

SELF-EVALUATION REPORT MODULE 3

EVALUATED UNIT: Faculty of Multimedia Communications (FMC)

Appendix Text attachment to 3.9 - FMC

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In 2018, another potential for commercialization of results was created: a research marketing lab, which aims to implement educational projects (one-off and continuous courses/subjects), as well as to promote cooperation with the field in the form of contract applied research. The activity will test designs on eye camera devices, virtual reality glasses, etc. using design thinking, service prototyping and other marketing research methods applied abroad.