
Doktor znanosti/doktorica znanosti s področja tržnega komuniciranja

Selected qualifications

Name of qualification	Doktor znanosti/doktorica znanosti s področja tržnega komuniciranja
Translated title (no legal status)	Doctor of Philosophy in the field of marketing communications
Type of qualification	Doktorat
Category of qualification	Izobrazba
Type of education	Doctoral education
Duration	3 years
Credits	180 credits

Admission requirements

- A completed second-cycle study programme; or
- a completed study programme to obtain an Academic Bachelor Degree adopted before 11 June 2004; or
- a completed former study programme leading to a specialisation, provided that candidates have already completed a Professional Bachelor Degree programme adopted before 11 June 2004; for enrolment in a third-cycle doctoral study programme, the relevant body of the member institution defines course units totalling between 30 and 60 credits at the proposal of the area coordinator responsible for doctoral studies; or
- a completed study programme leading to a master's degree or specialisation following the completion of a study programme leading to an Academic Bachelor Degree qualification adopted before 11 June 2004; for enrolment in a third-cycle doctoral study programme, course units totalling at least 60 credits are recognised by the relevant body of the member institution at the proposal of the area coordinator responsible for doctoral studies; or
- a completed study programme leading to professions regulated by EU directives, or another integrated master's degree programme consisting of 300 credits.

ISCED field

Field
Družbene vede, novinarstvo in informacijska znanost

ISCED subfield

subfield interdisciplinarne izobraževalne aktivnosti/izidi, pretežno družbene vede, novinarstvo in informacijska znanost

Qualification level

SQF 10
EQF 8
Third level

Learning outcomes

Qualification holders are qualified to:

- perform highly complex analytical work independently,
- analyse social phenomena,
- advise on various trends in social events, development and management,
- synthesise knowledge in a specific field and apply it in the resolution of a specific problem,
- synthesise and contextualise analytical findings,
- independently carry out, coordinate, manage and organise research,
- use and further develop various research methods and techniques,
- demonstrate autonomy and self-initiative in research work,
- very broadly, critically and reflectively understand a selected environment, the structures and functioning of (legal) norms and institutions, and the dynamics of development,
- plan, evaluate and develop a view to the future,
- anticipate the development of events,
- differentiate between the essential and non-essential and search for more long-term solutions to fundamental problems,

- appropriately communicate research achievements,
- demonstrate the abilities of written expression, public presentation and argumentation,
- express themselves verbally and give clear, active and well-argued presentations,
- lead a team and/or group and demonstrate cooperation and cooperativeness,
- respect the opinions of others and fulfil an agreed role within a team or group,
- analyse, determine the sequence of and coordinate work tasks, and select methods and modes of work in accordance with the standards of the profession,
- master, manage and mediate conflicts,
- negotiate, argue and formulate negotiating positions,
- work flexibly in all social environments, in various social contexts and in cooperation with the rest of the world, demonstrate interdisciplinary skills, and understand cultural pluralism,
- make contact within and outside and organisation, and manage formal and informal relations,
- apply research ethics and humanist values in their work in all work environments,
- demonstrate a broad humanistic-social horizon and high-quality interdisciplinary research work.

Assessment and completion

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 must complete course units totalling at least 40 credits to progress to the second year. Candidates who have met all of the study requirements for taught course units from the first and second year and whose doctoral dissertation topic has been approved by the University of Ljubljana may progress to the third year.

Condition for obtaining certificate

Candidates must successfully complete all study requirements prescribed by a programme and successfully defend their doctoral dissertation. Doctoral candidates must publish at least one scientific article in the field of their doctorate in a publication recognised as relevant by the Faculty of Arts and the Faculty of Social Sciences. The doctoral candidate must be the lead author of the article. The scholarly article must be published or accepted for publication before the defence of the doctoral dissertation.

Awarding body

University of Ljubljana, Faculty of Arts and Faculty of Social Sciences

URL

<https://www.fdv.uni-lj.si/en/home>
