SLOVENSKO
OGRODJE
KVALIFIKACIJ

Magister strateškega komuniciranja/magistrica strateškega komuniciranja

Selected qualifications

Diplomirani inženir gradbeništva (vs)/diplomirana inženirka gradbeništva (vs)	
Diplomirani komunikolog (un)/diplomirana komunikologinja (un)	
Compare Selected	Clear

Name of qualification
Magister strateškega komuniciranja/magistrica strateškega komuniciranja

Translated title (no legal status)
Master of Arts in strategic communication

Type of qualification
Diploma druge stopnje

Category of qualification
Izobrazba

Type of education
Master's education

Duration
2 years

Credits
120 credits

Admission requirements

• A completed first-cycle study programme in a relevant professional field and at least 180 credits (under the Bologna system); or
• a completed study programme to obtain a Professional Bachelor Degree qualification in a relevant professional field (pre-Bologna system); or
• a completed first-cycle programme in another field, if prior to enrolment the candidate has completed course units essential for further studies; these requirements are determined by the academic and student affairs committee, depending on how different the field is, and consist of 10 to a maximum of 18 credits.

ISCED field

Field
Poslovne in upravne vede, pravo

ISCED subfield

subfield marketing in oglaševanje

Qualification level

SQF 8
EQF 7
Second level

Learning outcomes

The qualification holder will be able to:
(general competences)

- perform complex analysis of cultural and social processes,
- develop complex and original ideas, concepts and solutions to specific problems,
- identify a given research problem, analyse it and determine possible solutions,
- achieve professional excellence based on a high level of autonomy, (self-)criticism, (self-)reflection and (self-)evaluation,
- demonstrate a strategic orientation, i.e. the capacity to anticipate events and to offer solutions to improve the situation,
- generate new knowledge that signifies a relevant contribution to the development of science,
- demonstrate a capacity for ethical reflection and a commitment to professional ethics in the social setting, taking account of the principle of non-discrimination and multiculturalism,
- develop communication skills for communication at different levels in a multicultural setting,
- innovatively apply and combine empirical research methods,
- take a complex systemic view of society and an interdisciplinary approach,
- present scientific results obtained in the form of publication in international scientific periodicals,
- apply complex forms of knowledge in practice,
- establish and maintain cooperative relations for work in a group and with other users and groups (local community, public administration organisation, commercial sector, non-governmental organisation) and pursue tolerant dialogue,

(subject-specific competences)

- understand the role and function of communication for preserving and developing interpersonal relations, especially for developing a culture of dialogue,

- master standard methods, procedures and processes of research work in the field of strategic communication,
- solve research problems in the field of strategic communication,
- develop skills in the application of knowledge in the research field of strategic communication,
- understand the history of public relations and their placement in the context of politics and the economy,
- formulate a strategy of communication with the public that is appropriate to the specific issue,
- apply and combine knowledge and skills from various disciplinary fields with the aim of achieving an integral approach in media production,
- communicate in different cultural environments,
- express themselves and present their position and ideas through various media types,
- demonstrate familiarity with interpretive approaches that clarify communication actions (one-way, multi-way, constructivist model of communication),
- independently recognise and make rational application of various pragmalinguistic concepts (conversational maxims, politeness, deixis) that arise in private and public communication,
- understand why the identity of individuals – like the context itself – is not given in advance but is actively formed through speech or through the actual process of communication,
- demonstrate familiarity with and understanding of the mechanisms of ideological interpellation and subjectivisation and the analysing of processes whereby an individual is placed in this or that identity,
- understand and analyse the dimensions of influence and persuasion exerted by institutions and individuals in the context of everyday communication,
- demonstrate familiarity with the structure of the media and understand media phenomena and their connection with the structure and development of societies,
- perform complex analysis of media content and techniques,
- understand, master and integrate complex media information,
- understand the mission of the media in a modern democratic society,
- understand the role of public media discourses in the field of constitution of identity.

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 may progress to the next year if by the end of the academic year they have completed all course units prescribed by the study programme for progression to the next year.

Transitions

Third-cycle doctoral study programmes (SQF level 10)

Condition for obtaining certificate

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

Awarding body

Independent higher education institution, Faculty of Media

URL

http://fame.si/about-the-faculty