

Diplomant digitalnega marketinga (vs)/diplomantka digitalnega marketinga (vs)

Selected qualifications

Name of qualification	Diplomant digitalnega marketinga (vs)/diplomantka digitalnega marketinga (vs)
Translated title (no legal status)	Bachelor of Applied Arts in Digital Marketing
Type of qualification	Diploma prve stopnje (VS)
Category of qualification	Izobrazba
Type of education	Professional bachelor's education
Duration	3 years
Credits	180 credits

Admission requirements

In order to enrol in year 1, candidates must have completed a professional or general matura (upper-secondary-school leaving programme) exam, or the school-leaving exam in any four-year upper-secondary school programme.

ISCED field

Field
Poslovne in upravne vede, pravo

ISCED subfield

subfield marketing in oglaševanje

Qualification level

SQF 7
EQF 6
First level

Learning outcomes

The qualification holder will be able to:

General competences:

The students will acquire basic knowledge from the field of business and economics, learn to develop creative ways of thinking, acquire detailed marketing knowledge, acquire and deepen marketing abilities, know and understand topics from the field of organisation and human resources, they will understand how business finance works, acquire and deepen the knowledge of foreign business languages, learn about the characteristics of international business environment and global entrepreneurship, and acquire communication abilities.

Subject-specific competences:

The students will acquire subject-specific competences from the field of digital marketing and specific content, which will – due to the practical orientation of the programme, work methods, collaborations with enterprises working in this field, and at least once-per-year updating of the subjects – enable them to have full and detailed command and use of the knowledge and skills required of specialists in the field of digital marketing. The basis for the understanding and good command of this field will be fundamental knowledge of business subjects, especially marketing. The students will acquire up-to-date knowledge from the field of strategic planning in digital marketing, especially the knowledge, skills and ability that, in regard to content and difficulty, correspond entirely or in part to the following competences: The understanding and distinction of the importance of the use of digital marketing in domestic and international business operations. The capability to recognise, seek, obtain, save, organise and analyse digital information. The ability to manage browsers/search engines and ensure optimisation. The ability to communicate in digital environments, to set up interactions using online tools, and participate in communities or networks. Independent and efficient planning of SEO, SEM, mobile campaigns and campaigns on social networks and via e-mail. The capacity to follow, read and use information supported by an analysis of individual campaigns or tools (to increase conversion, to decide by relying on data, etc.). The ability to create good content (written, images and videos). The knowledge of the related legal and safety aspects (ensuring the protection of personal data, databases, intellectual property, etc.) The capacity to solve problems by identifying digital needs and resources. The knowledge of various sources and applications supporting the

creation of an efficient website. The knowledge of the characteristics of business finance within the domain of marketing or company. The development of a student's communication abilities and skills is oriented in accordance with the principles of operating in international environments – GEA College FE enables this by including foreign languages into the programme, abiding by ethical reflection and dedication to professional ethics, the upgrading of knowledge and notions and the ability to use digital technology in actual situations where decisions have to be made, often encountered by experts, entrepreneurs and managers, and the ability to combine various professional disciplines aimed at reaching unique business aims.

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

In order to progress to year two, a student must attain at least 40 ECTS for full-time and 30 ECTS for part-time studies; to progress to year three, at least 40 ECTS from year 2 and at least 52 ECTS from year 1 for full-time studies, and 30 ECTS from year 2 and 45 ECTS from year 1 in the case of part-time studies.

Transitions

Second-cycle master's study programmes (SQF level 8)

Condition for obtaining certificate

The condition for the completion of the study course is the completion of all study obligations under the programme totalling 180 credit points.

Awarding body

GEA College – The Faculty of Entrepreneurship

URL

<https://gea-college.si/>
