

## **Lifelong Learning Programmes In Accredited Bachelor's Degree Programmes**

### **Lifelong Learning Programme title**

- Lifelong learning programme **Marketing Communication – advanced**

### **General description**

- The program is held within the framework of the accredited **bachelor's degree programme Marketing Communication**, under the Act No. 111/1998, on Universities, section 60, and according to the Lifelong Learning Regulations and the Study and Examination Regulations of the University of Finance and Administration.
- Attendees of the programmes will be granted a graduation certificate by the University of Finance and Administration.
- Programme attendees do not enjoy the status of a university student.
- Programme graduates have the option of being transferred to or continuing with regular studies of the **bachelor's degree programme Marketing Communication**.
- Length of study: 1 academic year (2 semesters).
- Mode of study: full-time and part-time.
- Cost of the programme: corresponds with the tuition fee per 1 academic year.

### **Programme contents and profile of a graduate**

- The contents of the programme correspond to the study plan of the 2nd year of the **bachelor's degree programme Marketing Communication** – both in terms of the contents and the form of study, the time allocation, the completion requirements and the number of credits granted.
- The graduate will acquire knowledge and skills, which correspond to those of the 2nd year of the **bachelor's degree programme Marketing Communication**. The profile of a graduate is academic and based on general courses and specialized courses.

### **Admission requirements**

- The programme is designed for members of the public interested in education, students and graduates of other study fields of the University of Finance and Administration, and other applicants who were not admitted to regular Bachelor's degree programmes.
- Anyone who meets the below-mentioned admission conditions can attend the programme:
  1. Completion of secondary education.
  2. Submission and payment of an application form, which is due by the day of its submission.
  3. Attendance at an admission interview where basic information about the programme is provided by the University of Finance and Administration, completion of an English written classification test.
  4. Conclusion of a study programme contract.
  5. Payment of a programme fee by the stated deadline, or deadlines.
- Application and deadline: by the 30th of September of the relevant year, in a written form
- Deadline of the admission interview: on the basis of a written invitation.

### **Study programme schedule**

- The schedule corresponds to the beginning, progression and end of the 2nd year of the **bachelor's degree programme Marketing Communication** in accordance with the Academic calendar.

### **Mode of study and assessment methods and criteria**

- The course can be completed in full-time or part-time.
- Courses are carried out through lectures and seminars in a full-time mode of study or in the form of group consultations or tutorials in the part-time mode of study.
- Assessment methods and criteria correspond to the methods and criteria in the accredited degree programme, assessment is primarily carried out via a credit test or an examination of the relevant course unit.

### **Graduation requirements and certificates**

- Programme graduates will be issued a certificate by the University of Finance and Administration containing a list of the completed courses, their evaluation, and the number of credits obtained in accordance with the ECTS (European Credit Transfer and Accumulation System).
- The Lifelong Learning programme graduates have the option of being transferred to or continuing with regular studies of the **bachelor's degree programme Marketing Communication**, and, if they become students, they may use the obtained credits for their courses to be recognized within the accredited degree programmes.