



SVEUČILIŠTE U RIJECI UNIVERSITY OF RIJEKA
FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
OPATIJA, HRVATSKA CROATIA



CLASS: 602-04/18-01/159
REG. NBR: 2156-24-18-05-03
Opatija, 16 July, 2018

Pursuant to the Decision of the Faculty Council on amendments to the study program of the graduate university study Tourism Marketing (CLASS: 602-04/19-01/114; REG.NO.: 2156-24-18-05-03) from May 24, 2019 it is determined

CURRICULUM

UNIVERSITY GRADUATE STUDY

TOURISM MARKETING

The academic year 2019/2020

FIRST YEAR

**UNIVERSITY GRADUATE STUDY
TOURISM MARKETING**

2019/2020

I. SEMESTER

Nbr.	TEACHER	SUBJECT	LECTURE	EXERCISES	SEMINARS	ECTS CREDITS
1.	Ass. prof. Suzana Bareša, Ph.D.	Methodology of Scientific Research	15	0	15	3
2.	Assoc. prof. Marko Perić, Ph.D.	Strategic Management in Tourism	30	0	30	6
3.	Assoc. prof. Adriana Jelušić, Ph.D.	Tourism Consumption	30	0	30	6
4.	Assoc. prof. Dina Lončarić, Ph.D.	Tourism Market Research	30	0	30	6
5.	Ass. prof. Ana Čuić Tanković, Ph.D.	Business Communication in Tourism	30	0	30	6
6.		Elective*				3

* Students of I. year of the I. semester enroll in one elective class::

Nbr.	TEACHER	ELECTIVE	LECTURE	EXERCISES	SEMINARS	ECTS CREDITS
1.	Prof. Mislav Šimunić, Ph.D.	Web Design in Tourism and Hospitality	15	0	15	3
2.	Assoc. prof. Marinela Krstinić Nižić, Ph.D.	National Economics	15	0	15	3
3.	Prof. Sandra Janković, Ph.D.	Cost Management	15	0	15	3
4.	Prof. Slobodan Ivanović, Ph.D.	Hospitality Standards	15	0	15	3
5.	Ass.prof. Siniša Bogdan, Ph.D.	Financial Markets and Institutions	15	0	15	3
6.	Ass.prof. Elena Rudan, Ph.D.	Entrepreneurship in Culture	15	0	15	3
7.	Ass.prof.Nataša Slavić, Ph.D.	Mobility in Tourism	15	0	15	3
8.	Ass.prof. Marija Ivaniš, Ph.D.	Business Culture and Ethics**	15	0	15	
9.	Assoc. prof. Zvonimira Šverko Grdić, Ph.D.	Tourism and Climate**	15	0	15	3
10.		Management of Religious Events**	15	0	15	3
11.		Management of Coastal Regions**	15	0	15	3
12.		English for Academic Purposes**	15	0	15	3

** Class in not offered in the 2019/2020 academic year.

II. SEMESTER

Nbr.	TEACHER	CLASS	LECTURE	EXERCISES	SEMINARS	ECTS CREDITS
1.	Prof. Tea Baldigara, Ph.D.	Applied Econometrics	30	30	0	6
2.	Assoc. prof. Lorena Bašan, Ph.D.	Strategic Marketing in Tourism	30	0	30	6
3.	Assoc. prof. Lidija Bagarić, Ph.D.	Brand Management and Promotion in Tourism	30	0	30	6
4.		Elective				3
5.		FINAL THESIS				9

* Students of I. year of the II. semester enroll in one elective class:

Nbr.	TEACHER	ELECTIVES	LECTURES	EXERCISES	SEMINARS	ECTS CREDITS
1.	Ass.prof. Maja Nikšić Radić, Ph.D.	Tourism, Terrorism and Migration	15	0	15	3
2.	Assoc. prof. Zrinka Zadel, Ph.D.	Cultural Tourism	15	0	15	3
3.	Prof. Daniela Gračan, Ph.D.	Nautical Tourism	15	0	15	3
4.	Prof. Christian Stipanović, Ph.D.	Business Intelligence	15	0	15	3
5.	Ass. prof. Jelena Đurkin Badurina, Ph.D.	EU Project Management	15	0	15	3
6.	Ass. prof. Sabina Hodžić, Ph.D.	Comparative Fiscal Systems	15	0	15	3
7.	Prof. Elvis Mujačević, Ph.D.	International Capital Flows	15	0	15	3
8.	Ass.prof. Daniel Dragičević, Ph.D.	Business Evaluation	15	0	15	3
9.	Prof. Tea Baldigara, Ph.D.	Statistical Process Control	15	0	15	3
10.	Assoc. prof. Ana-Marija Vrtodušić Hrgović Ph.D.	Quality System Models	15	0	15	3
11.	Prof. Tea Baldigara, Ph.D.	Decision-making Factors**	15	0	15	3
12.	Prof. Dora Smolčić Jurdana, Ph.D.	Ecotourism**	15	0	15	3

** Class is not offered in the 2019/2020 academic year.

Dean

Prof. Dora Smolčić Jurdana, Ph.D.