



PAN-EUROPEAN UNIVERSITY

# STUDY PROGRAM FOR ERASMUS STUDENTS

PAN-EUROPEAN UNIVERSITY, FACULTY OF MEDIA

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# Welcome to Bratislava

Dear Erasmus students,



Welcome to the Faculty of Mass Media at Pan-European University — and welcome to Bratislava! Our dynamic capital on the Danube offers a unique blend of history, culture, and contemporary media life, making it an inspiring place to study and create.

At our faculty, you will explore the world of media, communication, marketing, and digital media in an environment that encourages creativity, critical thinking, and practical experience. Whether your interests lie in journalism, marketing communication, design of media, or media production, you will find courses designed to support both your academic development and professional ambitions.

This booklet will help you navigate your course selection and tailor your studies to your individual goals. Should you need any assistance, our coordinators and lecturers are always ready to support you.

We believe your Erasmus experience with us will be not only academically enriching but also culturally inspiring and personally memorable. Take this opportunity to engage with new perspectives, collaborate with fellow students, and discover the vibrant media and cultural scene of Bratislava.

We are truly looking forward to meeting you.

With warm regards,  
Faculty of Mass Media  
Pan-European University

## Erasmus Program at our Faculty

We are pleased to offer a wide range of courses for incoming Erasmus students. All classes are held in English, ensuring accessibility for international students.

There are no prerequisites for these courses, making them available to both undergraduate and master's students.

We welcome you to join our diverse and vibrant academic community.

### List of available courses

CODE	COURSE	ECTS	SEMESTER
<b>BMMM20249</b>	Intercultural Communication	4	Fall
<b>BMMD10118</b>	Marketing Communication	5	Fall
<b>BMMD10036</b>	Team Management	4	Spring
<b>BMMM00000</b>	Practical Crowdfunding: Launching a Successful Campaign	5	Spring
<b>BMMM40120</b>	Camera Work	2	Spring/Fall
<b>BMMD10021</b>	Media Ethics	5	Spring/Fall
<b>BMMD10141</b>	Advertising Theory	5	Spring/Fall
<b>BMMD20248</b>	International and Intercultural Marketing	4	Spring/Fall
<b>BMMD20218</b>	Online Marketing	4	Spring/Fall
<b>BMMZ30035</b>	Drawing Art Concepts	2	Spring/Fall
<b>BMMG20377</b>	Multimedia Practicum (Photography)	4	Spring/Fall

## Brief courses overview

### Intercultural Communication

This highly interactive and practically oriented course is designed to provide incoming international students with the tools to navigate a new cultural landscape. Rather than focusing on abstract sociological theories, the course emphasizes experiential learning and critical self-reflection on one's own cultural background. Students will develop essential cultural awareness, explore the psychological stages of culture shock, and learn practical strategies for successful adaptation. A significant portion of the course is specifically dedicated to deconstructing Slovak cultural norms and social etiquette, facilitating a smooth and enriching integration into local life.

### Marketing Communication

This highly interactive and practically oriented course is designed to equip students with the hands-on skills needed to design and execute effective marketing communication strategies. Rather than focusing solely on abstract marketing theories, the course emphasizes real-world application, strategic planning, and creative problem-solving. The central focus of the semester is a comprehensive practical project where students develop a complete, end-to-end marketing campaign for a specific business or brand. Through this process, students will learn how to analyze target audiences, integrate diverse communication channels, craft compelling brand messaging, and measure campaign success in a competitive market.

### Team Management

This highly interactive and practically oriented course is designed to equip students with the essential skills required to manage, lead, and collaborate effectively within modern, dynamic teams. Rather than focusing solely on traditional management theories, the course emphasizes real-world application, interpersonal dynamics, and actionable strategies. Students will explore the core differences between leading and managing, discover what makes an exceptional manager, learn how to navigate complex cross-cultural team environments, and develop strategies to support mental health and psychological well-being within the workplace.

## Practical Crowdfunding: Launching a Successful Campaign

This highly interactive and practically oriented course is designed to equip students with the hands-on skills necessary to plan, launch, and manage a successful crowdfunding campaign. Rather than focusing solely on theoretical funding models, the course emphasizes real-world application, strategic planning, and digital community building. Working with a specific project assignment, students will navigate the entire crowdfunding process from start to finish. They will learn how to evaluate and select the right platform, define the project scope, structure compelling reward tiers, and design a comprehensive, end-to-end marketing campaign to attract and engage potential backers.

## Camera Work

Within the seminar, the students are going to get acquainted with the basics of camera work. They will gain knowledge about the compositional scheme, work with light, technical parameters suitable for the shooting of feature film and documentary film. The students will create short practical exercises in regard to camera practices. The themes and types of the exercises will be adapted to the individual needs of the students. The completion of the course requires attendance on the classes and delivering of the practical exercises (films).

## Media Ethics

The course Media Ethics introduces bachelor students to the fundamental ethical principles, norms, and standards governing media practice and communication professions. It focuses on the role and importance of professional ethical codes in journalism and media industries, while also exploring current ethical challenges in a rapidly evolving media landscape. Students will gain practical skills in identifying, analyzing, and resolving ethical dilemmas commonly encountered in media practice, including issues related to freedom of expression, truthfulness, privacy protection, and media manipulation. Special attention is given to contemporary topics such as the ethical implications of artificial intelligence in media and the increasing commercialization of media systems. The course also examines institutional frameworks such as media councils

and regulatory bodies, both domestically and internationally, and highlights the concept of social responsibility in media organizations. Through project work and presentations, students apply theoretical knowledge to real-world ethical problems, developing critical thinking and responsible decision-making skills essential for future media professionals.

