



DEPARTMENT OF MASS COMMUNICATION

COURSE CATALOGUE 2022 / 2023

Winter semester /Bachelor level

COURSE INFORMATION	
Course name	New media
Degree	Undergraduate
Semester	Winter
ECTS points	3
Course status	Elective
Course leader	Full professor, Mato Brautović
Department, room no.	-
Phone	
e-mail	mbraut@unidu.hr
COURSE DESCRIPTION	
Course content	
	The concept and definition of new media; History of new media; Characteristics of new media, Web 2.0, Social Media, Mobile phones and tablet computers; Convergence and multiplatform publishing; Online media and online journalism; Business models of online media; Content promotion and advertising; Online media editing; Entrepreneurship in new media;
Learning outcomes	
	After successful completion of the course students will be able to: Define new media and identify their main characteristics Describe the specific types of new media and explain how they influence communication Distinguish new media and their application in journalism, public relations and similar industry Interpret convergence, online journalism and new media business models
TEACHING MODE	

<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
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EXAMINATION METHOD

<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
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READING

Compulsory reading

1.	Group of authors. New Media: A Critical Introduction. Routledge, 2008
2.	Macnamara, Jim. The 21st Century Media (R)evolution. Peter Lang, 2010.
3.	Group of authors. Understanding Media Convergence: The State of the Field. Oxford University Press, 2009.

Optional reading

1.	Haddon, Leslie; Green, Nicola. Mobile Communications. Berg, 2009.
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LIST OF TOPICS

No.		Hours		
		L	E	S
1	Concept and definition of new media	2	0	0

2	New media history	2	0	0
3	Internet and World Wide Web	2	0	0
4	Social media and network	2	0	0
5	Mobile media	2	0	0
6	Mobile media	2	0	0
7	Computer Games and Virtual reality	2	0	0
8	Midterm exam	2	0	0
9	Convergence and multiplatform publishing	2	0	0
10	Online media and online journalism	2	0	0
11	Business models of online media	2	0	0
12	Presentation	2	0	0
13	Presentation	2	0	0
14	Presentation	2	0	0
15	End term Exam	2	0	0
TOTAL HOURS		30	0	0
OTHER RELEVANT INFORMATION				

Summer semester /Bachelor level

COURSE INFORMATION	
Course name	Croatian Politics (Political System of Croatia)
Semester	6 Spring
ECTS points	3
Course status	Compulsory
Course leader	Pero Maldini
Department, room no.	Department of Mass Communication, 153
Phone	098 97 91 333
e-mail	pero.maldini@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>BASIC NOTIONS OF POLITICAL SYSTEM - Determining the Political System; The functions of the political system; Elements of the political system (interest groups, political parties, government institutions, public and civil society); Types of political systems (according to: form of political representation, type of order, form of government, form of state organization).</p> <p>DEMOCRACY AND DEMOCRATIC POLITICAL SYSTEM - Democracy (definition, basic forms); Intermediation of social interests; Political foundations of Democracy; Democratic order (deployment and characteristics); Democratic system (features of a democratic political system, features of a democratic decision-making process).</p> <p>TRANSITION PROCESS - Determination of Democratic Transition; Post-communist transition; Dimensions and structural elements of transition; Transition Process Phases (Liberalization, Democratization, Consolidation); Transitional Process Actors; Actors' Strategies.</p> <p>CROATIAN PATH TO INDEPENDENCE - Croatia before independence (Croatia within federal Yugoslavia, Beginning of Democratic Change in Croatia); Creating the Croatian State (Key Events and</p>	

Decisions, Constitution of the Republic of Croatia); Homeland War (War Course, War Character); Specific conditions of Croatian transition.

ELECTORAL SYSTEM AND ELECTORAL POLICIES - Electoral System of the Republic of Croatia (Electoral Levels, Electoral Units, Election Process); Electoral Policy (Electoral Policy and Democratic Consolidation, Electoral Principles of Electoral Policy, Hyperelectoralism and Institutional Reformism, Democratic Deficit of Electoral Policy).

