

Pursuant to Article 69 of the Act on Higher Education and Scientific Activity (Official Gazette 119/2022) and Article 8 of Algebra University Statute, Algebra University announces the following

CALL

for admission to the three-year professional bachelor study programme Digital Marketing

for full-time and part-time students

in the academic year 2024/2025.

ABOUT THE STUDY PROGRAMME

Name: **professional bachelor study programme Digital Marketing**

Academic title to be acquired: **bachelor's degree (baccalaureus/baccalaurea) in Digital Marketing** with the abbreviation **bacc. oec.**

Duration: 3 years, 6 semesters

The study programme carries **180 ECTS** credits.

Delivery method: in **classic** form and in **online** form (only for part-time students)

COMENCEMENT OF STUDIES

Classes will begin on September 30, 2024 in the academic year 2024/2025.

ENROLMENT QUOTA

Algebra University in the academic year 2024/2025 enrolls a maximum of **190** students in the study programme, which is conducted in Croatian and in the English language. Algebra University enrolls up to 3 students in the category of Croats from outside the Republic of Croatia, within the enrolment quota.

The professional bachelor study programme Digital Marketing for a group of part-time students will be conducted under the condition that a group of at least 25 students is formed in the online teaching format, or at least 20 students in the classic classroom teaching format.

ADMISSION REQUIREMENTS

The following candidates have the right to enrol:

- A) candidates who completed a four-year high school in Croatia and passed the State Matura exam;
- B) candidates who completed high school in the Republic of Croatia before 2010 and did not take the State Matura exam, candidates who completed high school education abroad, candidates who completed a corresponding professional short study programme in the Republic of Croatia or outside the Republic of Croatia;
- C) candidates transferring from another higher education institution.

Additionally, requirement for admission to a study programme conducted in English and leading to an additional degree issued from Goldsmiths, University of London, for candidates whose native language is not English, is:

- a) passing the English language exam at level A on the State Matura exam with a minimum of grade 3 or
- b) passing IELTS with 6.0 overall score and at least 5.5 in each area tested or
- c) other comparable standardised test of English.

APPLICATIONS FOR ENROLMENT

Applications are submitted by filling out the application form on Algebra University website: <https://student.racunarstvo.hr/pretinac/prijava/index.php> and additionally through the website of the National IT System of Applications to Higher Education Institutions (www.postani-student.hr) for students taking the State Matura exams.

ENROLMENT PROCEDURE

The enrolment procedure will take place through the following possible procedures:

- A) Enrolment by recognising the results of the State Matura exam
This enrolment method can be chosen by candidates who have:
 - i completed a four-year high school education and passed the State Matura exams in the Republic of Croatia.
- B) Enrolment based on completed appropriate previous education, without passing the State Matura exam
This enrolment method can be chosen by candidates who have:
 - i completed a four-year high school education before 2010 in the Republic of Croatia;
 - ii have completed high school education abroad and have a document on the recognition of a foreign educational qualification;
 - iii completed professional short study programme in the Republic of Croatia.
 - iv have completed a professional short study programme abroad and have a document on the recognition of a foreign educational qualification.
- C) Enrolment for transfer students from other universities
This enrolment method can be chosen by candidates who have:
 - i studied at another university;
 - ii completed their studies at another university.

Each of the above-mentioned enrolment procedures includes an interview with the applicant which consists of: the assessment of information and motivation for the study programme as well as special achievements (competitions, projects, etc.) In addition, language proficiency is confirmed during the interview for candidates who have not passed a standardised language exam for the language in which the study programme is conducted, and who are enrolling in a study programme after which a diploma of Algebra University is obtained exclusively.

A) ENROLMENT BY RECOGNITION OF STATE MATURA EXAMS RESULTS

Students are admitted in accordance with the prescribed deadlines and procedures for the State Matura examination in 2024, **and they apply for studies through the website of the National IT System of Applications to Higher Education Institutions** (www.postani-student.hr).

Documents required for enrolment:

- identity card (valid) or other identification document
- proof of general success in high school (average grades of all high school grades) - by applying for a study programme in the Postani student system or certificates of all high school grades
- certificate of passing the State Matura exams (Mathematics, Croatian language, English language)
- application for the issuance of a student ID card with an attached photo of the size 4x6 cm
- a certificate of passing a standardised test of the English language (IELTS or equivalent), for those who are enrolling in a study programme conducted in English and after which an additional diploma from Goldsmiths, University of London is obtained, and whose native language is not English.

