

## DESCRIPTION OF DEGREE PROGRAMME (admission year: 2020-2021)

1.

Title of the degree programme	National Code
Communication and Digital Marketing Bachelor`s Degree Programme, Full-time study	6121JX055

2.

Official name of the awarding institution(s)	Language of instruction
Mykolas Romeris University	Lithuanian

3.

Kind of study	Cycle of studies	Level of qualification
University studies	I cycle	VI level

4.

Mode of study and length of programme in years	Length of the degree programme in ECTS credits	Student's workload	Contact work hours	Independent work hours
Full-time study 3 years	180	4860	1332	3528

5.

Group of Study Fields	Field of the programme
Social Sciences	Communication

6.

Degree and/or qualification awarded
Bachelor of Social Sciences

7.

Programme Director	Contact information
Gintarė Gulevičiūtė	gintare.guleviciute@mruni.eu Consultations are also provided by deputy director (vice-dean) assoc.prof. dr. Gražina Čiuladienė

8.

Accreditation organization	Period of reference
Centre for Quality Assessment in Higher Education	2023.01.31

9.

Purpose of the programme
The purpose of the program is to develop communication and digital marketing competencies. Graduates will be prepared for a successful career: they will apply tools and techniques for content marketing, will be able to work with specific digital marketing platforms and public relations campaigns.

10.

<b>Profile of the programme</b>		
<b>Study content: discipline(s)/subject area(s)</b>	<b>Orientation of the programme</b>	<b>Distinctive features</b>
<p>In the first year students will acquire the basics of communication, public relations, digital marketing, creative industries and e-business, as well as will study general university subjects and foreign languages.</p> <p>Students will be able to apply the fundamental theoretical and practical knowledge of digital marketing and communication, develop the subject competences relevant for further activities in different sectors.</p> <p>During the second year of studies, students will deepen their knowledge in the new media communication, social networking and participation, communication ethics and law. It also focuses on digital content creation and graphics, digital design and gamification.</p> <p>Students will be able to organize and ensure effective and efficient communication in the organization, collaborating in traditional and virtual environments, develop and manage media projects, and develop marketing of the content of the organization.</p> <p>Students will be able to apply knowledge of digital marketing and communication responsibly, protecting universal values such as human rights, freedom of expression and information.</p> <p>During the third year of studies students will acquire practical knowledge and prepare the bachelor thesis. They will also be able to acquire professional knowledge in information crisis management, electronic publishing or production, learn project management or business communication and negotiation.</p> <p>Students will be able to apply the scientific knowledge of digital marketing and communication applications and assess development opportunities, implement innovative projects, apply their acquired knowledge in new and unfamiliar environments.</p>	<p>Communication and digital marketing studies are an excellent choice for students who want to gain interdisciplinary competences and have the choice to work in different sectors. This program covers the topics of communication, marketing, management, design and creativity that will be useful for working in business organizations or in creative industries</p>	<p>Interdisciplinary university degree studies in three years</p>

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**Qualification requirements and regulations**

According to the Description of the Lithuanian Qualifications Framework level VI qualifications are acquired by way of undergraduate (I cycle) studies at universities.

The qualification is related to complex activities which are characterized by a variety of tasks and contents. In solving problems in different areas of professional activities, a variety of means and methods is applied. The performance implies application of broad theoretical knowledge built on the results of recent fundamental and applied research or knowledge needed for implementation of innovations.

The activities are performed independently, with a free choice of methods of performance and with managing task groups for the implementation of the task. That is the reason why qualification of this level includes the ability to plan activities with consideration of the tasks set, to analyse and record the results of one's own activity outcomes, as well as to submit reports to the coordinating persons; to correct one's activities with regard to the analysis of the activity results and recommendations of experts and to implement varied project activities.

The environment of the activities requires adapting to continuous and unpredictable change, which is caused by the progress of knowledge and technology in a specific area of professional field. The qualification allows to improve and develop knowledge in the professional area and, following the self-assessment, to learn individually (to develop cognitive competences), as caused by the constant change of professional activities.