POLITICAL PARTIES AND PARTY SYSTEM - Political Parties (Determining Political Parties, Functions of Political Parties); Party System (Determination and Modeling of Party Systems, Formation of the Croatian Party System, Impact of Structural Cleavages and Polarization Axes, Developmental Phases of the Party System).

CROATIAN PARLIAMENT - Meaning of Parliament; Development Phases and Structural Changes (1st Phase: 1990-1992, 2nd 1992- 2001, Phase 3: 2001-present); Organization of Parliament (Representatives, President, Vice Presidents, Clubs, Working Bodies and Commissions); Scope and accountability of the Parliament; The Activity of the Parliament (Legislative Process, Monitoring and Protection).

THE PRESIDENT OF THE REPUBLIC OF CROATIA - The President of the Republic of Croatia; Duties and accountability of the President; President's Responsibilities; Presidential elections; President of the semi-secretary system; President of the parliamentary system.

THE GOVERNMENT OF THE REPUBLIC OF CROATIA - The Government of the Republic of Croatia; Development and structuring of executive power; Scope and accountability of the Government; Government organization (Cabinet of the Government, Government Working Bodies); Ministries in the Government of the Republic of Croatia; Government Activities (Government Sessions, Government Accountability, Government Decisions).

JUDICIARY OF THE REPUBLIC OF CROATIA - Judicial Authority in the Republic of Croatia; Structure of the judiciary; Supreme Court; National Judicial Council; judges; State Attorney; Constitutional Court; The development of the Croatian judiciary.

PUBLIC ADMINISTRATION AND LOCAL SELF-GOVERNMENT - Public Administration System; Public Administration Bodies; Scope and activities of the public administration; Structure of public administration; Local and Regional Self-government (Municipalities and Cities, Counties,

Representative and Executive Bodies of Self-Government, Financing of Self-Government Units); Counties, towns and municipalities in Croatia.

CIVIC ASSOCIATIONS, TRADE UNIONS AND MEDIA - Organized interests (social movements, voluntary and professional associations); Interest Organizations (Interest and Pressure Groups, Protective and Promotion Groups); Collective interests in the economy (trade unions, HUP and GSV); Media (Freedom, Independence, Ownership Structure, Professionalism).

Learning outcomes

By mastering the course material in this course, students will be able to:

1. define and explain the basic concepts of the political system and constitutional order of the Republic of Croatia, interpret the process of its foundation, structure, development and political-institutional structure, and distinguish and compare the political actors and the main political processes;
2. describe and explain the conditions and specifics of the Croatian transition, the Homeland War, the process of state independence, the structure of the institutions of the political system, the development of parliamentary democracy, the constitutional order and the organization of the government in democratic Croatia;
3. explain and analyze the function of the media and the actors of public / political communication in the public and political space of Croatian society;
4. describe and interpret the main political processes in contemporary Croatian society. Besides acquiring the above knowledge and skills, the course encourages students to think comparatively and critically about the functioning of the modern Croatian political system and the relations within it.

TEACHING MODE

Lectures

Seminars and workshops

Exercises

Independent assignments

Multimedia and internet

Distance learning

Consultations

Laboratory

Field work

Mentoring

Exams

EXAMINATION METHOD

xOral xWritten <input type="checkbox"/> Partial exam	Other: Click here to enter text.
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READING

Compulsory reading

1.	Ramet, S.P. and Matic, D., 2007: Democratic Transition in Croatia: Value Transformation, Education & Media, College Station: Texas A&M University Press
2.	Gurdulić, J., 2009: Transformation of Democracy in Croatia: Europeanization, Institut Européen des Hautes Etudes Internationales, Nice

