

	Commerce and Marketing BSc			
Semester	Course-unit	Lecture	Practical class/seminar	Credit points
1.	Calculus for Business and Economics	2	2	7
1.	Informatics I.	0	2	3
1.	Microeconomics	2	0	3
1.	Basics of Law	2	0	3
1.	Social Studies I.	2	0	3
1.	Social Studies I. project	0	4	6
1.	Principles of Marketing	2	0	3
1.	Management and Organization	2	0	3
1.	Start My Brand	0	1	2
1.	University Seminar	0	2	0
1.	Frame of optional subjects			0
Totals for Se	mester 1			33
2.	Statistics	2	2	7
2.	Macroeconomics	2	2	7
2.	Informatics II.	0	2	3
2.	Business Economics	2	2	7
2.	Business Law	2	0	3
2.	Frame of elective subjects - Training (1)	0	1	2
2.	Frame of optional subjects			0
Totals for Se	mester 2			29
	Semester 3 / Semester recommended for study abroad programme	es		
3.	Business Statistics	2	2	6
3.	International Economics	2	0	3
3.	Principles of Accounting	2	2	7
3.	Finance I. (Introduction to Finance)	2	0	3
3.	Commerce and Trade	2	0	3
3.	Integrated Marketing Communications	2	0	3
3.	Frame of elective subjects - Training (2)	0	1	2
3.	Frame of optional subjects			0
Totals for Se	mester 3			27
	Semester 4 / Semester recommended for study abroad programmo			T -
4.	Logistics	2	0	3
4.	Market Research	2	2	7
4.	Finance II. (Corporate Finances)	2	2	7
4.	International Trade and Finance	2	0	3
4.	Media Market and Media Law	2	0	4
4.	Introduction to e-business	2	0	3
4.	Introduction to EU integration	2	0	3
4.	MyBrand Portfolio	0	2	2
4.	Frame of optional subjects			0
Totals for Se	mester 4			32
	Durandia a in International Environment	-		_
5.	Branding in International Environment	2	0	3
5.	Degree thesis forum	0	1	1
5.	Specialization-specific subjects	4	6	15
5.	Frame of elective subjects - Training (3)	0	1	2
5.	Frame of optional subjects		1	7



Global marketing specialization	Commerce and Marketing BSc							
5. International Business Culture 0 4 5. Public Relations Theory and Practice 2 2 5. Marketing in Global Environment 2 0 Total Advertising and Media Planing 2 2 2 5. Advertising and Practice 2 2 2 5. Content Marketing 0 2 2 2 5. Content Marketing 0 2 0 0 2 2 0 0 2 1 0 0 2 1 0	Semester	Course-unit	Lecture	Practical class/seminar	Credit points			
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S. Marketing in Global Environment	5.	International Business Culture	0	4	6			
Total	5.	Public Relations Theory and Practice	2	2	6			
Advertising and PR specialization 5. Advertising and Media Planing 2 2 2 5. Public Relations Theory and Practice 2 2 2 5. Content Marketing 0 2 2 2 6. Content Marketing Total	5.	Marketing in Global Environment	2	0	3			
5. Advertising and Media Planing 2 2 5. Public Relations Theory and Practice 2 2 5. Content Marketing 0 2 6. Total 6. Human Resources Management 2 0 6. Degree Research Methodology Forum 0 2 6. Degree thesis consultation I. 0 2 6. Specialization-specific subjects 4,0 6,0 6. Frame of elective subjects - Training (4) 0 1 6. Frame of optional subjects 0 2 Totals for Semester 6		Total			15			
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Global marketing specialization	6.	•	0	2	3			
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