

The study programme description template is used to prepare Appendix 2 of the application for accreditation of a study programme.

## Description of the study programme – syllabus<sup>1</sup>

Name of university: St. Cyril and Methodius University in Trnava  
University address: Námestie J. Herdu 2, 917 01 Trnava  
University identification number: 36078 913  
Name of faculty: Faculty of Mass Media Communication  
Faculty address: Námestie J. Herdu 2, 917 01 Trnava

University body responsible for approving the study programme: Internal Quality Assessment Council

Date of approval of the study programme or modification of the study programme:

Date of last change to the study programme description<sup>2</sup> :

Link to the results of the last periodic evaluation of the study programme by the university:

Link to the evaluation report on the application for accreditation of the study programme pursuant to Section 30 of Act No. 269/2018 Coll.<sup>3</sup> :

### 1. BASIC INFORMATION ABOUT THE STUDY PROGRAMME

- a) Name of the study programme and number according to the register of study programmes: public relations
- b) Level of higher education and ISCED-F code of the level of education: first
- c) Place(s) of study programme implementation: Trnava
- d) Name and number of the field of study in which a university education is obtained by completing the study programme, or a combination of two fields of study in which a university education is obtained by completing the study programme, ISCED-F codes of the field(s)<sup>4</sup> : 7205 media and communication studies
- e) Type of study programme: academically oriented, professionally oriented; translation, combined translation (with specifications); teaching, combined teaching study programme (with specifications); artistic, engineering, doctoral, preparation for a regulated profession, joint study programme, interdisciplinary studies: academically oriented
- f) Academic title awarded: Bc - Bachelor
- g) Form of study<sup>5</sup> : full-time
- h) For joint study programmes, cooperating universities and the definition of which study obligations the student fulfils at which university (§ 54a of the Higher Education Act).
- i) Language or languages in which the study programme is conducted<sup>6</sup> : English
- j) Standard length of study expressed in academic years: 3
- k) Capacity of the study programme (planned number of students), actual number of applicants and number of students :
  - this is a new study programme

### 2. GRADUATE PROFILE AND EDUCATIONAL OBJECTIVES

- a) The university describes the educational objectives of the study programme as the student's abilities at the time of completion of the study programme and the main learning outcomes<sup>7</sup> .

#### Profile of a bachelor's degree graduate:

Graduates of the Media and Communication Studies programme in the Public Relations study programme at the 1st level of bachelor's study are equipped with the basic theoretical knowledge, skills and experience necessary for positions in the communication departments of companies from various sectors, state institutions, non-profit organisations, as well as in communication agencies for clients from a wide

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<sup>1</sup> The university shall prepare a description of the study programme as an annex to the application for accreditation of the study programme.

- When submitting an application pursuant to Section 30(1) of Act No. 269/2018 Coll., the university shall only include information available at the time of submission in the description.

- After accreditation has been granted (or after internal approval of the study programme by the university's study programme approval body with the right to create programmes in the field and at the level), the university shall make the description permanently available to interested parties of the study programme.

- The higher education institution shall freely choose the form of processing, visualisation and publication of the description, suitable for students, teachers and processors.

- In individual parts of the description, the university may refer to another internal document that sufficiently describes the relevant area and is publicly accessible.

- In individual parts of the description, the university may refer to a location in the information system that contains the relevant current information.

- The university shall ensure that the description is up to date (if the change to the description is in the nature of an amendment to the study programme and the change is made in accordance with Section 30(9) of Act No. 269/2018 Coll. the change shall be made and published only after approval by the agency).

<sup>2</sup> If the change is not an adjustment to the study programme pursuant to Section 30 of Act No. 269/2018 Coll.

<sup>3</sup> It is only stated if accreditation of the study programme has been granted pursuant to Section 30 of Act No. 269/2018 Coll.

<sup>4</sup> According to the International Standard Classification of Education. Fields of education and practice 2013.

<sup>5</sup> According to Section 60 of Act No. 131/2002 Coll. on Higher Education Institutions.

<sup>6</sup> This refers to the languages in which all learning outcomes are achieved, all related subjects of the study programme are taught, and the state examination is conducted. The higher education institution shall independently provide information on the possibility of studying partial parts/subjects in other languages in section 4 of the description.

<sup>7</sup> The learning outcomes are achieved in the study programme through measurable learning outcomes in individual parts (modules, subjects) of the study programme. They correspond to the relevant level of the Qualifications Framework in the European Higher Education Area.

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range of fields. They master all techniques of working with the public, have sufficient knowledge of the media market and its specifics, and are able to work on communication projects in cooperation with other team members. They strive to build a positive image and good reputation for small or medium-sized institutions. This is a study programme in which it is important to know how to implement individual activities in practice, so great emphasis is placed on the practical part of teaching during the course of study so that graduates are prepared for practice and can immediately engage in the work process. Graduates will gain an overview of the latest knowledge, hypotheses, concepts, problems and unresolved issues in the field of media and communication studies with a special focus on public relations. Based on their theoretical knowledge, they will be able to formulate problems and, using their practical skills, find suitable solutions that are applicable to different companies, implement various communication strategies (e.g. content creation, planned and operational implementation of communication processes in various situations, plan and implement various types of communication campaigns, social media campaigns, press conferences, briefings, communication at informal meetings with journalists, monitoring and analysis of media outputs, manage crisis communication, create various types of outputs. As communication is currently shifting primarily to the online environment, they are also prepared for all challenges and changes in this area.

