SLOVENSKO
OGRODJE
KVALIFIKACIJ

Diplomant marketinga (vs)/diplomantka marketinga (vs)

Selected qualifications

Name of qualification	Diplomant marketinga (vs)/diplomantka marketinga (vs)
Translated title (no legal status)	Bachelor of Applied Arts in marketing
Type of qualification	Diploma prve stopnje (VS)
Category of qualification	Izobrazba
Type of education	Professional bachelor's education
Duration	3 years
Credits	180 credits
Admission requirements	• Matura or • vocational matura; or • school-leaving examination (prior to 1 June 1995) under any four-year secondary school programme.

ISCED field

Field
Poslovne in upravne vede, pravo

ISCED subfield

subfield marketing in oglaševanje

Qualification level

SQF 7
EQF 6
First level

Learning outcomes

The qualification holder will be able to:

- master and implement marketing activities,
- understand the structure of marketing and media and the links to other fields,
- implement marketing oriented to specific relations with partners, public circles and direct users,
- comprehensively master the challenges of marketing communications,
- communicate with the media in the wider business and social environment depending on the needs of the company,
- apply research methods for marketing needs,
- effectively use IT and manage information,
- work in various business environments and operate effectively in teams,
- develop personality competences to promote marketing activities and innovations in various global business environments.

Assessment and completion

Students' knowledge is assessed by means of practical exercises and seminar papers, and also via products, projects, performances, services, etc. and by examinations. Examination performance is graded as follows: 10 (excellent); 9 (very good: above-average knowledge but with some mistakes); 8 (very good: solid results); 7 (good); 6 (adequate: knowledge satisfies minimum criteria); 5–1 (inadequate). In order to pass an examination, a candidate must achieve a grade between adequate (6) and excellent (10).

Progression

Students may progress to the next year if by the end of the academic year they have completed all requirements defined by the study programme for progression to the next year.

Transitions

Second-cycle master's study programmes (SQF level 8)

Condition for obtaining certificate

Students must meet all requirements defined by the study programme to complete their studies.

Awarding body

Independent higher education institute, Doba, Faculty of Applied Business and Social Studies, Maribor

URL

http://www.dobabusiness-school.eu/en/home/