

study programme: **International Marketing**
profile: practical
level of qualification: Bachelor (1-st cycle studies)
mode of studies: full-time

Programme details									
Year	Semester	Course	Number of hours					Exam/Assessment after semester	ECTS
			lecture	tutorial	workshop	Foreign Language Class	Total		
I	1	Economics	30		15		45	Assessment	4
		Statistics and Demography		30			30	Assessment	5
		International Business Law		30			30	Assessment	4
		Effective Presentation and Communication		30			30	Assessment	4
		Principles of Marketing		30			30	Assessment	5
		Social and Psychological Issues in Consumer Behavior		30			30	Assessment	5
		Fundamentals of Management		30			30	Assessment	5
						hours:	225	ECTS:	32
	2	Economics	30		15		45	Exam	5
		Information Technologies		30			30	Assessment	5
		Foreign Language				60	60	Assessment	3
		Physical Education			30		30	Assessment	0
		Brand Management and Communication		30			30	Assessment	5
		Creative and Critical Thinking		30			30	Assessment	5
Principles of International Marketing			30			30	Assessment	5	
					hours:	255	ECTS:	28	
II	3	Applied Data Analysis in Social Sciences – part I		30			30	Assessment	5
		Foreign Language				60	Exam	4	
		Physical Education			30		30	Assessment	0
		Introduction to Social Media Communication		30			30	Assessment	5
		Introduction to International Marketing Communications		30			30	Assessment	5
		Public and Non-Profit Marketing		30			30	Assessment	5
		Fundamentals of Human Resources Management		30			30	Assessment	5
						hours:	240	ECTS:	29
	4	Applied Data Analysis in Social Sciences – part II		30			30	Assessment	5
		Basic Communication Skills Workshop		30			30	Assessment	3
		European Integration		30			30	Assessment	4
		International Economic Relations	30		15		45	Exam	5
		Introduction to Project Management		30			30	Assessment	3
		Internet Consumer Behavior		30			30	Assessment	5
Finance in Marketing Management			30			30	Assessment	3	
B.A. Seminar and thesis preparation		30			30	Assessment	4		
					hours:	255	ECTS:	32	
5	B.A. Seminar and thesis preparation		30			30	Assessment	5	
		Internship				720	Assessment	24	
						hours:	750	ECTS:	29
	6	Advanced Communication Skills Workshop		30			30	Assessment	5
		Political Marketing		30			30	Assessment	5
		Entrepreneurship and Business Planning		30			30	Assessment	5
		International Economic Organizations		30			30	Assessment	5
		Sales, Export and Business Negotiations		30			30	Assessment	5
	B.A. Seminar and thesis preparation		30			30	Assessment	8	
						hours:	180	ECTS:	33
					hours:	1905	ECTS:	183	