**Learning objectives - required outcomes for bachelor's degree graduates:**

**Theoretical knowledge**

Graduates of the bachelor's degree programme in public relations:

- acquire a wide range of theoretical knowledge in the fields of marketing theory, marketing communication, public relations, digital communication, media marketing, media research, as well as other key areas of public relations,
- master the basics of related disciplines such as economics, law, psychology, ethics, management and non-verbal communication,
- all subjects are taught in English, which deepens students' skills in professional communication in a foreign language, thereby expanding their employment opportunities.
- they know how to use the information gained from theoretically oriented subjects to analyse situations, they are able to work with various types of data and sources, and at the same time evaluate the relevance and credibility of the information obtained in both online and offline environments,
- has a command of the specifics of a foreign language in the field of public relations,
- demonstrate relevant knowledge of marketing theory and marketing communication with an emphasis on PR and media relations, as well as communication in the online space, management and creation of various types of communications/outputs,
- gains an overview of specific areas such as crisis communication, employer branding, public affairs and CSR/ESG.

**Practical skills and abilities**

Graduates of the Media and Communication Studies programme in the Public Relations study programme at the 1st level of bachelor's study:

- are able to set up a communication strategy for a small or medium-sized company and implement it independently or as part of a team, are able to work in a communication agency
- can participate in the organisation of all types of communication activities in relation to the internal and external environment, participate in the creation and implementation of communication projects and plans
- is able to create basic communication outputs in all types of media, knows how to appear before the media,
- can be part of a crisis team and participate in proposing crisis communication solutions for both internal and external environments
- is able to create and implement a company communication strategy on social networks,
- is able to create various types of creative outputs,
- can work with data and evaluate the relevance of individual sources and tools.

**Additional knowledge, abilities and skills**

Graduates of the bachelor's degree programme in public relations:

- has skills in the form of adaptability to current and future developments and changes in the communications market,
- can work effectively as a member of a team implementing public relations tools,
- have developed organisational and time management skills,
- are able to find solutions to problems in creative and effective ways,
- is able to apply current legal and ethical standards,
- has developed communication and presentation skills,
- has the ability to critically assess the impact of the media on target groups
- is able to take on a leadership role in solving communication tasks.

**b) The university indicates the professions for which graduates are prepared at the time of graduation and the potential of the study programme in terms of graduate employment.**

- PR specialist,
- Communication specialist,
- internal communications specialist,
- spokesperson,
- online specialist/social media specialist,
- Communications consultant,
- account manager/executive,
- copywriter,
- brand specialist,
- content creator
- CSR specialist

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- c) **Relevant external stakeholders who have provided a statement or consent regarding the compliance of the acquired qualification with sector-specific requirements for the profession<sup>8</sup>.**

This is not the case.

### 3. APPLICABILITY

- a) **Assessment of the applicability of study programme graduates.**

Graduates of the public relations study programme in the first stage of study are profiled in accordance with the nature and content of the core subjects of the study programme. Their existing knowledge is expanded with knowledge of key disciplines. Graduates are profiled as specialists in communication in the creation of media relations, with a wide range of knowledge from various scientific disciplines, primarily in the field of mass media and marketing communication, expanded by specific subjects of the public relations study programme, as well as communication skills and abilities. For this reason, graduates of the public relations study programme are fully prepared to work as members of a communication team in a relevant institution/corporation in various fields.

- b) **Alternatively, list successful graduates of the study programme.**

The newly proposed study programme is based on the existing media relations study programme. Graduates of this study programme are successfully employed in various fields in the media, marketing and communication sectors:

Mgr. Patrícia Žilková - specialist editor, Stratégie, Mafra Slovakia publishing house  
Mgr. Zuzana Žuborová - Head of Communications, Klíma tá potrebuje  
Mgr. Dominika Susková - Segment Producer, CNBC, London  
Daniel Čačala – Co-Founder of Rally Radosti, Co-Founder of Daybyme, Co-Founder of the WHOOP app  
Simona Benetinová, MA – Brand Manager CEE, Berlin Brands Group  
Mgr. Antónia Štofanová - Manager, Nestlé  
Simona Kosorínová – Traffic Specialist, Dedoles  
Mgr. Monika Lisková – SEO Specialist, Dedoles  
Mgr. Barbora Janošková - Freelance marketing and branding consultant.  
Erika Szárazová, M.A. – Procurement Specialist, Hewlett Packard Enterprise (HPE)  
Martina Zvolenská, MA – Global Partnership and CSR, Be Lenka  
Mgr. Paula Grochalová – Product Marketing Manager, IBM  
Monika Gajdošová – PR Specialist, Neuropea  
Petra Žaludová, Marketing Manager, Včelovina

Information about successful graduates can be found at <https://fmk.ucm.sk/sk/absolventi/>

- c) **Evaluation of the quality of the study programme by employers (feedback).**

Recommendations from practice are available in the appendices:

- Ing. Silvia Benčíčová, Zenith Media, Ltd.
- Mgr. art. Marek Mikle, Slovenské elektrárne, a.s.
- Barbora Rusňáková, Casual Groups Ltd.
- Ing. Katarína Remiaš, 1st class agency, Ltd.

### 4. STRUCTURE AND CONTENT OF THE STUDY PROGRAMME<sup>9</sup>

- a) **The university shall describe the rules for creating study plans in the study programme.**

The rules for creating study plans are defined in [the UCM Study Regulations](#).

- The student's study plan determines the timing and content of courses and the forms of assessment of study results. In addition to the form of assessment of study results, the study plan is compiled by the student alone or in cooperation with a study advisor within the framework of the specified rules and in accordance with these study regulations.
- The student compiles the study plan alone or with the help of a study advisor from the range of subjects offered by the study programme so as to comply with the rules of the study programme and the conditions of these regulations.
- The student's study plan determines which subjects the student will complete as part of their studies, determines their chronological order and sets out the forms of assessment of study results.
- Each study programme includes a recommended study plan, which is designed so that by completing it, the student fulfils all the conditions of the study programme for successful completion within the standard length of study.
- The recommended study plan for each study programme is published in the UCM AIS.
- Information about the study programme, the recommended study plan, the content of individual units of the study programme, the method of their completion and the requirements for their successful completion are part of the academic information system (hereinafter referred to as "AIS"). The AIS also collects information on the study results of students from all parts of the university.

<sup>8</sup> In the case of regulated professions, in accordance with the requirements for obtaining professional competence under a special regulation.