## Advertising Theory

The course Advertising Theory provides bachelor's students with a systematic overview of basic and advanced theoretical approaches to the functioning of advertising. It focuses on classical hierarchical models (AIDA, DAGMAR, McGuire, Lavidge-Steiner, Krugman), as well as modern concepts explaining the processes of influence and persuasion in advertising (ELM, FCB, Rossiter–Percy). Special attention is paid to neurological approaches, weak and strong theories of advertising, methods of measuring advertising impact and indicators of effectiveness usable in practice. Students will gain an overview of the role of emotions, creativity, music, celebrities and humor in advertising communication. The course also develops strategic thinking in the field of advertising - from setting communication goals, through segmentation, targeting, positioning to creating a creative strategy in traditional and digital media. It also includes issues of international advertising, cultural differences (Hofstede, Schwartz, Globe) and the possibilities of standardization or adaptation of advertising campaigns. During the course, students will acquire theoretical foundations that form a platform for understanding the practical processes of advertising creation, its planning and evaluation of its effectiveness in the modern media environment. The course concludes with a semester project - an analysis of specific advertising campaigns.

## International and Intercultural Marketing

The subject International and Intercultural Marketing is an innovative course that integrates two mutually interconnected areas – international marketing and intercultural communication – into one comprehensive whole. The aim of the subject is to prepare students for marketing activities in a global, multicultural, and digital environment.

Students will deepen their knowledge of marketing theory and acquire practical competencies needed for the creation and implementation of international marketing

strategies with an emphasis on cultural sensitivity, intercultural communication, and modern digital tools. Theoretical knowledge gained from lectures and independent study of literature is applied in seminars through case studies, guided discussions, teamwork, and projects.

## Online Marketing

The Online Marketing subject is a practically oriented course whose aim is to develop students' analytical and application competencies in the field of digital marketing environment. The subject builds on basic knowledge of marketing and marketing communication and advances it to the level of practical use of online tools, data analytics, and campaign creation.

Through case studies, analytical exercises, and their own projects, students will learn to analyze online marketing campaigns, interpret data from the digital environment, and evaluate the effectiveness of marketing activities in terms of reach, interaction, and conversions. Particular attention is paid to content marketing, user behavior in the digital environment, social networks and brand communication, as well as current issues in online marketing – including banner blindness, ad-blocking, and ethical and legislative aspects of digital communication.

The focus of the subject is teamwork and individual work on designing their own online marketing campaign, which students present and defend at the end of the semester. The subject thus combines theoretical knowledge with real marketing practice and prepares students for employment in the field of digital marketing, content creation, and online communication.

## Drawing Art Concepts

### **Brief outline of the subject:**

The course consists of 12 lectures and practical drawing exercises, with hands-on practice taking place during seminars.

Lecture topics and practical drawing exercises:

1. Introduction to the course content, examples of various artistic techniques and measurement principles. Explanation of practical assignments. Theoretical lecture.
2. Composition, image iconography, color symbolism, the meaning of signs, symbols, and attributes in a work of art. Theoretical lecture.
3. Still life study. Pencil technique, large format (min. A2). Practical exercise.
4. Drawing anatomical studies of the human body. Pencil technique, large format (min. A2). Practical exercise.
5. Portrait drawing. Pencil technique, large format (min. A2). Practical exercise.
6. Self-portrait drawing. Technique of student's choice, large format (min. A2). Practical exercise.
7. Stylized self-portrait drawing with elements of imagination. Technique of student's choice, large format (min. A2). Practical exercise.
8. Half-figure study drawing. Charcoal technique, large format (min. A2). Practical exercise.
9. Full-figure study drawing. Dry pastel technique, large format (min. A2). Practical exercise.
10. Quick full-figure sketches / motion studies. Charcoal technique, large format (min. A2). Practical exercise.
11. Quick full-figure sketches / motion studies. Charcoal technique, large format (min. A2). Practical exercise.
12. Consultations, finalization of assignments, and compilation of the final series of artworks; their analysis, comparison, presentation, and discussion. Theoretical lecture.

## Multimedia Practicum (Photography)

### **Brief outline of the subject:**

The course consists of 12 lectures and practical photographic exercises, with hands-on training carried out during seminars.

Lecture topics and practical photographic exercises:

1. Introduction to the course content, the philosophy of photography, and image iconography. Explanation of practical assignments. Theoretical lecture.
2. Composition, color symbolism, and the meaning of attributes in photography. Theoretical lecture.
3. Operating and setting up a digital SLR camera. Theoretical lecture.
4. Analysis and examples of various photography genres from history to the present I. Theoretical lecture.
5. Analysis and examples of various photography genres from history to the present II. Theoretical lecture.
6. Photographing textures in outdoor and indoor environments. 10–20 photographs. Consultations on material produced through independent individual photography. Practical exercise.
7. Photographing lines in outdoor and indoor environments. 10–20 photographs. Consultations on material produced through independent individual photography. Practical exercise.
8. Photographing color situations in outdoor and indoor environments. 10–20 photographs. Consultations on material produced through independent individual photography. Practical exercise.
9. Basics of studio lighting for 2D surfaces and 3D objects. Product photography. Practical exercise.
10. Basics of studio lighting for portrait photography. Studio sessions: mutual photographing and posing. Practical exercise.

11. Portrait photography / character portrait / personality portrait. Long-term project, 5–10 photographs. Consultations on material produced through independent individual photography. Practical exercise.
12. Consultations and compilation of final photographic series from assigned practical exercises, including analysis, comparison, presentation, and discussion. Theoretical lecture.