Optional reading

1.	Kasapović, M., 2000: Electoral Politics in Croatia 1990.-2000., Politička misao, 35 (5), pp. 3–20
2.	Petričušić, A., 2013: Democracy without Citizens: Inadequate Consolidation in Two Decades of the Western Balkans Democracy, European Quarterly of Political Attitudes and Mentalities EQPAM 2 (4)
3.	Stubbs, P., 1999: Nationalisms, globalization and civil society in Croatia and Slovenia. Research in social movements, conflicts and change, 19 pp. 1-26
4.	Hague, R., Harrop, M., and Breslin, S., 2013: Comparative Government and Politics: An Introduction, Palgrave Macmillan
5.	O'Donnell, G., and Schmitter, P., 1986: Transition from Authoritarian Rule: Tentative Conclusion about Uncertain Democracies, The Johns Hopkins University Press, Baltimore

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	INTRODUCTION	2	0	0
2.	BASIC NOTIONS OF POLITICAL SYSTEM	2	0	0
3.	DEMOCRACY AND DEMOCRATIC POLITICAL SYSTEM	2	0	0

4.	TRANSITION PROCESS	2	0	0
5.	CROATIAN PATH TO INDEPENDENCE	2	0	0
6.	ELECTORAL SYSTEM AND ELECTORAL POLICIES	2	0	0
7.	POLITICAL PARTIES AND PARTY SYSTEM	2	0	0
8.	FIRST COLLOQUIUM (MIDTERM EXAM)	2	0	0
9.	CROATIAN PARLIAMENT	2	0	0
10.	THE PRESIDENT OF THE REPUBLIC OF CROATIA	2	0	0
11.	THE GOVERNMENT OF THE REPUBLIC OF CROATIA	2	0	0
12.	JUDICIARY OF THE REPUBLIC OF CROATIA	2	0	0
13.	PUBLIC ADMINISTRATION AND LOCAL SELF-GOVERNMENT	2	0	0
14.	CIVIC ASSOCIATIONS, TRADE UNIONS AND MEDIA	2	0	0
15.	SECOND COLLOQUIUM (FINAL EXAM)	2	0	0
TOTAL HOURS		30	0	0
OTHER RELEVANT INFORMATION				

COURSE INFORMATION	
Course name	New Media
Semester	Spring
ECTS points	5
Course status	Compulsory
Course leader	prof. dr.sc. Mato Brautović
Department, room no.	Department of Mass Communication
Phone	446-020
e-mail	mbraut@unidu.hr
COURSE DESCRIPTION	
Course content	
<p>The concept and definition of new media; History of new media; Characteristics of new media, Web 2.0, Social Media, Mobile phones and tablet computers; Convergence and multiplatform publishing; Online media and online journalism; Business models of online media; Content promotion and advertising; Online media editing; Entrepreneurship in new media; Online journalistic forms: text forms – blog and print plus; social media posts; writing for mobile platforms; mobile apps; slideshows; interactive infographics, online video and Youtube;</p>	
Learning outcomes	
<p>After successful completion of the course students will be able to: Define new media and identify their main characteristics Describe the specific types of new media and explain how they influence communication Distinguish new media and their application in journalism, public relations and similar industry Interpret convergence, online journalism and new media business models Distinguish online journalism forms Use the software for photo editing, sound, photos, maps and data</p>	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input checked="" type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring

<input checked="" type="checkbox"/> Multimedia and internet <input checked="" type="checkbox"/> Distance learning		<input checked="" type="checkbox"/> Exams		
EXAMINATION METHOD				
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam		Other:		
READING				
Compulsory reading				
1.	McQuail, D. i Deuze, M. , McQuail's Media and Mass Comm Theory. , Sage. , 2020, p.p. 52-198.			
2.	Macnamara, Jim. The 21st Century Media (R)evolution. Peter Lang, 2010.			
3.	Group of authors. Understanding Media Convergence: The State of the Field. Oxford University Press, 2009.			
1.	Hinton, S. & Hjorth, L., Understanding Social Media, Sage, 2013.			
2.	Group of authors, New Media: A Critical Introduction, Routledge, 2008.			
LIST OF TOPICS				
No.		Hours		
		L	E	S
1.	Concept and definition of new media; online journalism forms; CMS	2	1	
2.	New media history; text forms	2	1	
3.	Internet and social media; social media forms	2	1	
4.	Mobile media; mobile media forms	2	1	
5.	Computer Games and Virtual reality; 360 photos	2	1	

6.	New media theories	2	1	
7.	New media theories	2	1	
8.	Midterm Exam	2	1	
9.	Convergence and multiplatform publishing	2	1	
10.	Online media and online journalism	2	1	
11.	Business models of online media; authomatization of content production	2	1	
12.	Presentation	2	1	
13.	Presentation	2	1	
14.	Presentation	2	1	
15.	End term Exam	2	1	
TOTAL HOURS		30	15	
OTHER RELEVANT INFORMATION				
Click here to enter text.				

