SLOVENSKO
OGRODJE
KVALIFIKACIJ

Diplomant tržnega komuniciranja (vs)/diplomantka tržnega komuniciranja (vs)

Selected qualifications

Kemijski tehnolog/tehnologinja proizvodnih procesov

Name of qualification	Diplomant tržnega komuniciranja (vs)/diplomantka tržnega komuniciranja (vs)
Translated title (no legal status)	Bachelor of Applied Arts in marketing communications (vs)
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:
(general competences)

- be analytical in dealing with technology tasks,
- show a knowledge of methodological research tools and apply them,
- show a broad knowledge of the field of marketing communications and public relations,
- show a knowledge of new trends in marketing: the culture of knowledge, digitisation, globalisation, the new virtual reality,
- show a knowledge of new concepts in marketing and new business opportunities (new role of the buyer, social responsibility of companies, the virtual media world),
- show professionalism, independence, self-initiative and autonomy in managing tasks and work processes,
- show a command of foreign languages,
- establish contacts and manage formal and informal relationships,
- be communicative,
- pursue teamwork,
- analyse, synthesise and envisage solutions and consequences applying a general broad-mindedness,
- apply knowledge in practice, constructively solve technical problems based on professional knowledge and skills and critical and creative thinking,
- search and apply information, IT literacy and apply modern information and communication technology,
- adopt innovative and creative ideas,
- master general communication skills, professional communication with public circles and members of interdisciplinary expert teams, communicate in an international environment, appear in public,
- master social skills, cooperativeness, cooperation in a group, moderate a group, establish and maintain constructive relations with other experts and relevant organisations,
- manage projects,
- establish and maintain a system for assuring the quality of their own work,

(subject-specific competences)

- apply acquired knowledge for successful marketing communications in the local and international environment,

- show a knowledge of the substance and methodologies for researching the field of market communication and public relations,
- record and analyse a problem and anticipate operational solutions in communication processes,
- use modern information and communication technology for successful operation of marketing functions in business systems,
- master standard methods, procedures and processes in the field of marketing,
- develop a moral and ethical sense for honesty, accuracy and conscientiousness at work,
- communicate with various public circles,
- demonstrate a creative approach in advertising,
- understand the relationships and communications in a company, between the company and the business or social environment with a systemic view, and conduct socially responsible marketing and marketing communications,
- optimise business processes through the integration of all communication channels, develop new media planning and operation with results,
- develop and use new marketing channels in the virtual media world,
- show knowledge and understanding of the history of the development of communications, marketing communications and relations with the public and the media,
- master selected statistical tools for solving marketing problems,
- develop skills in a specific technical field,
- comprehensively master fundamental knowledge of marketing communications and public relations, corporate communication and integrated marketing communications and research work methodology,
- use information and communication technologies in the field of marketing communications,
- develop marketing strategies for buyers, consumers and the public, with emphasis on the distinction between strategic planning and identifying target markets,
- demonstrate advanced knowledge and understanding of corporate communication in the modern business environment,
- show a proactive attitude to interest groups (employees, buyers, competition and general public),
- manage and implement marketing communications on the part of advertisers, brand administrators and project managers on the part of agencies,
- pursue effective relations with the media and communities, financial circles, public and government circles,
- carry out complex planning of marketing communication activities in an organisation,
- develop the skills necessary for creative advertising,
- understand international operations in major world markets,
- cooperate in organisationally complex projects as well as conduct project organising off business events, conference meetings and press conferences,
- verify and assess achievements in the field of marketing communications and public relations,
- make practical application of knowledge in the field of marketing communications and public relations.

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 institution, School of Business

URL

http://www.vspv.si/eng/vspv.aspx