

CURRICULUM

STUDY PROGRAM: MEDIA AND COMMUNICATIONS

DEPARTMENT: JOURNALISM 240 ECTS POINTS

FIRST YEAR

No.	Subject	Subject code	Status	ECTS	L	E	Name and surname of the professor
I SEMESTER							
1	Introduction to media and communications	BLC.065	Obligatory	6	30	30	Slavica Išaretović, PhD
2	Informatics	BLC.002	Obligatory	6	30	30	Milica Tepšić, PhD
3	Microeconomics	BLC.003	Elective	6	30	30	Branka Savić, PhD
4	Methodology of scientific research	BLC.020	Elective	6	30	30	Nenad Novaković, PhD
5	English language 1	BLC.032	Elective	6	30	45	Vesna Đurović, MA
II SEMESTER							
6	Media literacy	BLC.030	Obligatory	6	30	30	Slavica Išaretović, PhD
7	Macroeconomics	BLC.005	Obligatory	6	30	30	Svetlana Dušanić – Gačić, PhD
8	Communication theories	BLC.066	Obligatory	6	30	30	Slavica Išaretović, PhD
9	Basics of law	BLC.029	Elective	6	30	30	Željko Petrović, PhD
10	English language 2	BLC.033	Elective	6	30	45	Vesna Đurović, MA

SECOND YEAR

No.	Subject	Subject code	Status	ECTS	L	E	Name and surname of the professor
III SEMESTER							
1	Journalistic genres	BLC.067	Obligatory	6	30	30	Slavica Išaretović, PhD
2	Public relations	BLC.010	Obligatory	6	30	30	Mladen Miroslavljević, PhD
2	Print media	BLC.068	Obligatory	6	30	30	Nenad Novaković, PhD
4	Digital business strategies	BLC.023	Elective	6	30	30	Mladen Miroslavljević, PhD
5	English language 3	BLC.034	Elective	6	30	45	Vesna Đurović, MA
IV SEMESTER							
6	Marketing	BLC.012	Obligatory	6	30	30	Mladen Miroslavljević, PhD
7	Radio	BLC.069	Obligatory	6	30	30	Nenad Novaković, PhD
8	Agency journalism	BLC.070	Obligatory	6	30	30	Slavica Išaretović, PhD
9	Human resource management or Web design	BLC.013 or BLC.031	Elective	6	30	30	Svetlana Dušanić-Gačić, PhD or Nikola Novaković, PhD
10	English language 4	BLC.035	Elective	6	30	45	Vesna Đurović, MA

THIRD YEAR

No.	Subject	Subject code	Status	ECTS	L	E	Name and surname of the professor
V SEMESTER							
1	Investigative journalism	BLC.071	Obligatory	8	30	60	Slavica Išaretović, PhD
2	Protection of the environment	BLC.019	Elective	8	30	60	Ljiljana Stojanović Bijelić, PhD
2	Business law	BLC.017	Elective	8	30	60	Željko Petrović, PhD
4	Organization and production or Artificial intelligence	BLC.074 or BLOC.225	Elective	6	30	30	Miloš Babić, PhD or Davor Radivojević, PhD
VI SEMESTER							
5	Television	BLC.072	Obligatory	8	30	60	Nenad Novaković, PhD
6	Internet and new media	BLC.076	Elective	8	30	60	Mladen Miroslavljević, PhD
7	Technology of printing and printing forms	BLC.077	Elective	8	30	60	Nenad Novaković, PhD
8	Web design or Management in art	BLC.031 or BLC.073	Elective	6	30	30	Nikola Novaković, PhD or Miloš Babić, PhD

FOURTH YEAR

No.	Subject	Subject code	Status	ECTS	L	E	Name and surname of the professor
VII SEMESTER							
1	Photography 1	BLC.078	Elective	8	30	60	Miloš Babić, PhD
2	Internet marketing	BLC.038	Elective	8	30	60	Mirjana Milovanović, PhD
3	Digital communications	BLC.079	Elective	8	30	60	Aleksandar Babić, PhD
4	English language 5	BLC.036	Elective	6	30	45	Vesna Đurović, MA
VIII SEMESTER							
5	Multimedia	BLC.064	Elective	8	30	60	Irena Parović, PhD
6	Student's practice	BLC.093		12			
7	Final paper	BLC.094		10			

LIST OF ELECTIVE COURSES 6 ECTS						
No.	Elective course (Subject)	Subject code	P	L	E	
1	Methodology of scientific research	BLC.020	6	30	30	
2	Artificial intelligence	BLC.225	6	30	30	
3	Basics of law	BLC.029	6	30	30	
4	Digital business strategies	BLC.023	6	30	30	
5	Human resources management	BLC.013	6	30	30	
6	Web design	BLC.031	6	30	30	
7	Management in art	BLC.073	6	30	30	
8	Organization and production	BLC.074	6	30	30	
9	Development of communication skills and business culture	BLC.143	6	30	30	

10	EU law	BLC.144	6	30	30
11	Rhetoric and public speaking	BLC.145	6	30	30
12	History of art	BLC.118	6	30	30
13	Public opinion	BLC.146	6	30	30
14	Sociology	BLC.147	6	30	30
15	Microeconomics	BLC.003	6	30	30
16	Management in culture and cultural policy	BLC.148	6	30	30
17	Human rights	BLC.149	6	30	30
18	Information systems	BLC.021	6	30	30
19	English language 1	BLC.032	6	30	45
20	English language 2	BLC.033	6	30	45
21	English language 3	BLC.034	6	30	45
22	English language 4	BLC.035	6	30	45
23	English language 5	BLC.036	6	30	45
24	German language 1	BLC.122	6	30	45
25	German language 2	BLC.123	6	30	45
26	German language 3	BLC.124	6	30	45
27	German language 4	BLC.125	6	30	45
28	German language 5	BLC.126	6	30	45

LIST OF ELECTIVE COURSES 8 ECTS					
No.	Elective course (Subject)	Subject code	P	L	E
1	Business ethics	BLC.046	8	30	60
2	Business law	BLC.017	8	30	60
3	Internet and new media	BLC.076	8	30	60
4	Printing technology and printing forms	BLC.077	8	30	60
5	Photography 1	BLC.078	8	30	60
6	Internet marketing	BLC.038	8	30	60
7	Digital communications	BLC.079	8	30	60
8	Multimedia	BLC.064	8	30	60
9	Management in the media	BLC.150	8	30	60
10	Management of media projects	BLC.151	8	30	60
11	Independent production	BLC.152	8	30	60
12	Analysis of media discourse	BLC.153	8	30	60
13	Aesthetics in the media	BLC.154	8	30	60
14	Reporting in crisis situations	BLC.155	8	30	60
15	Communication science	BLC.156	8	30	60
16	Planning, propaganda, and campaign management (PR in practice)	BLC.133	8	30	60
17	TV camera and editing	BLC.134	8	30	60
18	Journalistic ethics	BLC.157	8	30	60