COURSE INFORMATION	
Course name	Advertising techniques and Media marketing
Semester	4 Spring
ECTS points	2
Course status	Elective
Course leader	Pero Maldini
Department, room no.	Department of Mass Communication, 153
Phone	098 97 91 333
e-mail	pero.maldini@unidu.hr
COURSE DESCRIPTION	
Course content	
<ul style="list-style-type: none"> ▪ Basic concepts of advertising. Market communication as a specific form of public communication. Media marketing and advertising in the media. ▪ Exploring the needs to advertise, market analysis, treatment of customers, methods of target audiences or market groups' selection, the basic methods of designing ads and marketing messages. ▪ Commercial aspects of advertising, determination and achievement of advertising purposes, the effects of advertising (advertisers' profit goals, media interest and profit, design of "image" at the market). ▪ Language and style of advertising. The symbolism and the symbols' manipulation. ▪ Types of advertising and media. Methods and advertising strategies. Media plan. ▪ Specific features of media of advertising: newspaper ads, radio ads, TV ads, billboards, online advertising, advertising campaigns. ▪ Implementation of Public relations techniques and tools in media advertising. ▪ Graphic design, visual and auditory aspects of media advertisements and commercials. ▪ Analysis of the market position of the media and evaluation of media advertisements. ▪ The creative work of students in designing and creating advertisements (commercials, video spots, radio jingles, billboards, web banners) and advertising campaigns. ▪ Preparation and presentation of specific media ads (newspaper, radio, television, Internet), combined advertising and/or ad campaigns. 	
Learning outcomes	
By mastering the teaching materials and exercises provided by the course, students will:	
<ol style="list-style-type: none"> 1. know different types of advertising and conducting advertising campaigns in the mass media, 2. be able to creatively design and produce ads for different types of media, 	

3. be able to analyze the market position of the media and the advertising space of individual media,
4. be able to recognize and articulate consumer habits and needs of media content consumers.

TEACHING MODE

<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work Mentoring <input checked="" type="checkbox"/> Exams
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EXAMINATION METHOD

Oral Written <input type="checkbox"/> Partial exam	Other: Practical Assignment and presentation (two progress reports, individual production and presentation of advertisement or advertising campaign as a final exam).
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READING

Compulsory reading

Optional reading

1.	Wells, W./Burnett, J./Moriarty, S., 2002: Advertising Principles and Practice (6th ed.), Prentice Hall. Englewood Cliffs, New Jersey
2.	Belch, George /Belch, Michael, 1995: Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective (3rd ed.), Irwin, Boston
3.	Leiss, William; Kline, Stephen and Jhally, Sut, 2005: Social Communication in Advertising: Persons, Products & Images of Well-being, (3rd ed), Routledge