Summer enrolment period	
4.06.2024 – 27.6.2024.	Passing the State Matura Exam
10.7.2024.	Determination of temporary ranking lists for enrolment in study programmes
17.7.2024.	Determining the final ranking lists for enrolment in study programmes
10.7.2024 – 2.8.2024.	Study enrolments

Autumn enrolment period	
21.8.2024 – 6.9.2024.	Passing the State Matura Exam
11.09.2024.	Determination of temporary ranking lists for enrolment in study programmes
18.9.2024.	Determining the final ranking lists for enrolment in study programmes
11.9.2024 – 27.9.2024.	Study enrolments

A maximum of 1000 points can be obtained by enrolling through **the recognition of the results of the State Matura exam**:

- a maximum of 400 points can be obtained based on the success of previous education (average high school grades)
- a maximum of 200 points can be obtained for passing the basic (B) level exam in mathematics
- a maximum of 200 points¹ can be obtained for passing the basic (B) level exam in English language
- a maximum of 100 points can be obtained for passing the Croatian language exam

¹The condition applies only to candidates enrolling in a study programme conducted in the Croatian language. For candidates enrolling in a study programme conducted in English and leading to an additional degree from Goldsmiths, University of London, the requirement is to pass the English language exam at level A at the State Matura with a grade of at least 3 or passed IELTS level 6.0 with a score of at least 5.5 in each area tested or another comparable standardised English language test.

- a maximum 100 points can be obtained based on the interview with the applicant

B) ENROLMENT BASED ON COMPLETED PREVIOUS EDUCATION, WITHOUT HAVING PASSED THE STATE MATRICULATION EXAM

Students apply by filling out the application form on the website of Algebra University: <https://student.racunarstvo.hr/pretinac/prijava/index.php>.

Documents required for registration:

- identity card (valid) or other identification document
- application for the issuance of a student ID card with an attached photo of the size 4x6 cm
- a certificate of passing a standardised test of the English language (IELTS or equivalent), for those who are enrolling in a study programme conducted in English and after which an additional diploma from Goldsmiths, University of London is obtained, and whose native language is not English.

and additionally, one of the following proofs:

- a) for those who completed high school education before 2010: certificate of passing the school graduation or final exam, with proof of general success in high school (average grades of all high school grades) - certificates of all high school grades
- b) for those who completed high school education abroad: a document on the recognition of a foreign educational qualification with proof of general success in high school (average grades of all high school grades) - certificates of all high school grades
- c) for those who have completed a short professional study programme: certificate and supplementary document about the study programme
- d) for those who have completed a short professional study programme abroad: a document on the recognition of a foreign educational qualification and a supplementary document about the study programme.

Summer enrolment period	
27.6.2024.	Application deadline (electronic application on the University's website)
2.8.2024.	Deadline for enrolling in studies

Autumn enrolment period	
6.9.2024.	Application deadline (electronic application on the University's website)
27.9.2024.	Deadline for enrolling in studies

By enrolling **on the basis of completed previous education**, a maximum of 1000 points can be obtained without passing the State Matura exam:

- a maximum of 400 points can be obtained based on the success of previous education (average high school grades) -
- a maximum of 500 points can be obtained based on the grades of the final exam or paper or the last year of high school
- maximum 100 points can be obtained based on the interview with the applicant.

C) ENROLMENT FOR TRANSFERERS FROM OTHER STUDIES

The transfer of students from other professional or university studies is carried out in accordance with the Act on Higher Education and Scientific Activity, the Book of Regulations on Academic Recognition and with the recognition of the ECTS points they have earned.

Enrolment of transfer students is possible regardless of the dates of entrance exams and enrolment deadlines up to 7 days before the start of the academic year or until enrolment quotas are filled.

The tuition fee can be reduced in proportion to the number of recognised ECTS points for already passed courses on the study programme of a higher education institution in Croatia or abroad, in accordance with the Book of Regulations on Academic Recognition.

