

CURRICULUM

STUDY PROGRAM: MEDIA AND COMMUNICATIONS

DEPARTMENT: JOURNALISM
240 ECTS POINTS

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	Slavica Išaretović, PhD
2	Print media	BLC.068	Obligatory	6	30	30	Nenad Novaković, PhD
4	Digital business strategies or Web Design	BLC.023 or BLC.031	Elective	6	30	30	Mladen Miroslavljević, PhD or Nikola Novaković, PhD
5	English language 3	BLC.034	Elective	6	30	45	Vesna Đurović, MA
IV SEMESTER							
1	Marketing	BLC.012	Obligatory	6	30	30	Mirjana Milovanović, PhD
2	Radio	BLC.069	Obligatory	6	30	30	Nenad Novaković, PhD
2	Agency journalism	BLC.070	Obligatory	6	30	30	Slavica Išaretović, PhD
4	Human resource management	BLC.013	Elective	6	30	30	Svetlana Dušanić-Gačić, PhD
5	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	Artificial intelligence or Web Design	BLC.225 or BLC.031	Elective	6	30	30	Davor Radivojević, PhD or Nikola Novaković, PhD
VI SEMESTER							
1	Television	BLC.072	Obligatory	8	30	60	Nenad Novaković, PhD
2	Internet and new media	BLC.076	Elective	8	30	60	Mladen Miroslavljević, PhD

2	Technology of printing and printing forms	BLC.077	Elective	8	30	60	Dejan Kojić, PhD
4	Management in art	BLC.073	Elective	6	30	30	Miloš Babić, PhD

FOURTH YEAR

No.	Subject	Subject code	Status	ECTS	L	E	Name and surname of the professor
VII SEMESTER							
1	Business ethics	BLC.078	Elective	8	30	60	Svetlana Dušanić Gačić, 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							
1	Multimedia	BLC.064	Elective	8	30	60	Irena Parović, PhD
2	Student's practice	BLC.093		12			
3	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	Digital business strategies	BLC.023	6	30	30	
4	Human resources management	BLC.013	6	30	30	
5	Web design	BLC.031	6	30	30	
6	Management in art	BLC.073	6	30	30	
7	Microeconomics	BLC.003	6	30	30	
8	Information systems	BLC.021	6	30	30	
9	English language 1	BLC.032	6	30	45	
10	English language 2	BLC.033	6	30	45	
11	English language 3	BLC.034	6	30	45	
12	English language 4	BLC.035	6	30	45	
13	English language 5	BLC.036	6	30	45	

LIST OF ELECTIVE COURSES 8 ECTS						
No.	Elective course (Subject)	Subject code	P	L	E	
1	Protection of the environment	BLC.019	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	Business ethics	BLC.046	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	Visual communications	BLC.085	8	30	60	
10	Management of finances	BLC.018	8	30	60	
11	Business economy	BLC.047	8	30	60	