LIST OF TOPICS

No.		Hours		
		L	E	S
1.	Introduction to workshop.	1	1	0

2.	Basic concepts of advertising. Market communication as a specific form of public communication. Media marketing and advertising in the media.	1	1	0
3.	Exploring the needs to advertise, market analysis, treatment of customers, methods of target audiences or market groups' selection, the basic methods of designing ads and marketing messages.	1	1	0
4.	Commercial aspects of advertising, determination and achievement of advertising purposes, the effects of advertising (advertisers' profit goals, media interest and profit, design of "image" at the market).	1	1	0
5.	Language and style of advertising. The symbolism and the symbols' manipulation.	1	1	0
6.	Types of advertising and media. Methods and advertising strategies. Media plan.	1	1	0
7.	Specific features of media of advertising: newspaper ads, radio ads, TV ads, billboards, online advertising, advertising campaigns.	1	1	0
8.	Progress report, assistance and advising.	1	1	0
9.	Implementation of Public relations techniques and tools in media advertising.	1	1	0
10.	Graphic design, visual and auditory aspects of media advertisements and commercials.	1	1	0
11.	Analysis of the market position of the media and evaluation of media advertisements.	1	1	0
12.	The creative work of students in designing and creating advertisements (commercials, video spots, radio jingles, billboards, web banners) and advertising campaigns.	1	1	0
13.	Preparation and presentation of specific media ads (newspaper, radio, television, Internet), combined advertising and/or ad campaigns.	1	1	0
14.	Progress report, assistance and advising.	1	1	0

15.	Final exam (presentation of advertisement or advertising campaign).	1	1	0
TOTAL HOURS		15	15	0
OTHER RELEVANT INFORMATION				
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COURSE INFORMATION	
Course name	Basic marketing
Degree	Undergraduate
Semester	Summer
ECTS points	3
Course status	Elective
Course leader	Matea Matić, PhD, Assistant professor Ivan Jelčić mr.sc., assistant
Department, room no.	-
Phone	
e-mail	jelcic.ivan@unidu.hr
COURSE DESCRIPTION	
Course content	
<ol style="list-style-type: none"> 1. The basic role of marketing 2. Marketing planning process and environmental analysis 3. Marketing information: Analysis of consumer behaviour 4. Marketing information: Analysis of business and organizational customers 5. Market segmentation and market targeting 6. Marketing mix: Product 7. Marketing mix: Place 8. Marketing mix: Promotion 9. Marketing mix: Price 10. Marketing strategies: planning, implementation and control 	

11. Digital marketing environment	
Learning outcomes	
After completing this course, the student is expected to be able to: <ul style="list-style-type: none"> • describe role of marketing, • determine important role of marketing planning process based on environmental analysis, • evaluate marketing information for marketing decisions, • apply analytic tools and four P-s of marketing in marketing environment, • create and determine marketing strategy in business environment, • implement and control marketing strategy. 	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	Other:
READING	
Compulsory reading	
1.	Contributors, Principles of Marketing, University of Minnesota, open access, 2015,
2.	Kotler P., Keller K.L., Marketing management, 14e, Pearson, 2014.
3.	McCarthy E.J., Perreault W.D., Basic Marketing: A Global- Managerial Approach, Eleventh Edition, Irwin, Boston, 1993.
Optional reading	

1.	McDonald, D., Marketing plans – how to prepare them, how to use them, Fifth edition, Butterworth-Heinemann, 2002.
2.	Guiltinan J.P., Gordon W.P., Marketing management, strategies and programs, Fifth edition, McGraw-Hill, 1994.
3.	Walker O.C., Boyd H.W., Larrèchè J.C., Marketing Strategy, Planning and Implementation, Third Edition, Irwin/McGraw-Hill, 1999.
4.	Lehmann D.R., Winer R.S., Analysis for marketing planning, Third Edition, Richard D. Irwin, 1994.

LIST OF TOPICS

No.		Hours		
		L	E	S
TOTAL HOURS		20	30	

OTHER RELEVANT INFORMATION

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Winter semester / Master level