**11.**

<b>Admission requirements</b>	<b>Specific arrangements for recognition of prior learning</b>	<b>Specific requirements for graduation</b>
<p>Enrolment into undergraduate studies is carried out on the basis of competition, with high education attainment, academic achievements and results of entrance exams (in those cases that those exams are organised) and other criteria formulated by MRU taken into consideration. Higher education organisations (together with the Ministry of Education and Science) identify principles of composition of a score for competition according to directions of studies and also identify the main subject.</p> <p>Information on regulations and the composition of a competitive score is available:  <a href="http://www.mruni.eu/en/ects/information_package_course_catalogue/information_on_the_institution/general_admission_requirements/">http://www.mruni.eu/en/ects/information_package_course_catalogue/information_on_the_institution/general_admission_requirements/</a></p>	<p>Practical knowledge and skills, gained through non-formal and informal ways, are recognized after a special evaluation procedure.</p>	<p>Passed all exams of subjects in study plan, defended bachelor thesis. In total 210 credits are earned.</p>

**12.**

**Access to further studies**

Will be ready to study in master degree studies in the field of communication.

13.

<b>Occupational profiles of graduates with examples</b>
This program covers the topics of communication, marketing, management, design and creativity that will be useful for working in business organizations or in creative industries.

14.

<b>Teaching and learning methods</b>	<b>Assessment methods</b>
Lectures, seminars, independent work individually and in groups, practical skills based learning. Various experiential learning methods are used. Activities of teaching and learning are uniquely set at the beginning of each course. Those activities are set according to priorities of teachers and students.	Outcomes measured in terms of students' work during the semester and the final examination results. During semester activity that are evaluated: individual and group work presentations, projects, case studies and other types of tasks. Problem based learning and reflection methods are applied.

15.

<b>Generic competences</b>		<b>Programme learning outcomes</b>	
<b>1.</b>	Skills in self-study and analysis of scientific literature, to develop the ability to think critically and systematically, explores the problematic human and peoples of communication and cooperation. To provide students with a variety of general knowledge that extend the horizon and the capacity to understand another culture mature persons.	<b>1.1</b>	Ability to independently research and analyze the scientific literature, ability to systematically and critically think, to see the problematic issues of theory and practice, ability to critically evaluate the organization's philosophy and scientific concepts, scientific and social analysis of the texts, ability to assess the environmental conditions resulting from groups of people and individuals in relationships, ability to selection of relevant information, to organize, evaluate, develop your logical approach, the ability to integrate different approaches to study and communicate in a correct communication using scientific terminology.
<b>2.</b>	Are capable of professional and conceptual analysis of the changing communication skills and effectively add them to the available knowledge of models to understand and evaluate the applicability of theoretical models of the possibilities and limits of analysis, evaluation and design of international and intercultural social, political, economic and cultural innovation.	<b>2.1</b>	Understand the characteristics of modern communication and creative technologies to analyze their applicability in the social, designs economic and cultural learning, effective and creative public environments fulfil their implementation strategies, adoption of sustainable solutions.
		<b>2.2</b>	Understand how creative technologies form modern communication, including the development of interdisciplinary and international range, structure and how to creatively communicate the added value of the society, economy and culture.
<b>Subject specific competences</b>		<b>Programme learning outcomes</b>	
<b>3.</b>	Have develop practical skills that will help to investigate, analyze, multicultural communities, their communication links, to see potential conflicts and opportunities for cooperation	<b>3.1</b>	Ability to organize the creative process for traditional and digital environments in fast changing environment, to develop and manage communication and media development projects.
		<b>3.2</b>	Able to put into practice the scientific knowledge of digital marketing technology use cases and evaluate the development potential of digital marketing technology to carry out innovative projects by using the acquired knowledge in new and unfamiliar environments.

