

BA Studies – Communication and Public Relations – Course Schedule

	Code	Course Name	Sem.	Type	Status	Active Classes			Other Classes	ECTS
						Lect.	Tut.	Oth.		
FIRST YEAR										
					Obligatory					
1	KOMO01	Communication science	1	TM	O	2	2	0	0	6
2	KOMO02	Public relations	1	SP	O	2	2	0	0	6
3	KOMO03	Human resource management	1	SP	O	2	2	0	0	6
					Elective Group A					
4	KOMI01	Contemporary Serbian language	1	AG	E	2	2	0	0	6
4	KOMI02	Introduction to journalism	1	AG	E	2	2	0	0	6
					Elective Group B					
5	KOMI03	English language 1	1	AG	E	2	2	0	0	6
5	KOMI04	German language 1	1	AG	E	2	2	0	0	6
5	KOMI05	French language 1	1	AG	E	2	2	0	0	6
5	KOMI06	Russian language 1	1	AG	E	2	2	0	0	6
5	FRAAG23	Greek language 1	1	AG	E	2	2	0	0	6
					Obligatory					
6	KOMO04	Writing about art in the media	2	TM	O	2	2	0	0	6
7	KOMO05	The identities and gender studies	2	SP	O	2	2	0	0	6
8	KOMO06	Computer science	2	AG	O	1	1	0	0	4
9	KOMO07	Journalistic genres	2	PA	O	3	3	0	0	8
					Elective Group A					
10	KOMI07	English language 2	2	AG	E	2	2	0	0	6
10	KOMI08	German language 2	2	AG	E	2	2	0	0	6
10	KOMI09	French language 2	2	AG	E	2	2	0	0	6
10	KOMI10	Russian language 2	2	AG	E	2	2	0	0	6
10	FRAAG53	Greek language 2	2	AG	E	2	2	0	0	6
						Total classes per year = 20 classes per week				60
SECOND YEAR										
					Obligatory					
11	KOMO08	The rhetoric and the public speech	3	PA	O	2	2	0	0	6
12	KOMO09	Propaganda and the public	3	SP	O	2	2	0	0	6
13	KOMO10	Management in the media	3	SP	O	2	2	0	0	6
14	KOMO11	Radio journalism	3	PA	O	2	2	0	0	6
					Elective					
15	KOMI11	English language 3	3	AG	E	2	2	0	0	6
15	KOMI12	German language 3	3	AG	E	2	2	0	0	6
15	KOMI13	French language 3	3	AG	E	2	2	0	0	6
15	KOMI14	Russian language 3	3	AG	E	2	2	0	0	6
15	FRAAG73	Greek language 3	3	AG	E	2	2	0	0	6
					Obligatory					
16	KOMO12	Journalism in the	4	PA	O	2	2	0	0	6

		press								
17	KOM013	Visual culture	4	TM	0	2	2	0	0	6
18	KOM014	Advertising and the media	4	SP	0	2	2	0	0	6
19	KOM015	Media ethics	4	SP	0	2	2	0	0	6
					Elective					
20	KOMI15	English language 4	4	AG	E	2	2	0	0	6
20	KOMI16	German language 4	4	AG	E	2	2	0	0	6
20	KOMI17	French language 4	4	AG	E	2	2	0	0	6
20	KOMI18	Russian language 4	4	AG	E	2	2	0	0	6
20	FRAPA53	Greek language 4	4	AG	E	2	2	0	0	6
						Total classes per year = 20 classes per week				60
THIRD YEAR										
					Obligatory					
21	KOM016	The methodology of media research	5	TM	0	2	4	0	0	8
22	KOM017	Marketing and publicity	5	PA	0	3	2	0	0	8
23	KOM018	Media law	5	SP	0	3	2	0	0	7
					Elective					
24	KOMI19	Sociology of mass communication	5	SP	E	2	2	0	0	7
24	KOMI20	History of journalism	5	SP	E	2	2	0	0	7
					Obligatory					
25	KOM019	The theory of public opinion	6	TM	0	2	2	0	0	7
26	KOM020	Intellectual property	6	SP	0	3	3	0	0	8
27	KOM021	Religious communities and the media	6	SP	0	3	3	0	0	8
					Elective					
28	KOMI21	TV journalism	6	PA	E	2	2	0	0	7
28	KOMI22	Modern media systems	6	PA	E	2	2	0	0	7
						Total classes per year = 20 classes per week				60
FOURTH YEAR										
					Obligatory					
29	KOM022	Intercultural communication and media	7	TM	0	2	2	0	0	7
30	KOM023	Lobbying, branding and PR campaign techniques	7	SP	0	3	3	0	0	8
31	KOM024	Business communication	7	PA	0	3	3	0	0	8
					Elective					
32	KOMI23	The social psychology	7	SP	E	2	2	0	0	7
32	KOMI24	Media deontology	7	SP	E	2	2	0	0	7
					Obligatory					
33	KOM025	The new media	8	PA	0	3	2	0	0	8
34	KOM026	Political communication	8	TM	0	3	3	0	0	8
35	KOM027	Creative industries	8	PA	0	2	3	0	0	7
					Elective					
36	KOMI25	Psychology of media	8	AG	E	2	2	0	0	7
37	KOMI26	Culture of communication	8	AG	E	2	2	0	0	7

	Total classes in all years = 20 classes per week		60
Total ECTS Credits			240

Course type:

AG: Academic-general

TM: Theoretical-methodological

PA: Professional-applicative

SP: Scientific-professional

Course status:

O= Obligatory

E= Elective