


How to check course content

Visit this website – <https://stag.uhk.cz/portal/>

1. Change for English in the right corner

Nepřihlášený uživatel **Přihlásit** **English**

2. Click on “Browse IS/STAG” bookmark:

 University of Hradec Králové

PORTAL
IS/STAG

Welcome **Browse IS/STAG** Applicant

Login (L001)

Login to portal:

Login with your username and password for UHK network. As login enter only the login name without prefix UHK\.

Username:

Password:

Login

3. Click on “Courses” button:

Browse IS/STAG

Departments staff, posted ex.dates, courses being taught and number of their students	<input type="checkbox"/>	Study programmes and branches study programmes, branches, plans, their segments, blocks and courses	<input type="checkbox"/>
Lecturers timetable, courses taught supervised theses and posted ex.dates	<input type="checkbox"/>	Courses syllabi, literature, timetable, students in course and posted ex.dates	<input checked="" type="checkbox"/>
Examination dates Information about examination date, list of students, jointly examined courses	<input type="checkbox"/>	Timetable events list of students, intersection of free times	<input type="checkbox"/>
Students timetable and courses currently registered	<input type="checkbox"/>	Rooms timetable,all year timetable, search by selected parameters	<input type="checkbox"/>
Theses annotation, reviews, thesis full text	<input type="checkbox"/>	Free rooms - semester search free rooms for semester	<input type="checkbox"/>
Pre-registration study groups list of students, timetable	<input type="checkbox"/>	Free rooms - year search free rooms based on date	<input type="checkbox"/>

4. Type in the course abbreviation and click on “Search” button:

[Welcome](#) | [Browse IS/STAG](#) | [Applicant](#)

Course

Abbreviation unit: % Course abbreviation: **ASELL** Title: % Year: 2025/2026

Instruction language: Form of course completion: Accreditation:

Faculty: Course consequence: Has timetable: Semester taught: Periodicity:

Optional course:

5. You will see the course syllabus and all necessary information.

Course description	Study programmes	List of students	Timetable	Examination dates	Timetable events	Permissions for Course
Department/Unit / Abbreviation	KM / ASELL			Academic Year	2025/2026	
Title	Sales and Advertising			Form of course completion	Exam	
Accredited / Credits	Yes, 5 Cred.			Type of completion	Combined	
Time requirements	Přednáška 1 [Hours/Week] Cvičení 2 [Hours/Week]			Course credit prior to examination	Yes	
Occ/max	Statut A	Statut B	Statut C	Automatic acceptance of credit before examination	No	
Summer semester	0 / -	34 / -	19 / -	Included in study average	YES	
Winter semester	0 / -	0 / -	0 / -	Repeated registration	NO	
Timetable	Yes			Semester taught	Summer semester	
Minimum (B + C) students	not determined			Optional course	Yes	
Language of instruction	English			Internship duration	0	
No. of hours of on-premise lessons				Evaluation scale	A B C D E F	
Periodicity	every year			Evaluation scale for credit before examination	ne/prospěl	
Specification periodicity				Fundamental theoretical course	No	
Fundamental course	No					
Substituted course	KM/SELL					
Preclusive courses	N/A					
Prerequisite courses	N/A					
Informally recommended courses	N/A					
Courses depending on this Course	N/A					
<input #"="" type="button" value="Histogram of students' grades over the years: Graphic PNG, XLS						
Course objectives: The subject Sales and Advertising focuses on marketing and its connection to sales and advertising. The modern concepts are accented. Particular attention is paid to marketing.						
Requirements on student Requirements for credits It is always advisable to send the particular tasks continuously. Another requirement is the elaboration of the semester project. You can choose the topic (more detailed in the syllabus). The student must pass exam test as. In case of failure, the credit can be obtained by the oral examination.						
Final assessment 1. Processing of particular tasks and case studies during the seminars.						

If you need additional information about the course, please contact the course guarantor listed under "Guarantors and lecturers".