

Type of Study: Graduate university study

Semesters: 4

ECTS: 120



| | COURSE | Student workload (L + S + T) | ECTS credits |
|------------------|--|------------------------------|--------------|
| 1st semester (S) | 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 (W) | 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 (S) | 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>Qualitative Research</i> | 2+0+2 | 6.0 |

L - LECTURES, S - SEMINARS, T - TUTORIALS

W - WINTER SEMESTER, S - SUMMER SEMESTER

Elective courses in italic

*** Courses available in English**