	30	165	150	15	0
	weekly		22				
	In semester		330				

Department	Module	Sem.	II				
		Total	ECTS	L	C	Lb	Project
ZE	Selected Issues in Macroeconomics	30	2	30	0	0	0
ZF	Finance	45	4	30	15	0	0
ZM	Marketing	60	5	30	30	0	0
ZO	Organisational Studies	45	4	30	15	0	0
ZP	Basics of Law II	30	3	15	15	0	0
ZH	Community Policies	45	3	15	30	0	0
ZH	Psychology	30	2	15	15	0	0
ZH	Sociology	30	2	15	15	0	0
ZI	Descriptive Statistics	45	3	15	15	15	0
ZC	Information Technologies II	30	2	0	0	30	0
Total		390	30	195	150	45	0
	weekly		26				
	In semester		390				

Department	Module	Sem.	III				
		Total	ECTS	L	C	Lb	Project
ZH	Self-presentation	15	1	0	15	0	0
ZM	Marketing Research	45	3	15	30	0	0
ZC	Computer Studies in Management	45	3	15	0	30	0
DJ	Foreign Language	30	2	0	30	0	0
ZH	Public Relations	30	2	15	15	0	0
ZF	Financial Accounting	60	5	30	30	0	0
WF	Physical Education	30	1	0	30	0	0
ZO	Organisational Behaviour	30	2	15	15	0	0
ZF	Project Management	60	6	30	0	30	0
ZE	Regional Development Management	30	2	15	15	0	0
ZO	Human Resources Management	45	4	15	30	0	0
Total		420	31	150	210	60	0
	weekly		28				
	In semester		420				

Department	Module	Sem.	IV				
		Total	ECTS	L	C	Lb	Project
ZI	Econometrics	30	4	15	15	0	0
DJ	Foreign Language	30	2	0	30	0	0
WF	Physical Education	30	1	0	30	0	0
ZL	Quality Management	60	5	30	30	0	0
ZM	Euro-Marketing	45	3	30	15	0	0
ZM	Service Marketing	30	3	15	15	0	0
ZM	Consumer Behaviour	45	4	30	15	0	0
ZM	Advertising	60	5	30	30	0	0
ZM	Product Strategy	60	4	30	30	0	0
Total		290	31	180	210	0	0
	weekly		19				
	In semester		290				

Department	Module	Sem.	V				
		Total	ECTS	L	C	Lb	Project
ZO	Financial and Economic Analysis	30	3	15	15	0	0
ZF	Corporate Finance	45	3	30	15	0	0
DJ	Foreign Language	30	2	0	30	0	0
ZF	Basics of Insurance	30	2	15	15	0	0
ZX	Job Placement	0	2	0	0	0	0
ZI	Modelling and Forecasting	45	3	15	30	0	0
ZX	Diploma Seminar	30	1	0	30	0	0
ZM	Marketing in Internet	45	3	30	15	0	0

ZM	Merchandising	60	5	30	30	0	0
ZM	Marketing Plan	60	4	30	30	0	0
ZP	Consumer Protection Law	30	2	15	15	0	0
Total		405	30	180	225	0	0
	weekly		27				
	In semester		405				

Department	Module	Sem.	VI				
		Total	ECTS	L	C	Lb	Project
DJ	Foreign Language	30	3	0	30	0	0
ZP	Intellectual Property Protection	15	1	15	0	0	0
ZX	Diploma Thesis	0	10	0	0	0	0
ZX	Diploma Seminar	30	1	0	30	0	0
ZO	Innovation Management	30	3	15	15	0	0
ZM	Marketing in Sports	30	2	15	15	0	0
ZM	Territorial Marketing	45	4	30	15	0	0
ZM	Persuasion in Communication	45	3	15	30	0	0
ZM	Visual Identification System	45	3	15	0	30	0
Total		270	30	105	135	30	0
	weekly		18				
	In semester		270				

