

**RECOMMENDED STUDY PLAN OF THE STUDY PROGRAMME
MEDIA RELATIONS - FULL TIME BACHELOR STUDY - ENGLISH**

(* yellow color are marked so-called profile items)

COMPULSORY COURSES

TITLE	CR.	RANGE	SEMESTER	YEAR	TEACHER STAFF
English Language I.	4	2S	Z	1	Panasenko, Kralovičová
Marketing and regional marketing	4	2P	Z	1	Jánošová, Labudová
Propaedeutics to Media Studies	3	2P	Z	1	Gáliková-Tolnaiová, Labudová
Theory of Media Communication	4	2P	Z	1	Gáliková-Tolnaiová, Bôtošová
Psychology of Media	4	2P	Z	1	Galera-Matúšová, Škvareninová
Mass Media Informatics	3	2S	Z	1	Trnka, Rysuľová
Basics of Economics	4	2P	Z	1	Bednárík, Fašiang
English Language II.	4	2S	L	1	Panasenko, Kralovičová
Semiotics in marketing Communication	3	2P	L	1	Wojciechowski, Hladíková
Marketing Communication	4	2P	L	1	Galera Matúšová, Franić
Business communication	3	2S	L	1	Valek, Škvareninová
Ethical aspects of communication with the media	4	2P	L	1	Gáliková-Tolnaiová, Hladíková
Socio-cultural Contexts of Communication	3	2P	L	1	Solík, Škvareninová
Work system of communication Agencies	5	2S	L	1	Zábojník
Public Relations	4	2P	Z	2	Galera Matúšová, Franić
Media Relations I.	5	2P	Z	2	Krajčovič
Media Marketing	5	2P	Z	2	Krajčovič

Digital Communication in PR	5	1P + 1S	Z	2	Galera Matúšová, Brník
Work system in Media	4	2P	Z	2	Pravdová, Kapec
Creation of Media Release I.	3	1P + 2S	Z	2	Panasenko
Media Relations II.	5	2P	L	2	Krajčovič
Data collection and data processing in Media Relations	4	1P + 1S	L	2	Vrabec, Valček
Nonverbal Communication in media Practice	4	2S	L	2	Škvareninová
Creation of Media Release II.	3	1P + 2S	L	2	Panasenko
Professional Practice	6	80h/sem.	L	2	Franić
Media Law	3	2P	Z	3	Švec, Solík
Media Research	4	2P	Z	3	Vrabec, Hekelj
Bachelor thesis seminar I.	4	2S	Z	3	Rusňáková
Management and managerial Skills	4	2P	L	3	Jánošová
Media Content Analysis and critical Thinking	4	2P	L	3	Panasenko, Solík, Hekelj
Bachelor thesis seminar II.	8	2S	L	3	Školiteľ záverečnej práce
Final thesis defence	10		L	3	členovia komisie pre štátne skúšky
Theoretical Aspects of Media Communication	5		L	3	členovia komisie pre štátne skúšky
Marketing and Marketing Communication	5		L	3	členovia komisie pre štátne skúšky
Theoretical and practical basis of Media Relations	5		L	3	členovia komisie pre štátne skúšky

COMPULSORY ELECTIVE COURSES

TITLE	CR.	RANGE	SEME STER.	YEAR	TEACHER STAFF
Seminar of multimedia Production I.	2	2C	Z	1	Brník, Cepková, Graca, Gracová
Seminar of multimedia Production II.	2	2C	L	1	Brník, Cepková, Graca, Gracová
Training of presentation Skills I.	2	2C	Z	1	Bôtošová
Training of presentation Skills II.	2	2C	L	1	Bôtošová
Creative writing I.	2	2C	Z	2	Panasenko
Creative writing II.	2	2C	L	2	Panasenko
Case Studies I.	2	2C	Z	2	Rysuľová
Case Studies II.	2	2C	L	2	Rysuľová
Spokesperson and Media	2	2C	Z	2	Galera Matúšová, Ďurková
Crisis communication and Crisis Management	2	2P	L	2	Bednárik, Charvát, Augustínová
Professional Communication in English Language I.	2	2C	Z	3	Valek
Professional Communication in English Language II.	2	2C	L	3	Valek
Public Affairs	2	2C	Z	3	Hubinová
Creation of PR Campaigns	2	2C	L	3	Galera Matúšová, Brník

Students 1st year Bc. full-time degrees choose 2 CEC in each semester (total number of credits per academic year = 60).

Students 2nd year Bc. full-time degrees choose 3 CEC in each semester, while one can be replaced by an elective course (total number of credits per academic year = 60).

Students 3rd year Bc. full-time degrees choose 2 CEC in each semester, while one can be replaced by an elective course (number of credits per academic year without credits for state exams = 35, number of credits for secondary school = 25, total number of credits per academic year = 60).