<sup>9</sup> Selected characteristics of the study programme content may be listed directly in the Course Information Sheets or supplemented with information from the Course Information Sheets.

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**b) The university compiles recommended study plans for individual study paths.<sup>10</sup>**

The recommended study plan is available in the appendix.

**c) The university shall specify the number of credits required for the successful completion of the study programme and other conditions that the student must fulfil during the study programme and for its successful completion, including the conditions for state examinations, rules for repeating the study programme and rules for extending or interrupting the study programme.**

Bachelor's degree programme:

- 180 credits are required for successful completion of the bachelor's degree programme,
- 155 credits for study,
- 25 credits for the bachelor's state examination (10 credits for the defence + 3 x 5 credits for state examination subjects).

The rules and conditions related to the course of study, its completion, rules for repeating, extending and interrupting studies are set out in [the UCM Study Regulations](#).

**d) The university will describe the rules for verifying learning outcomes and assessing students, as well as the possibilities for appeal against this assessment.**

The course of study at UCM is governed by [the UCM Study Regulations](#). It allows students to choose their own pace of study and provides them with flexibility in the educational process, taking into account the credit system. At the same time, the UCM Study Regulations are subject to administrative verification and control of the individual stages of study. The conditions for completing individual subjects are defined in the Subject Information Sheets, which are available in the university's AIS. In addition to defining the individual conditions for completing a subject, this document also contains the objectives of the subject, learning outcomes, teaching schedule, literature for the subject and the assessment scale for completing the subject. Teachers of individual subjects are required to familiarise students with the conditions for assessing the subject at the beginning of the semester; the requirements for completing the subject must not change during the course. Information sheets and documents for the subject are published in the AIS. At the same time, at the beginning of the course, the teacher clearly defines the rules regarding student absences from the teaching process. Students are informed of the overall result of the course assessment via the AIS or in direct contact with the teacher on the day of the course examination.

In most cases, students are assessed by one teacher, but there may be cases where several teachers are involved in the assessment, i.e. continuous assessment or compulsory student practice, which may be assessed by experts from the field.

Student assessment by multiple teachers is carried out in state examinations, where state examination committees are formed in accordance with the law. The state examination also includes the defence of the final thesis, for which the thesis supervisor/tutor and the opponent, who may also be from the field, prepare an assessment.

Students have the option of requesting a committee examination with at least two examiners appointed by the head of department or vice-dean for studies. Students have the option of contacting the relevant persons (head of department, vice-dean, dean, UCM controller) with complaints. Students have access to a formal appeal procedure, are guaranteed the opportunity to participate in the review of complaints and solutions, and are guaranteed feedback on the results of their review and the measures taken. In serious circumstances, complaints are handled by the university controller. Students also have the option of contacting the Ethics Committee in cases of suspected violations of the university's code of ethics.

Detailed information on this issue is available in [the UCM Study Regulations](#) and in the internal regulation [Internal Quality Assurance System at UCM](#).

**e) Conditions for the recognition of studies or parts of studies.**

Bachelor's degree students may apply to the dean of the faculty, after obtaining the prior approval of the head of the relevant department, for recognition of the completion of subjects in the study programme if they have completed a subject with the same content at the same level of study at UCM or another university. Recognition of subjects can only be requested at the beginning of the study programme (immediately after enrolment, but no later than 2 weeks after the start of teaching) using the prescribed forms, which are published on the university's website. The application usually includes documents issued and confirmed by the university where the student successfully completed the subjects they are requesting to be recognised: a) the original "Transcript of Study Results", b) syllabi of completed subjects or information sheet(s) of the subject(s), c) a list of subjects they are requesting to be recognised. The student's application is then assessed and processed, and the student is placed in a course (after approval, the student may be placed in a higher year of study). All detailed information and conditions for the recognition of studies at UCM are governed by:

- [Guidelines for the Recognition of Completed Courses](#)
- [Guidelines for the Recognition of Educational Documents at the University of St. Cyril and Methodius in Trnava](#)

**f) The university will list the topics of the final theses for the study programme (or a link to the list).**

The study programme does not yet have topics for final theses, as it is a new study programme.

**g) The university shall describe or refer to:**

- the rules for assigning, processing, reviewing, defending and evaluating final theses in the study programme, All information on final theses is available on the internal SharePoint storage in the Final Theses section: <https://ucmtt.sharepoint.com/teams/FMK/SitePages/Zaverecne-prace.aspx>

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<sup>10</sup> *In accordance with Decree No. 614/2002 Coll. on the credit system of study and Act No. 131/2002 Coll. on higher education institutions and on amendments and supplements to certain acts.*

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- options and procedures for participating in student mobility programmes, [Guidelines for the administration of the Erasmus+ programme \(effective from 1 September 2023\)](#)
- Rules for compliance with academic ethics and consequences of non-compliance [Code of Ethics of UCM in Trnava \(effective from 20 June 2018\)](#)  
[Rector's Measure – Prevention of Plagiarism at UCM \(effective from 30 June 2020\)](#)  
[Guidelines on Plagiarism \(effective from 1 February 2019\)](#)  
[VP No. 2/2025 – UCM Code of Ethics \(effective from 30 January 2025\)](#)  
[VP No. 7/2025 – UCM Study Regulations \(effective from 1 September 2025, applicable to students admitted from the 2025/2026 academic year\)](#)
- procedures applicable to students with special needs, [Guidelines for ensuring a generally accessible academic environment for students with specific needs at UCM in Trnava \(effective from 1 December 2023\)](#)
- procedures for submitting suggestions and appeals by students.  
[Guidelines for obtaining relevant feedback from stakeholders at UCM in Trnava \(effective from 1 January 2025\)](#)  
[Guidelines for handling questions, comments, opinions, requests, suggestions and proposals at UCM \(effective from 1 May 2021\)](#)  
[Guideline on handling complaints at UCM \(effective from 1 May 2021\)](#)  
[Guidelines on equal treatment and protection against discrimination – gender equality \(effective from 1 June 2021\)](#)  
[Plan for the implementation of gender equality at the University of St. Cyril and Methodius in Trnava \(effective from 1 May 2022\)](#)

The university has an ombudsman who, among other things, handles complaints, reports, suggestions and petitions from university employees, as well as other natural and legal persons, if they relate to the tasks and activities performed by the university or its constituent parts.

