

# UNDERGRADUATE PROFESSIONAL STUDY OF MARKETING AND COMMUNICATIONS

Study programme / 1st year

MAJOR

	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO ECONOMICS	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO MANAGEMENT	<i>marketing</i>	<i>communications</i>
PUBLIC RELATIONS	<i>marketing</i>	<i>communications</i>
FUNDAMENTALS OF MARKETING	<i>marketing</i>	<i>communications</i>
COMMUNICOLOGY	<i>marketing</i>	<i>communications</i>
BUSINESS ACCOUNTING	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO ENTREPRENEURSHIP	<i>marketing</i>	<i>communications</i>
MEDIA COMMUNICATIONS	<i>marketing</i>	<i>communications</i>
CONTEMPORARY BUSINESS COMMUNICATIONS	<i>marketing</i>	<i>communications</i>
BUSINESS ENGLISH 1	<i>marketing</i>	<i>communications</i>
METHODOLOGY OF WRITING TERM AND PROFESSIONAL PAPER	<i>marketing</i>	<i>communications</i>

Study programme / 2nd year

MAJOR

	<i>marketing</i>	<i>communications</i>
PROMOTION	<i>marketing</i>	<i>communications</i>
MEDIA RELATIONS	<i>marketing</i>	<i>communications</i>
CORPORATE CULTURE	<i>marketing</i>	<i>communications</i>
DIRECT MARKETING	<i>marketing</i>	
BUSINESS INFORMATICS	<i>marketing</i>	<i>communications</i>
BUSINESS AND COMMUNICATION ETHICS	<i>marketing</i>	<i>communications</i>
PRODUCT AND DESIGN	<i>marketing</i>	
BUSINESS FINANCE	<i>marketing</i>	
ELECTRONIC MEDIA		<i>communications</i>
RETHORICS		<i>communications</i>
CRISIS COMMUNICATION		<i>communications</i>
BUSINESS ENGLISH 2	<i>marketing</i>	<i>communications</i>
INTRODUCTION TO INTERNATIONAL RELATIONS	<i>marketing</i>	<i>communications</i>
SOCIAL MEDIA MARKETING	<i>marketing</i>	<i>communications</i>

# UNDERGRADUATE PROFESSIONAL STUDY OF MARKETING AND COMMUNICATIONS

Study programme / 3rd year

MAJOR

	marketing	communications
CONTEMPORARY BUSINESS, POLITICAL AND MEDIA PROCESSES	marketing	communications
BUSINESS PLANNING	marketing	communications
CONSUMER BEHAVIOUR	marketing	
INTERNATIONAL MARKETING	marketing	
METTINGS AND CONFERENCE MANAGEMENT		communications
VISUAL COMMUNICATIONS		communications
MARKET AND PUBLIC OPINION RESEARCH	marketing	communications
BUSINESS MARKETING	marketing	
MARKETING MANAGEMENT	marketing	
FUNDAMENTALS OF CORPORATE COMMUNICATIONS	marketing	communications
BASICS OF LANGUAGE LITERACY		communications
BUSINESS ENGLISH 3	marketing	communications
STRATEGIC MANAGEMENT	marketing	communications

## ELECTIVE COURSES

During your study at Zagreb School of Business, you can enhance your knowledge in marketing and communications by selecting elective courses from various fields. At the moment, **18 elective courses** are available, while 2 courses are offered in English language.

Available courses from marketing field to be held during summer semester in your 2nd and 3rd year of study are *Fundamentals of Marketing* (lecturer Neven Šipić, MS) and *Promotion and Design* (lecturer Goran Luburić, MA).

SERVICES MARKETING  
 MEDIA IN THE EU  
 AGENCY JOURNALISM  
 FUNDAMENTALS OF STATISTICS  
 BUSINESS INTELLIGENCE  
 PRINT  
 MARKETING IN NON-PROFIT ORGANISATIONS  
 INTRODUCTION TO SOCIOLOGY  
 NEGOTIATION SKILLS  
 INFORMATION SYSTEMS AND DATABASES  
 MEDIA MANAGEMENT  
 CREATIVE THINKING  
 COMPETITIVENESS OF AN ECONOMY  
 HUMAN RESOURCES MANAGEMENT  
 MARKETING IN RETAIL  
 FUNDAMENTALS OF MARKETING  
 PROMOTION AND DESIGN – CASES  
 TRADE LAW