

Faculty of Tourism and Hospitality / HOTEL MANAGEMENT / GLOBAL MARKETING MANAGEMENT

Course:	GLOBAL MARKETING MANAGEMENT			
Course ID	Course status	Semester	ECTS credits	Lessons (Lessons+Exercises+Laboratory)
5444	Mandatory	1	5	3+1+0
Programs	HOTEL MANAGEMENT			
Prerequisites				
Aims				
Learning outcomes				
Lecturer / Teaching assistant				
Methodology				
Plan and program of work				
Preparing week	Preparation and registration of the semester			
I week lectures				
I week exercises				
II week lectures				
II week exercises				
III week lectures				
III week exercises				
IV week lectures				
IV week exercises				
V week lectures				
V week exercises				
VI week lectures				
VI week exercises				
VII week lectures				
VII week exercises				
VIII week lectures				
VIII week exercises				
IX week lectures				
IX week exercises				
X week lectures				
X week exercises				
XI week lectures				
XI week exercises				
XII week lectures				
XII week exercises				
XIII week lectures				
XIII week exercises				
XIV week lectures				
XIV week exercises				
XV week lectures				
XV week exercises				

Student workload						
Per week			Per semester			
5 credits x 40/30=6 hours and 40 minuts 3 sat(a) theoretical classes 0 sat(a) practical classes 1 excercises 2 hour(s) i 40 minuts of independent work, including consultations			Classes and final exam: 6 hour(s) i 40 minuts x 16 =106 hour(s) i 40 minuts Necessary preparation before the beginning of the semester (administration, registration, certification): 6 hour(s) i 40 minuts x 2 =13 hour(s) i 20 minuts Total workload for the subject: 5 x 30=150 hour(s) Additional work for exam preparation in the preparing exam period, including taking the remedial exam from 0 to 30 hours (remaining time from the first two items to the total load for the item) 30 hour(s) i 0 minuts Workload structure: 106 hour(s) i 40 minuts (cources), 13 hour(s) i 20 minuts (preparation), 30 hour(s) i 0 minuts (additional work)			
Student obligations						
Consultations						
Literature						
Examination methods						
Special remarks						
Comment						
Grade:	F	E	D	C	B	A
Number of points	less than 50 points	greater than or equal to 50 points and less than 60 points	greater than or equal to 60 points and less than 70 points	greater than or equal to 70 points and less than 80 points	greater than or equal to 80 points and less than 90 points	greater than or equal to 90 points