<b>4.</b>	Have skills in integrating scientific communication and other social sciences approaches make optimal decisions in the context of long-term needs of society and the ethical, legal, moral and aesthetic values-oriented problems	<b>4.1</b>	Ability to socially responsible use of communication and digital marketing creatively with virtual work environments in defending the universal values of human rights, freedom of speech and freedom of information.
<b>5.</b>	Knows principles of communication and digital marketing and the diffusion of the principles of rendering using traditional and virtual (networked) environment and how to implement state of the art media projects, and to initiate appropriate communication processes.	<b>5.1</b>	Ability to ensure effective creative communication and collaboration in the traditional virtual environments for organizing media projects.
		<b>5.2</b>	Graduates are able to socially responsible use of communication technology and creative expertise in innovation, the use of social networks, and the development of e-participation.
<b>6.</b>	Self and team learning and continuous self-development of the overall skills abilities to absorb and produce new cognitive models used effectively in the practice of communication and digital marketing environment.	<b>6.1</b>	Ability to independently research and learn in the field of communication and digital marketing achievements, new media and other emerging technologies, trends, and prospects of Lithuania and the world, understanding of the principles of self-help and ability to adapt them to ensuring continuous development in changing socio-economic environment.

**16. COURSE STRUCTURE DIAGRAM WITH CREDITS**

Code	Course units	ECTS credits	Student's workload	Contact work hours	Independent work hours	Programme competences												
						Generic competences			Subject specific competences									
						1	2		3		4	5		6				
						Key learning outcomes												
						1.1	2.1	2.2	3.1	3.2	4.1	5.1	5.2	6.1				
<b>1st YEAR</b>		<b>60</b>	<b>1620</b>	<b>616</b>	<b>1004</b>													
<b>1 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>316</b>	<b>494</b>													
<b>Compulsory courses</b>		<b>30</b>	<b>810</b>	<b>316</b>	<b>494</b>													
	Basics of Marketing and Social Networks	6	162	50	112		x					x						
	Communication Theory Basics	6	162	66	96		x	x										
	Introduction to Studies 1	3	81	34	47									x		x		
	Philosophy	6	162	50	112	x					x							
	Professional Foreign Language (English / French / German) 1	3	81	66	15	x						x						
	Psychology	6	162	50	112	x												
<b>2 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>300</b>	<b>510</b>													
<b>Compulsory courses</b>		<b>30</b>	<b>810</b>	<b>300</b>	<b>510</b>													
	Basics of Creative Industries	6	162	50	112				x			x						
	Basics of Public Relations	6	162	50	112		x	x	x									
	Creative Management and Leadership Methods	6	162	50	112	x												x
	E-business and E-services	6	162	50	112		x											x
	Introduction to Studies 2	3	81	34	47									x		x		



	New Media Communication	6	162	0	162									
<b>3rd YEAR</b>		<b>60</b>	<b>1620</b>	<b>218</b>	<b>1402</b>									
<b>5 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>118</b>	<b>692</b>									
<b>Compulsory courses</b>		<b>24</b>	<b>648</b>	<b>68</b>	<b>580</b>									
	Image Management	6	162	50	112			x						
	Internship	18	486	18	468			x		x				
<b>Optional courses</b>		<b>6</b>	<b>162</b>	<b>50</b>	<b>112</b>									
	E-publishing	6	162	50	112				x					x
	Information Crisis Management	6	162	50	112						x	x		
	Production and Film Industry	6	162	50	112	x								x
<b>6 SEMESTER</b>		<b>30</b>	<b>810</b>	<b>100</b>	<b>710</b>									
<b>Compulsory courses</b>		<b>24</b>	<b>648</b>	<b>50</b>	<b>598</b>									
	Bachelor Thesis	18	486	0	486	x								x
	Elective Study Subject	6	162	50	112									
<b>Optional courses</b>		<b>6</b>	<b>162</b>	<b>50</b>	<b>112</b>									
	Business Communication and Negotiation	6	162	50	112			x					x	
	Conflict Management	6	162	50	112	x								x
	Introduction to Project Management and Communication	6	162	50	112				x			x		