

Course descriptions

TABLE OF CONTENTS

1. A-moMK-436/26	Consumer Behavior.....	2
2. A-moMK-408/26	Corporate Identity.....	4
3. A-boMK-015/15	Public Relations 1.....	6
4. A-boMK-338/26	Video Advertisement.....	8

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-436/26	Course title: Consumer Behavior
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 13 / 13 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 1., 15.	
Educational level: II.	
Prerequisites:	
Course requirements: 50% – project analyzing the consumer behaviour of a segment in relation to a specific brand (product/service). 50% – written test. Grading scale: A 100–93 % (excellent results with minimal errors) B 92–84 % (above-average standard with a few errors) C 83–76 % (average results with more errors) D 75–68 % (acceptable results, but with significant shortcomings) E 67–60 % (results meet only the minimum criteria) FX 59–0 % (requires a further examination or repetition of the course) A breach of academic ethics results in the cancellation of points obtained for the relevant assessment component. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: Upon completing the course, students possess theoretical knowledge of the basic concepts, models and factors influencing consumer behaviour in the market; are familiar with the psychological, social and cultural determinants of consumer behaviour and can explain their significance for marketing strategies; are able to analyze the consumer decision-making process and identify the key stages from need recognition through purchase to post-purchase evaluation; are proficient in the terminology and methodological approaches used in consumer behaviour research; are able to practically apply knowledge of consumer behaviour when designing marketing campaigns, product strategies and market segmentation; are able to critically assess the impact of digital media, social networks and technologies on the consumer experience and purchasing decisions; are able to identify and analyze the ethical aspects of consumer behaviour, including questions of sustainability and social responsibility; and are able to use research methods in collecting and interpreting data on consumer behaviour, develop critical and analytical thinking in the context of consumer trends and marketing challenges, and are able to formulate and defend recommendations for marketing decision-making based on an understanding of consumer behaviour.	

Class syllabus:

Introduction to consumer behaviour: significance, subject matter, international and marketing context

Models of consumer behaviour and the decision-making process

Psychological factors influencing the consumer (motivation, perception, learning, attitudes)

Social factors and their influence: family, groups, reference groups, social status

Cultural and subcultural determinants of consumer behaviour

Personality characteristics of the consumer and their marketing significance

Consumer decision-making processes: from need recognition to post-purchase behaviour

Emotions, risk and heuristics in consumer decision-making

The influence of the digital environment and social media on consumer behaviour

Consumer trends and behavioural market segmentation

Ethical aspects of consumer behaviour and sustainable consumption

Research methods in the study of consumer behaviour

Applications of consumer behaviour insights in marketing strategy

Recommended literature:

EAST, Robert et al.. Consumer Behaviour: Applications in Marketing. SAGE Publications, 2021.

HOFFMANN, Stefan – AKBAR.Payam. Consumer Behavior: Understanding Consumers – Designing Marketing Activities. Springer Wiesbaden, 2023.

CHAN, Eugene Y. Consumer Behavior in Practice: Strategic Insights for the Modern Marketer. Palgrave Macmillan Cham, 2024.

SETHNA, Zubin – BLYTHE, Jim. Consumer Behaviour. SAGE Publications, 2023.

Languages necessary to complete the course:

Slovak, English

Notes:**Past grade distribution**

Total number of evaluated students: 80

A	B	C	D	E	FX
65,0	32,5	2,5	0,0	0,0	0,0

Lecturers: prof. PhDr. Ľudovít Hajduk, PhD., prof. PhDr. Radomír Masaryk, PhD.

Last change: 23.07.2026

Approved by: prof. Ing. Pavol Kita, PhD.

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-moMK-408/26	Course title: Corporate Identity
Educational activities: Type of activities: lecture / seminar Number of hours: per week: 1 / 1 per level/semester: 13 / 13 Form of the course: on-site learning	
Number of credits: 5	
Recommended semester: 2., 16.	
Educational level: II.	
Prerequisites:	
Course requirements: Active participation in the course (max. 2 excused absences). 50% – semester project analyzing the corporate identity of a specific organization. 50% – colloquium: presentation of analyses and recommendations for the corporate identity of a specific organization. Grading scale: A 100–93% (excellent results with minimal errors) B 92–84% (above-average standard with a few errors) C 83–76% (average results with more errors) D 75–68% (acceptable results, but with significant shortcomings) E 67–60% (results meet only the minimum criteria) FX 59–0% (requires a further examination or repetition of the course) A breach of academic ethics results in the cancellation of points obtained for the relevant assessment component. Scale of assessment (preliminary/final): 50/50	
Learning outcomes: Upon completing the course, students possess theoretical knowledge of the nature, functions and significance of corporate identity within marketing and strategic communication. They are familiar with the basic concepts and principles related to building brand identity and its visual, verbal and behavioural elements. Students are able to analyze the corporate identity of organizations, identify its strengths and weaknesses, and assess the degree of its consistency across different communication channels. They are proficient in the basics of visual identity design and are able to apply the knowledge gained when designing a logo, visual style and the basic elements of a corporate design manual. Graduates are able to develop proposals for corporate identity independently and in teams, defend their conceptual solutions, and reflect on their significance for building the brand, image and reputation of an organization in a competitive environment.	
Class syllabus: The concept and significance of corporate identity in the context of marketing communication History and development of corporate identity and branding	