COURSE INFORMATION	
Course name	Dubrovnik Corpus of Croatian Literature
Semester	Winter
ECTS points	6
Course status	elective
Course leader	Assoc. prof. Ph dr. Katja Bakija
Adress	Kampus, office 158
Phone	446 037
e-mail	kbakija@unidu.hr
Course description	
Course content	
Older and newer Dubrovnik literature. The relationship of the material and spiritual culture of the Mediterranean literary creation. Dubrovnik as part of flourishing Mediterranean humanism. Influence of the Italian Renaissance on the Dubrovnik literature of the time. Dubrovnik as an economic, cultural and political center. Poetic patterns of certain literary eras. Representative authors and works, literary genres and types in the researched literary corpus (through the history of Croatian literature).	
Learning outcomes	
1. After successfully completing the course, students will be able to use the acquired literary and historical knowledge in the interpretation of selected literary texts	
2. After successfully completing the course, students will be able to independently interpret selected literary templates	
3. After successfully completing the course, students will be able to independently analyze the works of Dubrovnik writers will be able to recognize the stylistic determinants by which the work declares belonging to a certain period (Renaissance, Baroque)	
Teaching mode	
<input checked="" type="checkbox"/> Lectures	<input checked="" type="checkbox"/> Consultation
<input checked="" type="checkbox"/> Seminar and workshops	<input type="checkbox"/> Laboratory

<input type="checkbox"/> Exercises	<input checked="" type="checkbox"/> Field work
<input checked="" type="checkbox"/> Independent assignments	<input checked="" type="checkbox"/> Mentoring
<input checked="" type="checkbox"/> Multimedia and internet	<input checked="" type="checkbox"/> Exams
<input checked="" type="checkbox"/> Distance learning	
EXAMINATION METHOD	
<input checked="" type="checkbox"/> Oral	Ostalo:
<input checked="" type="checkbox"/> Written	
<input checked="" type="checkbox"/> Partial exam	
READING	
Compulsory reading	
1.	Fališevac, Dunja, Dubrovnik otvoreni i zatvoreni grad : Studije o dubrovačkoj književnoj kulturi, Naklada Ljevak, Zagreb, 2007., str. 77-107, 297-325
2.	Banac, Ivo, Dubrovački eseji. Poglavlje "Ministracija i desekracija; Mjesto Dubrovnika u modernim hrvatskim nacionalnim ideologijama i političkoj kulturi", Matica hrvatska, Ogranak Dubrovnik, Dubrovnik, 1992., str. 9-41
3.	Novak, Slobodan Prosperov, Povijest hrvatske književnosti. Od baščanske ploče do danas (Poglavlje "Rano novovjekovlje", Golden marketing, Zagreb, 2003., str. 27-145
4.	Bakija, Katja, Knjiga o Dubrovniku (1849. – 1852.) I – IV, Poglavlje „Dubrovnik i Hrvatska sredinom 19. stoljeća” , Erasmus Naklada, Zagreb, 2005., str. 25-49; str.
Optional reading	
1.	Bersa, Josip, Dubrovačke slike i prilike (1800. - 1880.), Matica hrvatska, 2. izdanje, Dubrovnik, 2002., str. 31-51
2.	Bakija, Katja; Kuraica, Nikolina, Il ricco tesoro del patrimonio letterario/Iz riznice hrvatske i europske književne i kulturne baštine, Dom Marina Držića, Dubrovnik, 2020., str. 6-63
3.	<i>Leksikon Marina Držića</i> . Zagreb: Leksikografski zavod Miroslav Krleža u suradnji s Nacionalnom i sveučilišnom knjižnicom u Zagrebu, 2009. (urednici: Milovan Tatarin, Slobodan Prosperov Novak, Mirjana Mataija, Leo Rafolt)
TOPICS	

No.	List of topics	Hours		
		L	E	S
1	Dubrovnik Petrarchists (Šiško Menčetić and Džore Držić)	2	0	1
2.	Latin Epistles in Dubrovnik,	2	0	1
3.	Motives of captured and abducted women (slaves) in the works of Dubrovnik Renaissance authors	2	0	1
4.	Mavro Vetranović - writer and political pessimist	2	0	1
5.	Poetic communication - epistolary of Nikola Nalješković	2	0	1
6.	Literary, stage and life (political) fortune of Marin Držić	2	0	1
7.	Hekuba - a mirror of authority (the relationship between an individual and the state)	2	0	1
8.	The speech of the Negromancer of the Long Nose – the topicality and universality of the author's message to contemporaries	2	0	1
9.	Marin Držić – poet	2	0	1
10.	Dubrovnik anthologies of the older Croatian Poetry (Nikša Ranjina and Orsat Medo Pucić)	2	0	1
11.	Junije Palmotić – Pavlimir	2	0	1
12.	Ivan Gundulić - poet of freedom and transience	2	0	1
13.	Ivo Vojnović - poet of the sunset of freedom	2	0	1
14.	Writers and cultural workers of the 19th century Dubrovnik	2	0	1
15 .	Intertextuality and ludism in the poetry of Luko Paljetak	2	0	1
TOTAL HOURS		30	0	15

