

Recommended Curriculum for Academic Year 2022/2023				
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 Semester 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 Semester 2				29
Semester 3 / Semester recommended for study abroad programmes				
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 Semester 3				27
Semester 4 / Semester recommended for study abroad programmes				
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 Semester 4				32
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			7
Totals for Semester 5				28

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Commerce and Marketing BSc				
Semester	Course-unit	Lecture	Practical class/seminar	Credit points
Global marketing specialization				
5.	International Business Culture	0	4	6
5.	Public Relations Theory and Practice	2	2	6
5.	Marketing in Global Environment	2	0	3
	Total			15
Advertising and PR specialization				
5.	Advertising and Media Planing	2	2	6
5.	Public Relations Theory and Practice	2	2	6
5.	Content Marketing	0	2	3
	Total			15
6.	Human Resources Management	2	0	3
6.	Degree Research Methodology Forum	0	2	2
6.	Degree thesis consultation I.	0	2	3
6.	Specialization-specific subjects	4,0	6,0	15
6.	Frame of elective subjects - Training (4)	0	1	2
6.	Frame of optional subjects	0	2	3
Totals for Semester 6				28
Global marketing specialization				
6.	Project Management	2	2	6
6.	Digital Marketing Solutions	2	2	6
6.	Case Studies in International Marketing	0	2	3
	Total			15
Advertising and PR specialization				
6.	Event Marketing	0	2	3
6.	Case Studies in Advertising	2	0	3
6.	Digital Marketing Solutions	2	2	6
6.	Creative Marketing Project	0	2	3
	Total			15
7.	Degree thesis consultation II.	0	2	3
7.	Degree thesis	-	-	10
7.	Internship	0	35	20
Totals for Semester 7				33
Total				210