<p>The relationship between corporate identity, image and reputation Elements of corporate identity (visual, verbal, behavioural identity) Corporate culture and its influence on organizational identity Visual identity: logo, logotype, colours, typography Creating and understanding the significance of a corporate design manual Corporate identity in internal and external environments Consistency of identity in offline and online communication Case studies and analysis of successful corporate identities</p>																	
<p>Recommended literature: BALMER, John – GREYSER, Stephen (eds.). Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding and Corporate Level Marketing. Routledge, 2003. FOROUDI, Mohammad Mahdi – FOROUDI, Pantea. Corporate Brand Design: Developing and Managing Brand Identity. Routledge, 2022. MELEWAR, T. C. – DENNIS, Charles – FOROUDI, Pantea (eds.). Building Corporate Identity, Image and Reputation in the Digital Era. Routledge, 2021.</p>																	
<p>Languages necessary to complete the course: Slovak, English</p>																	
<p>Notes:</p>																	
<p>Past grade distribution Total number of evaluated students: 491</p> <table border="1"> <thead> <tr> <th>A</th><th>B</th><th>C</th><th>D</th><th>E</th><th>FX</th></tr> </thead> <tbody> <tr> <td>52,55</td><td>21,38</td><td>14,05</td><td>7,54</td><td>3,26</td><td>1,22</td></tr> </tbody> </table>						A	B	C	D	E	FX	52,55	21,38	14,05	7,54	3,26	1,22
A	B	C	D	E	FX												
52,55	21,38	14,05	7,54	3,26	1,22												
<p>Lecturers: prof. PhDr. Ľudovít Hajduk, PhD.</p>																	
<p>Last change: 23.07.2026</p>																	
<p>Approved by: prof. Ing. Pavol Kita, PhD.</p>																	

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-015/15	Course title: Public Relations 1
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 26 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 15.	
Educational level: I.	
Prerequisites:	
Course requirements: Paperwork 20% final test 80% A 100 – 93, B 92 – 84, C 83 – 76, D 75 – 68, E 67 – 60, FX 59 - 0 Scale of assessment (preliminary/final): 20/80	
Learning outcomes: Students will get theoretical knowledge about Public Relations, its history, main approaches, and principles.	
Class syllabus: Essence, formation, and development of Public Relations Communication and its forms Global Public Relations and its principles Media Relations Public Relations tools Crisis Communication Public Opinion Research in PR Sponsoring Public Relations in the politics Internal Communication Media Monitoring	
Recommended literature: SMITH, P.: Modern marketing. Computer Press, Praha 2000 BRUNNER, Brigitta R.: Public Relations Theory - Application and Understanding	
Languages necessary to complete the course: English	
Notes:	

Past grade distribution					
Total number of evaluated students: 263					
A	B	C	D	E	FX
58,56	21,29	15,21	3,04	1,14	0,76
Lecturers: Ing. Mgr. Daniela Vunhu, PhD.					
Last change: 14.10.2026					
Approved by:					

COURSE DESCRIPTION

Academic year: 2026/2027	
University: Comenius University Bratislava	
Faculty: Faculty of Arts	
Course ID: FiF.KMK/A-boMK-338/26	Course title: Video Advertisement
Educational activities: Type of activities: seminar Number of hours: per week: 2 per level/semester: 26 Form of the course: on-site learning	
Number of credits: 3	
Recommended semester: 6.	
Educational level: I.	
Prerequisites:	
Course requirements: Active participation in classes (max. 2 excused absences). Ongoing exercises and successful submission of a team project – a short film. Successful completion of a final knowledge test. Classification scale: Successful completion of the examination during the examination period: A 100–93% (excellent results with minimal errors) B 92–84% (above-average standard with a few errors) C 83–76% (average results with more errors) D 75–68% (acceptable results, but with significant shortcomings) E 67–60% (results meet only the minimum criteria) FX 59-0% (a further examination is required, or the course must be repeated) Scale of assessment (preliminary/final): 80/20 Violation of academic ethics may result in the cancellation of the obtained points in the relevant evaluation item. Scale of assessment (preliminary/final): 80/20	
Learning outcomes: The aim of the course is to give students a comprehensive view of film and audiovisual work as a complex communication tool that combines image, music, and text. Students will subsequently apply this knowledge in marketing communication. Students will gain a basic orientation in the history of film, learn the theoretical aspects of film, and gain an overview of the development of advertising spots. In the practical part, they will gain experience in shooting an advertising video, from writing the script, through production, to the post-production phase.	
Class syllabus: <ul style="list-style-type: none"> - Selected chapters from the history of film and film art - Film as a combination of visual, musical, and textual components - Theoretical aspects of film. Light. Types of shots. Camera. - The advertising spot. From the first promotional films to advertising festivals. - Analysis of selected advertising spots and videos 	

- Video in the age of screenage and video generators
- Creating a video according to a specific assignment
- Concept and script
- Video production. Locations. Time and light. Costumes
- Video production. Working with actors
- Video post-production. Sound, color grading, effects
- Final screening and project evaluation

Recommended literature:

HORŇÁK, Pavel. Formy a prostriedky propagácie. Videoreklama. Bratislava: Univerzita Komenského v Bratislave 2019.

HORŇÁK, Pavel. Kreativita v reklamě. Zlín: VeRBuM, 2014.

KYNCL, Robert, PEYVAN, Maany. Stream Punkeři. Praha : Host, 2017.

Languages necessary to complete the course:

Notes:

Past grade distribution

Total number of evaluated students: 216

A	B	C	D	E	FX
64,35	25,46	7,87	1,85	0,0	0,46

Lecturers: Mgr. Peter Rajčák, PhD.

Last change: 14.10.2026

Approved by: prof. Ing. Pavol Kita, PhD.