

# CURRICULUM

## STUDY PROGRAM: MEDIA AND COMMUNICATIONS

### DEPARTMENT: JOURNALISM

**240 ECTS POINTS**

#### FIRST YEAR

Serial number	Subject	Subject code	Status	ECTS	L	E	Teacher's name and surname
<b>I YEAR</b>							
<b>I SEMESTER</b>							
1.	Introduction to media and communications	<b>BLC.065</b>	Obligatory	6	30	30	Slavica Išaretović, PhD
2.	Informatics	<b>BLC.002</b>	Obligatory	6	30	30	Milica Tepšić, PhD
3.	Microeconomics	<b>BLC.003</b>	Elective	6	30	30	Branka Savić, PhD
4.	Methodology of scientific research	<b>BLC.020</b>	Elective	6	30	30	Nenad Novaković, PhD
5.	English language 1	<b>BLC.032</b>	Elective	6	30	45	Vesna Đurović, Prof. MA
<b>II SEMESTER</b>							
1.	Media literacy	<b>BLC.030</b>	Obligatory	6	30	30	Slavica Išaretović, PhD
2.	Macroeconomics	<b>BLC.005</b>	Obligatory	6	30	30	Svetlana Dušanić-Gačić, PhD
3.	Communication theories	<b>BLC.066</b>	Obligatory	6	30	30	Slavica Išaretović, PhD
4.	Basics of law	<b>BLC.029</b>	Elective	6	30	30	Željko Petrović, PhD
5.	English language 2	<b>BLC.033</b>	Elective	6	30	45	Vesna Đurović, Prof. MA

#### SECOND YEAR

Serial number	Subject	Subject code	Status	ECTS	L	E	Teacher's name and surname
<b>II YEAR</b>							
<b>III SEMESTER</b>							
1.	Journalistic genres	<b>BLC.067</b>	Obligatory	6	30	30	Slavica Išaretović, PhD
2.	Public relations	<b>BLC.010</b>	Obligatory	6	30	30	Mladen Miroslavljević, PhD
3.	Print media	<b>BLC.068</b>	Obligatory	6	30	30	Nenad Novaković, PhD
4.	Digital business strategies	<b>BLC.023</b>	Elective	6	30	30	Mladen Miroslavljević, PhD
5.	English language 3	<b>BLC.034</b>	Elective	6	30	45	Vesna Đurović, Prof. MA
<b>IV SEMESTER</b>							
1.	Marketing	<b>BLC.012</b>	Obligatory	6	30	30	Mladen Miroslavljević, PhD
2.	Radio	<b>BLC.069</b>	Obligatory	6	30	30	Nenad Novaković, PhD

3.	Agency journalism	<b>BLC.070</b>	Obligatory	6	30	30	Slavica Išaretović, PhD
4.	Human potential management or Web design	<b>BLC.013</b> or <b>BLC.031</b>	Elective	6	30	30	Svetlana Dušanić-Gačić, PhD or Nikola Novaković, PhD
5.	English language 4	<b>BLC.035</b>	Elective	6	30	45	Vesna Đurović, Prof. MA

### THIRD YEAR

Serial number	Subject	Subject code	Status	ECTS	L	E	Teacher's name and surname
III YEAR							
V SEMESTER							
1.	Investigative journalism	<b>BLC.071</b>	Obligatory	8	30	60	Slavica Išaretović, PhD
2.	Business ethics	<b>BLC.046</b>	Elective	8	30	60	Svetlana Dušanić-Gačić, PhD
3.	Business law	<b>BLC.017</b>	Elective	8	30	60	Željko Petrović, PhD
4.	Organization and production	<b>BLC.074</b>	Elective	6	30	30	Miloš Babić, PhD
VI SEMESTER							
1.	Television	<b>BLC.072</b>	Obligatory	8	30	60	Nenad Novaković, PhD
2.	Internet and new media	<b>BLC.076</b>	Elective	8	30	60	Mladen Miroslavljević, PhD
3.	Technology of printing and printing forms	<b>BLC.077</b>	Elective	8	30	60	Dejan Kojić, PhD
4.	Web design or Management in art	<b>BLC.031</b> or <b>BLC.073</b>	Elective	6	30	30	Nikola Novaković, PhD or Miloš Babić, PhD

### FOURTH YEAR

Serial number	Subject	Subject code	Status	ECTS	L	E	Teacher's name and surname
IV YEAR							
VII SEMESTER							
1.	Photography 1	<b>BLC.078</b>	Elective	8	30	60	Miloš Babić, PhD
2.	Internet marketing	<b>BLC.038</b>	Elective	8	30	60	Mirjana Milovanović, PhD
3.	Digital communications	<b>BLC.079</b>	Elective	8	30	60	Aleksandar Babić, PhD
4.	English language 5	<b>BLC.036</b>	Elective	6	30	45	Vesna Đurović, Prof. MA
VIII SEMESTER							
1.	Multimedia	<b>BLC.064</b>	Elective	8	30	60	Irena Parović, PhD
2.	Students' practice	<b>BLC.093</b>		12			
3.	Final paper	<b>BLC.094</b>		10			