

**COURSE CATALOG – COMMUNICATION SCIENCE AND PUBLIC RELATIONS (COURSES TAUGHT IN CROATIAN)**

Type of Study: Graduate university study

Semesters: 4

ECTS: 120

	Course	Student workload (L + S + T)	ECTS credits
1st Semester (Summer)	Public Relations Models*	2+0+2	6.0
	Public Relations and the Internet*	2+0+2	6.0
	Business Communication*	2+0+2	6.0
	Public Relations Techniques*	2+0+2	6.0
	<i>Public Relations and Lobbying*</i>	2+0+2	6.0
	<i>Visual Communication in Public Relations*</i>	2+0+2	6.0
2nd Semester (Winter)	Integrated Marketing Communications*	2+0+2	6.0
	Corporate Communication*	2+0+2	6.0
	Public Relations Protocols*	2+0+2	6.0
	Ethics in Public Relations*	2+0+2	6.0
	<i>Team Work Methodology*</i>	2+0+2	6.0
	<i>Public Relations and Corporate Social Responsibility*</i>	2+0+2	6.0
3rd Semester (Summer)	Market Research*	2+0+2	6.0
	Public Relations Research*	2+0+2	6.0
	Persuasion and Interpersonal Communication*	2+0+2	6.0
	Crisis Management*	2+0+2	6.0
	<i>Public Opinion</i>	2+0+2	6.0
	<i>Information Management</i>	2+0+2	6.0

L – LECTURES, S – SEMINARS, T-TUTORIALS

*Elective courses in italic*

\* **Courses available in English**