

Recommended Curriculum for Academic Year 2025/2026					
Commerce and Marketing BSc					
Course-unit	Prerequisites	Lecture	Practical class/seminar	Requirements	Credit points
Semester 1					
Calculus for Business and Economics	-	2	2	E + P	7
Informatics I.	-	0	2	P	3
Microeconomics	-	2	0	E	3
Basics of Law	-	2	0	E	3
Social Studies I.	-	2	0	E	3
Social Studies I. project	-	0	4	P	6
Principles of Marketing	-	2	0	E	3
Management and Organization	-	2	0	E	3
Start My Brand	-	0	1	tr	2
University Seminar	-	0	2	P	0
Frame of optional subjects					0
<b>Total</b>		<b>12,0</b>	<b>11,0</b>		<b>33</b>
Semester 2					
Statistics	Calculus for Business and Economics	2	2	E + P	7
Macroeconomics	-	2	2	E + P	7
Informatics II.	Informatics I.	0	2	P	3
Business Economics	Microeconomics	2	2	E + P	7
Business Law	Basics of Law	2	0	E	3
Frame of elective subjects - Training (1)	Start My Brand	0	1	tr	2
Frame of optional subjects					0
<b>Total</b>		<b>8,0</b>	<b>9,0</b>		<b>29</b>
Semester 3 / Semester recommended for study abroad programmes					
Business Statistics	Statistics	2	2	E+P	6
International Economics	Macroeconomics	2	0	E	3
Principles of Accounting	-	2	2	E + P	7
Finance I. (Introduction to Finance)	-	2	0	E	3
Commerce and Trade	-	2	0	E	3
Integrated Marketing Communications	Principles of Marketing	2	0	E	3
Frame of elective subjects - Training (2)	Start My Brand	0	1	tr	2
Frame of optional subjects					0

<b>Total</b>		<b>12,0</b>	<b>5,0</b>		<b>27</b>
<b>Semester 4 / Semester recommended for study abroad programmes</b>					
Logistics	-	2	0	E	3
Market Research	Principles of Marketing	2	2	E+P	7
Finance II. (Corporate Finances)	Finance I. (Introduction to Finance) and Principles of Accounting	2	2	E + P	7
International Trade and Finance	Finance I. (Introduction to Finance) and International Economics	2	0	E	3
Media Market and Media Law	-	2	0	E	4
Introduction to e-business	-	2	0	E	3
Introduction to EU integration		2	0	E	3
MyBrand Portfolio		0	2	ws	2
Frame of optional subjects					0
<b>Total</b>		<b>14,0</b>	<b>6,0</b>		<b>32</b>
<b>Semester 5</b>					

Branding in International Environment	Principles of Marketing	2	0	E	3
Degree thesis forum	-	0	1	ws	1
Specialization-specific subjects		4,0	6,0		15
Frame of elective subjects - Training (3)	Start My Brand	0	1	tr	2
Frame of optional subjects		2,0	4,0		7
Total		8,0	12,0		28
Global marketing specialization					
International Business Culture	-	0	4	P	6
Public Relations Theory and Practice	-	2	2	E+P	6
Marketing in Global Environment	-	2	0	E	3
Total (on average)		4,0	6,0		15
Advertising and PR specialization					
Advertising and Media Planing	Principles of Marketing	2	2	E+P	6
Public Relations Theory and Practice	-	2	2	E+P	6
Content Marketing	-	0	2	P	3
Total (on average)		4,0	6,0		15
Semester 6					
Human Resources Management	Management and Organization	2	0	E	3
Degree Research Methodology Forum	-	0	2	ws	2
Degree thesis consultation I.	Degree thesis forum	0	2	P	3
Specialization-specific subjects		4,0	6,0		15
Frame of elective subjects - Training (4)	Start My Brand	0	1	tr	2
Frame of optional subjects		0,0	2,0		3
Total		6,0	13,0		28
Global marketing specialization					

Project Management	-	2	2	E+P	6
Digital Marketing Solutions	-	2	2	E+P	6
Case Studies in International Marketing		0	2	P	3
Total (on average)		4,0	6,0		15
Advertising and PR specialization					
Event Marketing	-	0	2	P	3
Case Studies in Advertising	Principles of Marketing	2	0	E	3
Digital Marketing Solutions	Principles of Marketing	2	2	E+P	6
Creative Marketing Project	-	0	2	P	3
Total (on average)		4,0	6,0		15
<b>Semester 7</b>					
Degree thesis consultation II.	Degree thesis consultation I.	0	2	P	3
Degree thesis	Degree thesis consultation I. and Degree thesis consultation II. (simultaneously)	-	-		10
Internship		0	35	P	20
<b>Total</b>		<b>0,0</b>	<b>37,0</b>		<b>33</b>
<b>Total</b>		<b>60,0</b>	<b>93,0</b>		<b>210</b>