**Incoming student mobility**

**UNIOS University Unit: Department of Cultural Studies Osijek**

**COURSES OFFERED IN FOREIGN LANGUAGE**

**FOR ERASMUS+ INDIVIDUAL INCOMING STUDENTS**

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| **Department or Chair** **within the UNIOS unit**  | **Department of Cultural Studies, Chair in Cultural Management** |

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| **Study program**  | **Undergraduate Interdisciplinary University Study Program** **in Cultural Studies** |

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| **Study level** | **Undergraduate (bachelor) x****Graduate (master)** **Postgraduate (doctoral)** |

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| **Course title** | ***Marketing in Culture*** |
| **Course code (if any)** | **mandatory vocational course (MVC)** |
| **Language of instruction** | **Croatian (English on demand)** |
| **Brief course description** | **The course will provide the students with a short introduction to the marketing in culture and arts, with a special emphasis laid on the nonprofit organization marketing.** |
| **Form of teaching** | **lectures/practica (seminars) (20:10)** |
| **Form of assessment** | **class attendance (0.80 ECTS), active debating (0.20 ECTS), term paper (0.60 ECTS), written examination (1.20 ECTS), oral examination (1.20 ECTS)** |
| **Number of ECTS** | **3** |
| **Class hours per week** | **10/5** |
| **Minimum number of students**  | **10** |
| **Period of realization**  | **winter semester** **summer semester x****whole academic year (2 semesters)** |
| **Lecturer** | **Marija Tolušić, Senior Lecturer; Iva Buljubašić, Ph. D., TA** |