Complaints concerning violations of the UCM Code of Ethics are handled by the Ethics Committee, which is a permanent advisory body to the rector:

- [VP No. 2/2025 - UCM Code of Ethics \(effective from 30 January 2025\)](#)
- [Statute of the UCM Ethics Committee in Trnava](#)

Complaints concerning violations [of the UCM Disciplinary Code](#) are dealt with by [the UCM Disciplinary Committee](#). It discusses disciplinary offences committed by students enrolled in university study programmes on the basis of complaints and submits a proposal for a decision to the UCM Rector:

- [Disciplinary Code for Students of St. Cyril and Methodius University in Trnava \(Effective from 1 September 2023\)](#)
- [Rules of Procedure of the Disciplinary Committee for Students of St. Cyril and Methodius University in Trnava \(Effective from 1 September 2023\)](#)

## 5. INFORMATION SHEETS FOR STUDY PROGRAMME SUBJECTS

Structure in accordance with Decree No. 614/2002 Coll.

Subject information sheets are available in AIS.

## 6. CURRENT ACADEMIC YEAR SCHEDULE AND CURRENT TIMETABLE (OR HYPERTEXT LINK).

- The schedule for the 2025/2026 academic year is available on the internal [SharePoint](#) storage.
- The schedule for this study programme is not available as it is a new study programme.

## 7. STAFFING OF THE STUDY PROGRAMME

a) **Person responsible for the implementation, development and quality of the study programme (including position and contact details).**

doc. PhDr. Jana Galera Matúšová, PhD. [jana.galera.matusova@ucm.sk](mailto:jana.galera.matusova@ucm.sk)

b) **List of persons providing profile subjects of the study programme with assignment to the subject with a link to the central Register of University Employees, with contact details (may also be listed in the study plan).**

- doc. PhDr. Jana Galera Matúšová, PhD., <https://www.portalvs.sk/regzam/detail/12039>, [jana.galera.matusova@ucm.sk](mailto:jana.galera.matusova@ucm.sk)
  - subjects: Employer branding and internal communication, Communication data analytics, Internship, Final thesis seminar I.
- doc. PhDr. Denisa Jánošová, PhD., <https://www.portalvs.sk/regzam/detail/14405>, [denisa.janosova@ucm.sk](mailto:denisa.janosova@ucm.sk)
  - subjects: Marketing, Management and management skills
- PhDr. Sabína Gáliková Tolnaiová, PhD., <https://www.portalvs.sk/regzam/detail/10856>, [sabina.galikova.tolnaiova@ucm.sk](mailto:sabina.galikova.tolnaiova@ucm.sk)
  - Subjects: Propaedeutics of Media Studies, Theory of media communication, Ethical aspects of communication with the media
- Mgr. Dáša Franič, PhD., <https://www.portalvs.sk/regzam/detail/22806>, [dasa.franic@ucm.sk](mailto:dasa.franic@ucm.sk)

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- subjects: Marketing communication, Public Relations
- doc. Mgr. Andrej Brník, PhD., <https://www.portalvs.sk/regzam/detail/24647>, [andrej.brnik@ucm.sk](mailto:andrej.brnik@ucm.sk)
- subjects: Online PR

Assignment to the subject is specified in the study plan.

**c) Link to the scientific/artistic-pedagogical characteristics of persons providing profile subjects of the study programme.**

The VUPCH of persons providing profile subjects of the study programme are available in AIS.

**d) List of teachers of the study programme with assignment to the subject and a link to the central register of university employees, including contact details (may be part of the study plan).**

