



## ELECTIVE SUBJECTS

### 1st YEAR

|    |   | SEMESTER 1 |   |    |    |   |   |    |    |  | SEMESTER 2 |   |    |    |   |   |    |     |  |
|----|---|------------|---|----|----|---|---|----|----|--|------------|---|----|----|---|---|----|-----|--|
| 01 | Elective 1<br>1. Approches and theories in modern communication |            |   |    |    |   |   |    |    | Elective 2<br>1. Advanced research methods in PR*                                      |            |   |    |    |   |   |    |     |  |
|    | M480.18.01.S5-01  | 6          | E | 28 | 28 | 0 | 0 | DS | 94 | M480.18.02.A4-01   | 7          | D | 28 | 14 | 0 | 0 | DA | 133 |  |
| 02 | Elective 1<br>2. Public relations. Principles and practices*    |            |   |    |    |   |   |    |    | Elective 2<br>2. Strategic positioning and online/ offline reputation of organisations |            |   |    |    |   |   |    |     |  |
|    | M480.18.01.S5-02  | 6          | E | 28 | 28 | 0 | 0 | DS | 94 | M480.18.02.A4-02   | 7          | D | 28 | 14 | 0 | 0 | DA | 133 |  |
| 03 |   |            |   |    |    |   |   |    |    |  |            |   |    |    |   |   |    |     |  |
| 04 |   |            |   |    |    |   |   |    |    |  |            |   |    |    |   |   |    |     |  |

### 2nd YEAR

|    |  | SEMESTER 3 |   |    |   |   |    |    |     |  | SEMESTER 4 |  |  |  |  |  |  |  |  |
|----|--|------------|---|----|---|---|----|----|-----|--|------------|--|--|--|--|--|--|--|--|
| 01 | Elective 3<br>1. Research and design methodology |            |   |    |   |   |    |    |     |  |            |  |  |  |  |  |  |  |  |
|    | M480.18.03.A4-01                                 | 7          | D | 28 | 0 | 0 | 14 | DA | 133 |  |            |  |  |  |  |  |  |  |  |
| 02 | Elective 3<br>2. E-media design*                 |            |   |    |   |   |    |    |     |  |            |  |  |  |  |  |  |  |  |
|    | M480.18.03.A4-02                                 | 7          | D | 28 | 0 | 0 | 14 | DA | 133 |  |            |  |  |  |  |  |  |  |  |
|    |  |            |   |    |   |   |    |    |     |  |            |  |  |  |  |  |  |  |  |

| Legend   |    |    |    |   |    |    |      |     |  |  |
|--|----|----|----|---|----|----|------|-----|--|--|
| Name of subject  |    |    |    |   |    |    |      |     |  |  |
| Code   | nc | FE | c  | s | l  | p  | CF   | VPI |  |  |
| <p><b>Code</b> = subject code<br/> <b>nc</b> = number of ECTS credits<br/> <b>FE</b> = form of evaluation<br/> <b>FE</b> ∈ {E, D, C, P-E, P-D}<br/> <b>E</b>=exam<br/> <b>D</b>=distributed assessment<br/> <b>c</b>=course hours /semester<br/> <b>s</b>=seminar hours</p>                        |    |    |    |   |    |    |      |     |  |  |
| <p><b>l</b>=laboratory hours<br/> <b>p</b>=portfolio hours<br/> <b>CF</b>= subject category<br/> <b>CF</b> ∈ {DA, DCA, DS}<br/> <b>DA</b> - comprehensive subject<br/> <b>DCAV</b> - advanced knowledge subject<br/> <b>DS</b> - sythesis subject<br/> <b>VPI</b> = time needed for self-study</p> |    |    |    |   |    |    |      |     |  |  |
| <b>Example</b>   |    |    |    |   |    |    |      |     |  |  |
| <b>Web technologies</b>  |    |    |    |   |    |    |      |     |  |  |
| M480.18.03.V2  | 7  | E  | 28 | 0 | 14 | 14 | DCAV | 119 |  |  |
| (*) - electives activated in the academic year 2018 - 2019   |    |    |    |   |    |    |      |     |  |  |

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