Documents required for registration:

- identity card (valid) or other identification document
- transcript of grades from the study programme from which the student is transferring
- application for the issuance of a student ID card with an attached photo of size 4x6 cm
- certified curriculum for the courses for which recognition is sought
- application for recognition of passed exams
- a certificate of passing a standardised test of the English language (IELTS or equivalent), for those who are enrolling in a study programme conducted in English and after which an additional diploma from Goldsmiths, University of London is obtained, and whose native language is not English.

RECOGNITION AND EVALUATION OF PRIOR LEARNING

Algebra University can recognise previously acquired knowledge and skills that are confirmed by certain certificates and release students attending part of the classes and passing certain learning outcomes, i.e. other obligations within individual courses based on such recognition, in accordance with the Decision on the Recognition of Certified Non-formal Learning. Algebra University will recognise and/or evaluate previous non-formal or informal learning for the purpose of enrolment, in accordance with the Book of Regulations on the Recognition of Non-formal and Informal Learning. Tuition fee can be reduced in proportion to the number of recognised ECTS credits.

The process of recognition and evaluation of non-formal and informal learning is paid by applicants and students in accordance with the current Decision on Reimbursement of Expenses, regardless of the outcome of the evaluation.

TEACHING

Teaching takes place for 15 weeks within each of the two semesters, lasting an average of 22 to 24 school hours per week. The 15 weeks of classes are divided into two parts; the first 8 weeks followed by 2 weeks with no classes and midterm exams and the remaining 7 weeks of classes. The dates of classes and the schedule are determined by Algebra University, respecting the wishes of the students and economic justification.

Classes for full-time students take place according to the schedule and from 8:00 a.m. to 10:00 p.m. on weekdays, and for part-time students from 5:00 p.m. to 10:00 p.m. on weekdays and from 8:00 a.m. to 8:00 p.m. on Saturdays, all in accordance with the schedule for each group and year. The class calendar will be published before the classes starts. Exams and midterm exams take place within the weeks provided for it, from 8:00 a.m. to 10:00 p.m. on weekdays and Saturdays.

TUITION FEES

The amount of tuition fees and payment models are defined by the current Decision on Reimbursement of Expenses published at: <https://www.algebra.hr/visoko-uciliste/upisi/cijena-studija/>

Scholarships and financial support are awarded in accordance with the current competitions published on the website of Algebra University : <https://www.algebra.hr/visoko-uciliste/upisi/financiranje-i-pogodnosti/>.

The annual tuition fee includes **60 ECTS** credits.

The amount of study costs for one academic year (annual tuition fee) includes, depending on the study programme:

- teaching according to the curriculum, use of teaching and computer equipment, software systems (e-learning system, knowledge testing system, survey system, digital student office system...) and library.
- three exam registrations for each course (does not include the 4th additional exam),
- teaching materials published by Algebra University, available in printed and/or digital form, which students have not borrowed from the library of Algebra University,
- the use of official teaching materials published by technology companies needed to conduct labs and prepare for certification exams available through the Algebra University library,
- one certification exam registration in accordance with the curriculum for acquiring certificates within the study programme (depending on the sub-specialisation and study programme), the valid List of Available Certificates and the terms of accession, and in accordance with the published call for admission, or another adequate industry certificate introduced by global technology companies during the study programme*
- Microsoft MSDN software package and other materials provided under the agreements between Algebra University and the principals,
- active work with final year students through the Career Centre in terms of their introduction with economy,
- diploma and diploma supplement,
- attending technological, professional and scientific conferences for students who, in accordance with the Book of Regulations on Rewarding Students, Teaching and Non-teaching Staff at Algebra University, meet the requirements for participation without charge,
- the possibility of participating in an international student exchange or internship programmes with employers abroad with the financial support from the programme for academic mobility of students, in accordance with the available number of places and the quality of the applied candidates, i.e. the results of the competition for participation.

*1 registration for each of the required exams is included for the purpose of acquiring an international certificate for those students who meet the prerequisites for certification during teaching and midterms.

ADDITIONAL INFORMATION

Interested candidates can get all the information from the Admissions Office via e-mail prijavni.ured@algebra.hr and/or by phone +385 (0)1 5809-307, and you can also send a request for an appointment via e-mail: prijavni.ured@algebra.hr. The telephone numbers are: +385 (0)1 5809-307 (Admissions Office) or +385 (0)1 2222-182 (Student Office).

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