- PaedDr. Eva Habiňáková, PhD., [eva.habinakova@ucm.sk](mailto:eva.habinakova@ucm.sk), <https://www.portalvs.sk/regzam/detail/8628>
- Mgr. Lenka Labudová, PhD., [lenka.labudova@ucm.sk](mailto:lenka.labudova@ucm.sk), <https://www.portalvs.sk/regzam/detail/34463>
- doc. PhDr. Denisa Jánošová, PhD., [denisa.janosova@ucm.sk](mailto:denisa.janosova@ucm.sk), <https://www.portalvs.sk/regzam/detail/14405>
- PhDr. Sabína Gáliková Tolnaiová, PhD., [sabina.galikova.tolnaiova@ucm.sk](mailto:sabina.galikova.tolnaiova@ucm.sk), <https://www.portalvs.sk/regzam/detail/10856>
- PhDr. Bianka Francistyová, PhD., [bianka.francistyova@ucm.sk](mailto:bianka.francistyova@ucm.sk)
- PhDr. Oľga Škvareninová, CSc., [olga.skvareninova@ucm.sk](mailto:olga.skvareninova@ucm.sk), <https://www.portalvs.sk/regzam/detail/20991>
- Prof. Nataliya Panasenka, PhD., [nataliya.panasenko@ucm.sk](mailto:nataliya.panasenko@ucm.sk), <https://www.portalvs.sk/regzam/detail/14430>
- Mgr. Dáša Franič, PhD., [dasa.franic@ucm.sk](mailto:dasa.franic@ucm.sk), <https://www.portalvs.sk/regzam/detail/22806>
- Mgr. Katarína Načiniaková, [naciniakova1@ucm.sk](mailto:naciniakova1@ucm.sk)
- PhDr. Katarína Ďurková, PhD., [katarina.durkova@ucm.sk](mailto:katarina.durkova@ucm.sk), <https://www.portalvs.sk/regzam/detail/14295>
- Ing. Tomáš Fašiang, PhD., [tomas.fasiang@ucm.sk](mailto:tomas.fasiang@ucm.sk), <https://www.portalvs.sk/regzam/detail/18656>
- Mgr. Matej Martovič, PhD., [matej.martovic@ucm.sk](mailto:matej.martovic@ucm.sk), <https://www.portalvs.sk/regzam/detail/30503>
- Mgr. Anna Hurajová, PhD., [anna.hurajova@ucm.sk](mailto:anna.hurajova@ucm.sk), <https://www.portalvs.sk/regzam/detail/14499>
- PhDr. Vladimíra Hladíková, PhD., [vladimira.hladikova@ucm.sk](mailto:vladimira.hladikova@ucm.sk), <https://www.portalvs.sk/regzam/detail/30125>
- doc. PhDr. Jana Galera Matúšová, PhD., [jana.galera.matusova@ucm.sk](mailto:jana.galera.matusova@ucm.sk), <https://www.portalvs.sk/regzam/detail/12039>
- Mgr. Peter Krajčovič, PhD., [peter.krajcovic@ucm.sk](mailto:peter.krajcovic@ucm.sk), <https://www.portalvs.sk/regzam/detail/26153>
- doc. Mgr. Andrej Brník, PhD., [andrej.brnik@ucm.sk](mailto:andrej.brnik@ucm.sk), <https://www.portalvs.sk/regzam/detail/24647>
- Mgr. Simona Mikušová, PhD., [simona.mikusova@ucm.sk](mailto:simona.mikusova@ucm.sk), <https://www.portalvs.sk/regzam/detail/26077>
- Rastislav Zábajník, PhD., [rastislav.zabojnik@ucm.sk](mailto:rastislav.zabojnik@ucm.sk), <https://www.portalvs.sk/regzam/detail/14292>
- doc. JUDr. Michal Maslen, PhD., [michal.maslen@ucm.sk](mailto:michal.maslen@ucm.sk), <https://www.portalvs.sk/regzam/detail/8900>
- Mgr. Ľuboš Greguš, PhD., [lubos.gregus@ucm.sk](mailto:lubos.gregus@ucm.sk), <https://www.portalvs.sk/regzam/detail/32700>
- Prof. Norbert Vrabec, PhD., [norbert.vrabec@ucm.sk](mailto:norbert.vrabec@ucm.sk), <https://www.portalvs.sk/regzam/detail/14510>
- Mgr. Matej Majerský, [majersky1@ucm.sk](mailto:majersky1@ucm.sk)
- Mgr. Adam Valček – external lector

The list of teachers assigned to the subject is part of the study plan.

**e) List of thesis supervisors assigned to topics (with contact details).**

The list of supervisors assigned to individual topics will be available in AIS. The topics of final theses have not yet been announced, as this is a new study programme.

**f) Link to the scientific/artistic-pedagogical characteristics of thesis supervisors.**

The list of thesis supervisors will be available in AIS.

**g) Student representatives who represent the interests of students in the study programme (name and contact details).**

- Adam Porubčan, 2nd year student. Bc. study programme, media relations study programme, [porubcan2@ucm.sk](mailto:porubcan2@ucm.sk).

**h) Study advisor for the study programme (including contact details and information on access to counselling and consultation schedule).**

- Mgr. Juliána Mináriková, PhD. - Vice-Dean for Education and Training, [juliana.minarikova@ucm.sk](mailto:juliana.minarikova@ucm.sk).

**i) Other support staff for the study programme – assigned study advisor, career advisor, administration, accommodation department, etc. (with contact details).**

- [Study coordinators](#)
- [UCM Study Department \(for FMK\)](#)
- [Department of International Relations](#)
- [FMK Library](#): [kniznica.fmk@ucm.sk](mailto:kniznica.fmk@ucm.sk), Zuzana Danielová: [zuzana.danielova@ucm.sk](mailto:zuzana.danielova@ucm.sk)
- Technical support: [Centre for Information and Communication Technologies](#): Mgr. Matej Lackovič, MBA – Head of CIKT [matej.lackovic@ucm.sk](mailto:matej.lackovic@ucm.sk), Ing. Nora Dostálová – ISIC cards: [nora.dostalova@ucm.sk](mailto:nora.dostalova@ucm.sk)

The study programme description template is used to prepare Appendix 2 of the application for accreditation of a study programme.

- Science and Research Department – Mgr. Andrea Tománková, PhD.: [andrea.tomankova@ucm.sk](mailto:andrea.tomankova@ucm.sk), Ing. Paulína Sivoňová: [paulina.sivonova@ucm.sk](mailto:paulina.sivonova@ucm.sk)
- **Student Residence:** Mgr. Janka Gajdová: [janka.gajdova@ucm.sk](mailto:janka.gajdova@ucm.sk)
- **Career Centre:** PhDr. Katarína Ďurková, PhD.: [katarina.durkova@ucm.sk](mailto:katarina.durkova@ucm.sk)
- **Creative Centre Skladová:** doc. PhDr. Jana Galera Matúšová, PhD., [jana.galera.matusova@ucm.sk](mailto:jana.galera.matusova@ucm.sk), Mgr. Sláva Gracová, PhD., [slava.gracova@ucm.sk](mailto:slava.gracova@ucm.sk).

## 8. SPATIAL, MATERIAL AND TECHNICAL SUPPORT FOR THE STUDY PROGRAMME AND SUPPORT

- a) **List and characteristics of the study programme's classrooms and their technical equipment, assigned to the learning outcomes and subjects** (laboratories, project and art studios, studios, workshops, interpreting booths, clinics, priest seminars, science and technology parks, technology incubators, school enterprises, practice centres, training schools, teaching and training facilities, sports halls, swimming pools, sports grounds).