The quality of the programme, teaching process, teaching skills and the level of mastery will be determined by conducting a written evaluation based on questionnaires and other standardized ways, in accordance with the acts of the University of Dubrovnik (student survey on the quality of teaching activities, teacher self-analysis, etc.), aligned with the Standards and Guidelines for Quality Assurance in the European Higher Education Area as well as with the ISO 9001 standard.

COURSE INFORMATION	
Course name	Marketing research
Degree	Master
Semester	Winter
ECTS points	3
Course status	Elective
Course leader	Matea Matic, PhD, Assistant professor Ivan Jelčić mr.sc.,assistant
Department, room no.	
Phone	
e-mail	jelcic.ivan@unidu.hr
COURSE DESCRIPTION	
Course content	
<ol style="list-style-type: none"> 1. The role of market research 2. Market research process 3. Research for marketing information and decisions 4. Analysis of data in market research 5. Sampling in market research 6. Market segmentation and selecting a target market 7. Analysis of results in market research 8. Advertising tools for research activities 9. Media tools for research activities Promotional tools for research activities	

Learning outcomes	
After completing this course, the student is expected to be able to:• describe role of market research, • determine process in market research,• evaluate marketing information for marketing decisions,• use a adequate sampling method in market research,• select a target market based on research • apply analytic tools for research activities in marketing environment,• analyze and implement results of market research in business	
TEACHING MODE	
<input checked="" type="checkbox"/> Lectures <input type="checkbox"/> Seminars and workshops <input checked="" type="checkbox"/> Exercises <input checked="" type="checkbox"/> Independent assignments <input checked="" type="checkbox"/> Multimedia and internet <input type="checkbox"/> Distance learning	<input checked="" type="checkbox"/> Consultations <input type="checkbox"/> Laboratory <input type="checkbox"/> Field work <input checked="" type="checkbox"/> Mentoring <input checked="" type="checkbox"/> Exams
EXAMINATION METHOD	
<input type="checkbox"/> Oral <input checked="" type="checkbox"/> Written <input checked="" type="checkbox"/> Partial exam	The quality of the programme, and of the teaching process, teaching skills and the level of acquired knowledge will be verified by means of a written evaluation based on questionnaires and other standardised methods complying with the regulations of the University of Dubrovnik. Peer review. Self-evaluation, analysis, and corrections.
READING	
Compulsory reading	
1.	Shukla, P., Essentials of Marketing Research, Bookboon, 2008.
2.	Clow K.E., Baack, Integrated Advertising, Promotion and Marketing Communications, Fifth Edition, Pearson Education Limited, 2012
3.	Belch G.E., Belch M.A., Advertising and Promotion, an integrated marketing commutations prespective, 9e, McGraw-Hill Irwin, 2012.
Optional reading	
1.	McDonald, D., Marketing plans – how to prepare them, how to use them, Fifth edition, Butterworth-Heinemann, 2002.

2.	Guiltinan J.P., Gordon W.P., Marketing management, strategies and programs, Fifth edition, McGraw-Hill, 1994.
3.	Sharp, B., How Brands Grow, Oxford University Press, 2010.
4.	Templeton, J.F., The Focus Group: A Strategic Guide, McGraw-Hill, 1996.
5.	Kaden, R.J., Guerilla Marketing Research, Kogan Page, 2007.

