
Magister tržnega komuniciranja in odnosov z javnostmi/magistrica tržnega komuniciranja in odnosov z javnostmi

Selected qualifications

Name of qualification	Magister tržnega komuniciranja in odnosov z javnostmi/magistrica tržnega komuniciranja in odnosov z javnostmi
Translated title (no legal status)	Master of Arts of Marketing and Public Relations
Type of qualification	Diploma druge stopnje
Category of qualification	Izobrazba
Type of education	Master's education
Duration	2 years
Credits	120 credits

Admission requirements

In order to be eligible for enrolment in the Marketing and Public Relations study programme, candidates must have finished: a study programme corresponding to first-cycle level at least, with a minimum of 180 credit points, from any field of expertise, or equivalent study programme completed according to current regulations in the Republic of Slovenia or abroad.

ISCED field

Field
Družbene vede, novinarstvo in informacijska znanost

ISCED subfield

subfield družbene vede in vedenjske znanosti, podrobneje neopredeljeno

Qualification level

SQF 8
EQF 7
Second level

Learning outcomes

The qualification holder will be able to:

General competences:

- the ability to cooperate in a multidisciplinary group
- basic knowledge of the study field
- oral and written communication in the mother tongue
- the ability to perform analysis and synthesis
- the ability to use knowledge in practice
- the ability to form new ideas (creativity)
- the ability to adapt to new situations
- the ability to learn
- the ability to act and make decisions autonomously;
- the basics of computer competence (word processors, databases, other tools)
- interpersonal skills
- research skills
- management ability
- public performance abilities
- leadership and organisational capacities.

Subject-specific competences

The master will have attained subject-specific competences as part of compulsory content and professionally oriented subject, namely being able to:

- develop theoretical methodical and useful notions in the field of marketing and public relations;
- perform autonomous activities and make decisions in the field of marketing and public relations;

- understand complex issues from the field of management and communication with stakeholders;
- self-reflect and act ethically in internal and external organisational environment;
- independently analyse the issues of organisations' communications;
- combine and compare various marketing and public relation solutions in various environments;
- critically assess and evaluate the decisions and measures in the field of managing the budgets for communication with consumers and stakeholders;
- independently analyse the questions related to the business operations of organisations specialised in marketing and public relations;
- understand the principles, strategies and tactics of public relations;
- understand the principles, strategies and tactics of marketing;
- manage internal and external information;
- efficiently use the tools of promotional product and corporate world wide web;
- analyse and design programmes aimed at reaching behavioural and social change;
- efficiently manage topics and communication in critical situations;
- successfully manage brands;
- conduct dialogue and manage relationships with stakeholders;
- identify and evaluate various factors of success required for the successful implementation of corporate communication;
- form a problem-oriented approach and provide appropriate grounds for planned research work based on the studied bibliography and resources;
- report on the results in the form of a research report, scientific article and master's thesis;
- draft a plan of research and interpret the content of the research project results;
- report on the results in the form of a scientific article;
- report on the results in the form of a professional article.

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

Progression to a higher year is possible by completing the obligations corresponding to a minimum of 51 credit points (without special application). In the case of extraordinary circumstances (set out in the Statutes of the University of Ljubljana), also those students who have accumulated at least 42 credit points of their current year may progress to the following year based on their approved application/request.

Transitions

Third-cycle doctoral study programmes (SQF level 10)

Condition for obtaining certificate

Students complete the study course upon the completion of regulatory obligations from the curriculum or recognised obligations corresponding to a total of 120 credit points.

Awarding body

University of Ljubljana, Faculty of Social Sciences

URL

<https://www.fdv.uni-lj.si/en/study/study-at-the-FDV/masters-programmes>
