

Recommended Curriculum for Academic Year 2020/2021				
Commerce and Marketing BSc 2020				
Semester	Course-unit	Lecture	Practical class/seminar	Creditpoints
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
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)			2
Totals for Semester 2				29
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)			2
Totals for Semester 3				27
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
Totals for Semester 4				32
5.	Branding in International Environment	2	0	3
5.	Degree thesis forum	0	1	1
5.	Specialization-specific subjects			15
5.	Frame of elective subjects - Training (3)			2
5.	Frame of optional subjects			7
Totals for Semester 5				28

	Global marketing specialization			
	International Business Culture	0	4	6
	Public Relations Theory and Practice	2	2	6
	Marketing in Global Environment	2	0	3
	Total			15
	Advertising and PR specialization			
	Advertising and Media Planing	2	2	6
	Public Relations Theory and Practice	2	2	6
	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			15
6.	Frame of elective subjects - Training (4)			2
6.	Frame of optional subjects			3
Totals for Semester 6				28
	Global marketing specialization			
	Project Management	2	2	6

	Digital Marketing Solutions	2	2	6
	Case Studies in International Marketing	0	2	3
	Total			15
	Advertising and PR specialization			
	Event Marketing	0	2	3
	Case Studies in Advertising	2	0	3
	Digital Marketing Solutions	2	2	6
	Creative Marketing Project	0	2	3
	Total			15
7.	Degree thesis consultation II.	0	2	3
7.	Degree thesis	-	-	0
7.	Internship	0	35	30
Totals for Semester 7				33
Total				210