The proposed study programme not only focuses on the theoretical knowledge that students are expected to acquire, but also aims to equip them with practical experience. For this reason, selected subjects in the study programme have specific content, where specially equipped classrooms and laboratories can be used for teaching. The faculty has many specialised classrooms that are part of [the University Science Park](#): these are premises within [the Skladová Creative Centre](#), such as an HD television studio, a radio studio, the editorial office of the university magazine, a sound studio, specialised classrooms designed for project-based learning, design thinking and teamwork, a neuromarketing laboratory, a virtual reality laboratory, computer rooms designed for working with graphic programmes and software, photo studios, etc. In addition, students have access to centres where they can acquire theoretical knowledge and practical experience: [the Media Training Centre](#), [the Media Literacy Centre](#), and [the FMK Career Centre](#). For foreign language teaching, students can use the university's digital [interpreting laboratory](#).

- **Specialised classrooms designed for project-based learning and teamwork:** lectures and exercises in Marketing, Introduction to Media Studies, Media Communication Theory, Fundamentals of Economics, Marketing Communication, Business Communication, Ethical Aspects of Media Communication, Socio-Cultural Contexts of Communication, Public Relations, Media Marketing, Non-verbal Communication, Media & Agencies, Media Law, Management and Management Skills, Media Content Analysis and Critical Thinking, Case Studies, Public Affairs and Working with Public Opinion, Crisis Communication, Employer branding and internal communication, PR in various sectors, Brand creation in PR, Sustainability in PR
- **Computer classrooms:** Online PR, Data analytics in communication, Content creation I, II, III, IV, Social media cabinet I-IV, AI in PR.
- **Neuromarketing laboratory:** Media psychology, Media research, Socio-cultural contexts of communication
- **Radio and sound studio:** Media relations, PR campaign creation, Content creation III, PR Cabinet I, Media studio I-VI.
- **HD Television Studio:** Media Relations, PR Campaign Creation, Crisis Communication, Content Creation IV, PR Cabinet II, Media Studio I-VI.
- **Digital interpreting laboratory:** English in Communication Practice I and II, English Conversation, Creative English I and II.
- **University magazine editorial office:** Text output creation I and II, Creative writing, Media studio I-VI.

Selected specialised classrooms can be viewed at the links below:

- [UCM Science and Creative Park in Trnava](#)
- [Skladová Creative Centre](#)
- [Method Lab – FMK UCM Research Centre](#)
- [Media Training Centre](#),
- [Media Literacy Centre](#),
- [FMK Career Centre](#)

- b) **Characteristics of the study programme's information provision (access to study literature according to subject information sheets), access to information databases and other information sources, information technologies, etc.).**

### [UCM Information Resources Centre](#)

- provides comprehensive library services, information services, publishing services and personal data protection at UCM;
- provides comprehensive library, information and bibliographic services to scientific and pedagogical staff and students of the university as well as other professionals; acquires, processes, makes available and stores information from domestic and foreign primary and secondary information sources; provides specialised bibliographic and information services; bibliographically registers and preserves the collection of diploma and other qualification theses of students and creative staff of the university; processes and records the publishing activities of the university's creative staff;
- cooperates with authors, publishers and printers; processes licence agreements with authors and contracts with publishers and printers; plans budgetary resources and other matters in accordance with the annual publishing plan;
- CIZ serves as an academic library, whose main mission is to acquire, process, store and disseminate information, literature and other cultural values.
- It carries out publishing activities, which are an important area of activity for members of the academic community, through which the freedom of scientific research and the publication of its results are realised. The task of publishing activities is to ensure the publication of study literature, scientific works, journals and other literature intended for the needs of the university.

The UCM Information Resources Centre includes:

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- Library Services Department - all library units are processed in the DAWINCI library information system; the library currently has almost 60,000 book units.
- The UCM Information Services Department has prepaid subscriptions to the following databases through Eurofunds and Ministry of Education funds: SpringerLink, SpringerNature, ScienceDirect, Scopus, Web of Science. In addition, students have access to the GALE InfoTrac, NISPEZ, PLOS and NEJM databases and portals, as well as the SUMMON multi-search engine and Information and Media Literacy.
- Publishing Services Department – publishing is an important area of activity for members of the academic community, enabling freedom of scientific research and the publication of its results; the role of publishing is to ensure the publication of study literature, scientific works, journals and other literature intended for the needs of the university.
- VIRTUAL STUDY ROOM – the virtual study room is the result of cooperation between CVTI SR in Bratislava and UCM in Trnava. The study room provides remote access to electronic versions of documents from the UCM library collection in Trnava.

Within the faculty, students have access to [the FMK Library](#), which has almost 15,000 books, and students have access to periodicals: SME, Wired, M&M, Score, Stratégie, Level, The Economist, Foto video, Pevnosť. The [FMK Archive](#) is also available, containing 500 e-publications (monographs, lecture notes, textbooks, anthologies and other study literature by faculty teachers, which is linked to compulsory and compulsory elective subjects).

**c) Characteristics and scope of distance learning applied in the study programme with assignment to subjects. Approaches, manuals for e-learning portals. Procedures for transitioning from face-to-face to distance learning.**

The Faculty of Mass Media Communication switched to full distance learning during the first wave of the pandemic in 2020. It must be said that the transition to distance learning was smooth and, despite the lack of preparation for such a situation, relatively quick:

- all teaching was transferred to an online system within three weeks of the outbreak of the pandemic (i.e. March 2020),
- the faculty mainly used the G-Suite platform and Google Meet for online teaching, with some practical subjects being taught via Discord and Twitch,
- Before the actual transition to online teaching, webinars and training sessions entitled "How to teach online via Google Meet" were held at individual departments, where teachers could clarify any issues they did not understand. After the webinars, they were ready to create an event for an online lesson and teach it in full.
- From a technical point of view, the paid version of G-Suite Edu was made available to the faculty.

Links to tutorials and manuals necessary for distance learning are available [on SharePoint FMK](#).

In the following period, the university completely switched to the MS Teams platform for distance learning. Even though distance learning is no longer implemented at present (2025), the platform is still used in the educational process at the faculty and provides space for storing and providing teaching materials, communication with students, assignment and assessment, etc. The Faculty of Mass Media Communication has developed distance learning principles that are applied in exceptional situations when it is not possible to conduct face-to-face teaching.

