SLOVENSKO
OGRODJE
KVALIFIKACIJ

Diplomirani inženir medijskih komunikacij (un)/diplomirana inženirka medijskih komunikacij (un)

Selected qualifications

Name of qualification	Diplomirani inženir medijskih komunikacij (un)/diplomirana inženirka medijskih komunikacij (un)
Translated title (no legal status)	Bachelor of Science of media communications engineering
Type of qualification	Diploma prve stopnje (UN)
Category of qualification	Izobrazba
Type of education	Academic bachelor's education
Duration	3 years
Credits	180 credits

Admission requirements

• Matura or
• vocational matura with additional examination, or
• school-leaving examination prior to 1 June 1995

ISCED field

Field
Informacijske in komunikacijske tehnologije (IKT)

ISCED subfield

subfield interdisciplinarne izobraževalne aktivnosti/izidi, pretežno informacijske in komunikacijske tehnologije (ikt)

Qualification level

SQF 7
EQF 6
First level

Learning outcomes

The qualification holder is qualified to:

- demonstrate a critical attitude to various forms of the contemporary social functioning of media and an understanding of the social role of the media,
- think critically and demonstrate a critical attitude to various forms of communication,
- communicate effectively, both orally and in writing,
- assess and anticipate the social and cultural implications of the mass media and media content in the current configuration of the media market and on a global scale,
- analyse media content and the reception thereof by specific audiences,
- understand the functioning and operations of public and private media organisations,
- work effectively in a group and develop interpersonal skills,
- appreciate the arts, and develop and stimulate own creativity,
- search for new sources of knowledge and apply methods for communicating within the profession and between professions with the aim of achieving productive solutions,
- effectively use contemporary communication, information and audiovisual technologies, and
- effectively use state-of-the-art computer equipment in creative work.

(subject-specific competences)

- recognise and differentiate between various communication models,
- understand the main principles of global media systems,
- understand basic sociological concepts and recognise different methods for disseminating content and emphasising the stylistic correctness of expression,
- recognise the basics of the functioning, content and audiences of the mass media, and their historical, social and cultural perspectives,
- understand the importance and role of communication in society and differentiate between simple and complex views in the area of communication,
- recognise forms of strategic communication and various overviews of them, and of the entire spectre of strategic communication,
- understand basic types of media and recognise their basic characteristics and the place of individual forms of media on contemporary media markets,
- understand the basic social and political functions of the media,

- understand the role of journalism in contemporary society, and understand the various skills required for the print and electronic media,
- understand how media companies use available (limited) resources to produce and disseminate information and entertainment content,
- understand the functioning of the media market, and calculate elasticity of demand and operating costs,
- understand media-related legislation for the needs of working in the media,
- understand a foreign language, with an emphasis on media content,
- understand the basic concepts of the fine arts, with the active role of artistic observation, artistic thinking and artistic materialisation, and demonstrate knowledge of artistic space and drawing,
- understand the principles of creating a civilisation and culture, and experience and value artworks as a form of special communication,
- understand basic information science, information technology and information systems, as well as the technological and user aspects of the internet,
- understand the basics of development and programming, with an emphasis on the development of the presentational aspect, which includes web and graphic user interfaces, and understand development processes and their application in media content,
- understand databases and their use, and the conceptual, logical and physical planning of databases, database management systems and inquiry languages,
- understand the technologies and processes of contemporary development of web systems, with an emphasis on dynamic and multimedia content,
- understand the basics of geometric modelling and computer graphics,
- understand the concepts of remodelling signals and the functioning of systems that are used for the transfer and process of signals and data,
- understand technologies used in audiovisual production, and
- understand basic photographic techniques and the basics of photography.

Assessment and completion

Examination performance is scored 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 progress to the second year if they have accumulated at least 48 ECTS credits by completing first-year examinations. Students progress to the third year if they have completed all first-year examinations and accumulated at least 48 additional ECTS credits by completing second-year examinations.

Transitions

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

Condition for obtaining certificate

Students must meet all prescribed study requirements, totalling 180 credits (e.g. completion of all examinations prescribed by the study programme, and the drafting and successful oral presentation of a diploma thesis).

Awarding body

University of Maribor, Faculty of Electrical Engineering and Computer Science

URL

https://feri.um.si/en/