

**Faculty of Tourism and Hospitality / TOURISM / GLOBAL MARKETING**

<b>Course:</b>	GLOBAL MARKETING			
<b>Course ID</b>	<b>Course status</b>	<b>Semester</b>	<b>ECTS credits</b>	<b>Lessons</b> (Lessons+Exercises+Laboratory)
5445	Mandatory	1	6	3+1+0
<b>Programs</b>	TOURISM			
<b>Prerequisites</b>				
<b>Aims</b>				
<b>Learning outcomes</b>				
<b>Lecturer / Teaching assistant</b>				
<b>Methodology</b>				
<b>Plan and program of work</b>				
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				
<b>Student workload</b>				

Per week			Per semester			
<b>6 credits x 40/30=8 hours and 0 minuts</b> 3 sat(a) theoretical classes 0 sat(a) practical classes 1 excercises <b>4 hour(s) i 0 minuts</b> of independent work, including consultations			Classes and final exam: <b>8 hour(s) i 0 minuts x 16 =128 hour(s) i 0 minuts</b> Necessary preparation before the beginning of the semester (administration, registration, certification): <b>8 hour(s) i 0 minuts x 2 =16 hour(s) i 0 minuts</b> Total workload for the subject: <b>6 x 30=180 hour(s)</b> 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) <b>36 hour(s) i 0 minuts</b> Workload structure: <b>128 hour(s) i 0 minuts (cources), 16 hour(s) i 0 minuts (preparation), 36 hour(s) i 0 minuts (additional work)</b>			
<b>Student obligations</b>						
<b>Consultations</b>						
<b>Literature</b>						
<b>Examination methods</b>						
<b>Special remarks</b>						
<b>Comment</b>						
<b>Grade:</b>	F	E	D	C	B	A
<b>Number of points</b>	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