[University Directive on Distance Learning: Directive on Distance Learning at UCM \(effective from 1 April 2021\)](#)

**d) University partners in providing educational activities for the study programme and characteristics of their participation.**

The Department of Media and Communication Studies at FMK UCM in Trnava has more than 80 partner institutions that provide educational activities for the study programme. The field of media and communication studies is developing very rapidly in connection with the emergence of new communication and digital technologies. It is therefore very important to regularly connect education with experts from the field who are able to respond very quickly to changes and trends in the field. Cooperation in educational activities can be divided into several areas: participation of experts from the field in teaching, mentoring of final theses, career centre and career counselling.

**1st Class Agency** is an agency providing services in the areas of public relations, communication, reputation and event management. 1st CLASS AGENCY's clients include major brands such as Kofola, McDonald's, Tchibo, Hyza, Penam, Partners Group SK and others.

**Description of cooperation:** FMK UCM in Trnava and 1st Class agency signed a Memorandum of Cooperation in 2022, in which they agreed to link the teaching and learning process with the practice of PR agencies, to pass on theoretical and practical experience in the field of PR to FMK students, and to cooperate in the area of career growth for FMK students.

**Specific activities carried out:**

- based on the memorandum, FMK students gain professional experience from working in a PR agency, the opportunity to complete an internship
- involvement of agency representatives in the teaching process,
- consultation on final theses.

**IPSOS** is a research agency that provides data and data analysis.

**Description of cooperation:** FMK UCM in Trnava and IPSOS signed a Memorandum of Cooperation in 2025, in which they agreed to link the teaching and educational process with the practice of research agencies, to pass on theoretical and practical experience in the field of research to FMK students, and to cooperate in the area of career growth for FMK students.

**Specific activities carried out:**

- based on the memorandum, FMK students gain professional experience from working in a research agency, the opportunity to complete an internship
- involvement of agency representatives in the teaching process, lectures and seminars,

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- consultation on final theses.

**Zenith** is a media agency focused on ROI.

**Description of cooperation:** FMK UCM in Trnava and Zenith Slovakia signed a Memorandum of Cooperation in 2024, in which they agreed to link the teaching and educational process with the practice of media agencies, to pass on theoretical and practical experience in the field of media planning to FMK students, and to cooperate in the area of career growth for FMK students.

**Specific activities carried out:**

- based on the memorandum, FMK students gain professional experience from working in a media agency, the opportunity to complete an internship
- involvement of agency representatives in the teaching process, lectures and seminars,
- consultation on final theses.

**Unimedia** is a media agency and a leader on the Slovak market.

**Description of cooperation:** FMK UCM in Trnava and Unimedia signed a Memorandum of Cooperation in 2022, in which they agreed to link the teaching and educational process with the practice of media agencies, to pass on theoretical and practical experience in the field of media planning to FMK students, and to cooperate in the area of career growth for FMK students.

**Specific activities carried out:**

- based on the memorandum, FMK students gain professional experience from working in a media agency, the opportunity to complete an internship
- involvement of agency representatives in the teaching process, lectures and seminars,
- consultation on final theses.

**The Public Relations Association of the Slovak Republic** is an umbrella organisation for PR agencies in Slovakia.

**Description of cooperation:** FMK UCM in Trnava and APRSR signed a Memorandum of Cooperation in 2022, in which they agreed to link the teaching and education process with the practice of PR agencies, to pass on theoretical and practical experience in the field of PR to FMK students, and to cooperate in the area of career growth for FMK students.

**Specific activities carried out:**

- based on the memorandum, FMK students gain professional experience from working in a PR agency, the opportunity to complete an internship in member agencies
- involvement of association representatives in the teaching process,
- consultation on final theses.

**e) Characteristics of social, sporting, cultural, spiritual and community activities.**

The faculty regularly provides financial, material and logistical support for the sporting, cultural and social activities of its students. Since its inception, it has strived to develop the communication and organisational skills of its students. The best proof of this is Radio [Aetter](#), which started as a student project and has since transformed into a radio station with its own regional frequency. The monthly magazine [Atteliér](#) has been published since 2003. Every year, it ranks among the top entries in the Štúrovo pero competition. Many editors, journalists, photographers and graphic designers have worked for the magazine.

Students have access to a gym and fitness centre, and they have reserved time at the swimming pool. There is great interest in sports activities at the faculty.

In addition, the faculty regularly organises faculty events focused on social activities for students and teachers. The most popular event is [FMK Day](#), which aims to bring teachers, students and other faculty staff together to spend a day together. During the two pandemic years (2022, 2021), the event moved to a virtual space, but this did not diminish its popularity.

FMK UCM in Trnava is known for organising many social, cultural and sporting events, and it is considered a positive that, despite the unfavourable pandemic situation, it did not have to cancel a single event and their organisation and the events themselves moved online.

The social, cultural, sporting, spiritual and community activities that have taken place over the last two years can be viewed here:

- <https://fmk.ucm.sk/sk/studuj-fmk/studentsky-zivot/>
- [https://www.facebook.com/FMK.UCM/past\\_hosted\\_events](https://www.facebook.com/FMK.UCM/past_hosted_events)

Links to selected events held at FMK UCM in Trnava in recent times:

- [Frejm – student film and video festival](#)
- [Young Marketer](#)
- [FMK Day](#)
- [UniCon gaming festival](#)
- [Vjamnoce 2025](#)
- [Science and Technology Week 2025](#)
- [Sports event UCM night RUN 2025](#)
- [Evening University 2024/2025](#)

In addition, UCM students have access to various support centres:

- [UCM Career Centre in Trnava](#)
- [ALUMNI – Graduate Support Centre](#)

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- [Service Centre for the Support of Science, Research and Artistic Activity](#)
- [Counselling and Legal Centre for Students from Socially Disadvantaged Backgrounds and Students with Special Needs](#)
- [Psychological Centre](#)
- [Spiritual Services Centre](#)

f) **Opportunities and conditions for students of the study programme to participate in mobility programmes and internships (including contact details), instructions for applying, rules for recognising this education.**

- The university has an [International Relations Department](#).
- The conditions are governed by the Erasmus+ Administration Directive: [Directive on the Administration of the Erasmus+ Programme \(effective from 1 September 2023\)](#)
- Faculty coordinators of the Erasmus+ programme: [lenka.labudova@ucm.sk](mailto:lenka.labudova@ucm.sk).
- All information about opportunities for students to study abroad is available [on the faculty Sharepoint repository](#) or [on the university website dedicated to studying abroad](#).