LIST OF TOPICS

No.		Hours		
		L	E	S
TOTAL HOURS		20	10	

OTHER RELEVANT INFORMATION

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Summer semester / Master level

COURSE INFORMATION	
Course name	Marin Držić and his works
Semester	Summer
ECTS points	
Course status	elective
Course leader	Assoc. prof. Ph dr. Katja Bakija
Adress	Kampus, office 158
Phone	446 037
e-mail	kbakija@unidu.hr
Course description	
Course content	
<p>Marin Držić will be studied as an author of layered human comedy, a visionary, cleric, rebel and conspirator who hoped for a better and more just world, and dreamed of a different Dubrovnik. His works will be interpreted in the historical context of the 16th century in Dubrovnik, as well as in the contemporary context. Prologues of Držić's plays will be read as a message to the city and the world, in particular to government officials, and negromancy as a cloak under which hides the author himself. Držić's conspiracy letters will be interpreted as literary as well as political text. The proverbiality of Držić's dramatic language will also be analyzed. Servants characters in Držić's work will be analyzed, especially the character of Pomet as the master of comedy and the author's alter ego. The features of Držić's linguistic expression will be analyzed (the richness of different speeches that could be heard in the streets of Dubrovnik, people's folk elements, openness to foreign influences). Students will be referred to Držić's opus as an incentive to many artists - writers, painters, sculptors, musicians, and special attention will be paid to his body of work as an intertext for many writers, especially for Feđa Šehović, Luko Paljetak, Matko Sršen and Davor Mojaš. Držić's rich and diverse opus will be highlighted as a synthesis of current philosophical views and all-time life truths in order to situate his place in the Croatian literary canon and Croatian literary and cultural history.</p>	
Learning outcomes	
<ol style="list-style-type: none">1. After successfully completing the course, students will be able to analyze and interpret different types of literary templates in accordance with the basic literary theory, poetry, aesthetics, and critical principles and approaches.	

2. After successfully completing the course, students will be able to critically reflect on literary-historical and literary-critical literature and periodicals (historical and contemporary) about the great Croatian comedian Marin Držić Vidra.

3. After successfully completing the course, students will be able to use the metalanguage of the profession.

4. After successfully completing the course, students will be able to explain and connect literary content (body of works by Marin Držić) with other related artistic, scientific and general cultural content and recognize the basic aesthetic, moral and ethical values of a literary (artistic) work.

Teaching mode

Lectures

Seminar and workshops

Exercises

Independent assignments

Multimedia and internet

Distance learning

Consultation

Laboratory

Field work

Mentoring

Exams

EXAMINATION METHOD

Oral

Written

Partial exam

Ostalo:

READING

Compulsory reading

1. Čale, Frano (priredio). *Marin Držić. Djela*. Liber, Zagreb, 1979., 2. izdanje. Zagreb, 1987., str. 291-317, 339-525, 537-601, 781-855

2. *Leksikon Marina Držića*. Zagreb: Leksikografski zavod Miroslav Krleža u suradnji s Nacionalnom i sveučilišnom knjižnicom u Zagrebu, 2009. (urednici: Milovan Tatarin, Slobodan Prosperov Novak, Mirjana Mataija, Leo Rafolt)

3. Držić, Marin. *Pjesni ljuvene*. Dom Marina Držića, Dubrovnik, 2017., str.7-141

4. Viktorija Franić Tomić. *Tko je bio Marin Držić*. Matica hrvatska, Zagreb, 2011., str.198-224, 253-279, 422-466

Optional reading				
1.	Nikola Batušić. Držićeva redateljsko-inscenatorska načela, u: Mogućnosti, god. 23, br.3-4, Split, 1976.; Književni krug, Split, 1976., 396-412			
2.	Novak, Slobodan Prosperov. <i>Planeta Držić. /Ogled o vlasti/</i> . Dubrovnik, 1996., str. 3-154			
3.	Bakija, Katja (urednica). <i>Držćevim tragom/Sulle trace di Darsa</i> . Dom Marina Držića, Dubrovnik, 2019., str.19-42,123-130			
4.	Vinko Foretić. O Marinu Držiću, u: Rad JAZU, knj. 338, JAZU, Zagreb, 1965., 5-146			
TOPICS				
No.	List of topics	Hours		
		L	E	S