## 9. REQUIRED SKILLS AND PREREQUISITES FOR APPLICANTS TO THE STUDY PROGRAMME

a) **Required skills and prerequisites for admission to the programme.**

The basic prerequisite for admission to a first-cycle study programme is completed secondary education.

[Full text of the admission6/2027](#)

b) **Admission procedures.**

Admission procedures are regulated by the [UCM Admission Procedure Rules](#).

c) **Results of the admission procedure for the last period.**

No admission procedure has yet been carried out for the proposed study programme.

## 10. FEEDBACK ON THE QUALITY OF EDUCATION PROVIDED

a) **Procedures for monitoring and evaluating student opinions on the quality of the study programme.**

The aim of regular monitoring, evaluation and revision of study programmes is to ensure continuous improvement of the quality of the educational process in accordance with the mission of UCM, its long-term strategic development plan and the standards of the educational process as defined by SAAVŠ.

Regular monitoring and evaluation of study programmes focuses mainly on:

- the content of study programmes in light of the latest research in the given discipline, thereby ensuring that the study programme is up to date;
- the changing needs of society;
- student workload, course of study and completion;
- the effectiveness of student assessment procedures;
- student expectations, needs and satisfaction in relation to the study programme;
- the quality of the educational environment, support services and their suitability and effectiveness for the study programme in question.

The faculty focuses on the following types of monitoring of student opinions on the study programme:

- student evaluation of teaching - selected subjects and teachers in all study programmes and in all years are evaluated annually
- evaluation of study programme resources and support - surveying satisfaction with selected areas related to the study programme (e.g. satisfaction with the study programme, library, faculty facilities, premises, events, etc.),
- as part of external studies, the faculty conducts an annual survey of student satisfaction with the teaching process, the quantity and availability of study literature and materials, and students indicate the strengths and weaknesses of external studies at the faculty.

More detailed information on monitoring and evaluating student opinions on the quality of the study programme is available in [the Report on Feedback and Measures Implemented for 2024](#). The evaluation and monitoring of student opinions on the quality of the public relations study programme will be carried out after successful accreditation and admission of students to the proposed study programme.

b) **Results of student feedback and related measures to improve the quality of the study programme.**

The faculty continuously processes the results of student feedback and uses them to improve various processes – the quality of teaching and the pedagogical performance of individual teachers in the study programme, communication, security, equipment and resources of the study programme. The results of the questionnaire focused on assessing the quality of teaching were provided to the heads of departments, who evaluate them individually and communicate with the teachers who teach the subjects that were evaluated. The results of the questionnaire focusing on related areas, resources and student support in the study programme are provided to the faculty management, the study programme councils, persons responsible for study programmes at FMK UCM in Trnava, heads of departments who are primarily responsible for the implementation of study programmes and, of course, individual departments and groups of persons concerned by the survey.

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Proposed measures to improve the current situation were discussed at meetings and sessions, where individual suggestions will be discussed and addressed according to their relevance, importance and priority. Specific and detailed results of student feedback focused on the quality of teaching and study programme resources are available on request from the internal storage in MS Teams.

Detailed information on obtaining feedback from students and the measures taken by the faculty based on the survey is available in [the Report on Feedback and Measures Implemented for 2024](#). The results of the feedback on the proposed study programme will only be available at the time of its actual implementation.

**c) Results of graduate feedback and related measures to improve the quality of the study programme.**

Representatives of individual study programmes meet regularly with graduates to obtain feedback and improve the quality of the educational process. Many FMK graduates work at the faculty as "teachers from "practice; graduates are members of the Study Programme Councils and the FMK Quality Council, within which they participate in activities related to their membership in these bodies.

Feedback from graduates is extremely important and provides information necessary for the strategic planning of the faculty. The results of the survey reflect the quality of the study programme, its structure and content, and help to more accurately specify and define the graduate profile. The surveys also help in the process of proposing topics for final theses (solving current problems). Regular contact with graduates is an incentive to make changes to the study programme, as it is necessary to respond to current problems and challenges in such a dynamic field as media and communication studies.

Detailed information on obtaining feedback from graduates and the measures taken by the faculty based on the survey is available in [the Report on Feedback and Measures Taken for 2024](#).

The faculty will collect feedback from graduates on the proposed study programme after its approval and after the first year of its implementation.

## **11. LINKS TO OTHER RELEVANT INTERNAL REGULATIONS AND INFORMATION RELATING TO STUDIES OR STUDENTS OF THE STUDY PROGRAMME**

**Links to other relevant internal regulations and information concerning study or students of the study programme** (e.g. study guide, accommodation rules, fee guidelines, student loan guidelines, etc.).

- [Scholarship regulations of the University of St. Cyril and Methodius in Trnava \(effective from 01.04.2025\)](#)
- [Accommodation Regulations for the UCM Student Residence \(effective from 1 April 2025\)](#)
- [VP No. 41/2023 - Directive on ensuring a generally accessible academic environment for students with specific needs at UCM in Trnava \(effective from 1 December 2023\)](#)
- [Guidelines on the procedure for submitting applications for contributions to sports and cultural activities for UCM students \(effective from 1 July 2021\)](#)
- [Guidelines on tuition fees and fees related to studying at UCM \(effective from 1 November 2020\)](#)

A complete list of regulations and information is available on the UCM website: <https://www.ucm.sk/sk/univerzita/legislativa/>.