

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 two-year professional master study programme in Digital Marketing

for full-time students and part-time students

in the academic year 2024/2025.

ABOUT THE STUDY PROGRAMME

Title: **professional master study programme Digital Marketing**

Professional title to be acquired: **master's degree in Digital Marketing**, with the abbreviation: **mag.oec.**

Duration: 2 years, 4 semesters.

The study programme carries **120 ECTS** credits.

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 **50** students in the study programme, which is conducted in the English language.

Algebra University will conduct a professional master study programme under the condition that a group of at least 15 students is formed.

ADMISSION REQUIREMENTS

The right to enrol have all the candidates who have completed:

- A) A professional or university bachelor study programme in the field of social, natural or technical sciences and have obtained 180 or more ECTS points;
- B) A higher education programme in the duration of less than three years, whereupon higher vocational education (cro. viša stručna sprema (VŠS)) is obtained along with a professional title equal to the corresponding professional title of bachelor (baccalaureus) or bachelor's degree (baccalaurea) with an indication of profession.

Exceptionally, the right to enrol can be exercised by candidates who have previously completed a study of an appropriate level that is not from the specified fields, with the mandatory completion of a preparatory programme that is considered suitable for enrolling in a master study programme and/or fulfilling certain distinctive obligations during the course of study.

Transfer of students:

The transfer of students from other professional or university studies is carried out in accordance with the Act on Higher Education and Scientific Activity, Act on the Recognition and Assessment of Foreign Educational Qualifications, the Algebra University Statute and with the recognition of the ECTS points they have earned at the study programme at a higher education institution in Croatia or abroad, in accordance with the Book of Regulations on Academic Recognition of Algebra University. The tuition fee can be reduced in proportion to the number of recognised ECTS points for already passed courses.

Applicants who have not previously completed studies in the field of economics may be required to take a preparatory programme. The obligation and content of the preparatory programme is determined by reviewing the applicant's documents. Within the preparatory programme, areas of knowledge and skills are defined, i.e. mandatory learning outcomes that must be acquired. Applicants who will be required to attend and take the exam for the preparatory programme, as a rule, must do so before enrolling in the study programme. The price of the preparatory programme is not included in the annual tuition fee but is charged additionally, according to the Decision on Tuition Fees.

APPLICATIONS FOR ENROLMENT

Applications are submitted by filling out the application form on Algebra University website: <https://student.racunarstvo.hr/pretinac/prijava/index.php>

ENROLMENT PROCEDURE

The enrolment procedure begins with an online application on the website of Algebra University. As part of the enrolment procedure, Algebra University will conduct an interview with each applicant and will analyse the success of the previous study, considering the average study grade and course grades, which are key to the successful continuation of studies, information and motivation for studies, and special achievements (competitions, projects, etc.). Depending on the type of previously completed study, the applicant will be offered a mandatory content of the preparatory programme within the enrolment procedure, as defined in the Admissions requirements from this Call. The content of the preparatory programme is adapted to the needs of applicants.

In addition, the admission requirement for all candidates enrolling in a course leading to an additional degree at Goldsmiths University, University of London and whose native language is not English is:

- a) passing IELTS with 6.5 overall score and at least 6.0 in each area tested or**
- b) other comparable standardised test of English.**

With candidates who have not passed the English language exam, and who are enrolled in a study course after which only the Algebra University degree is exclusively obtained, the English language proficiency is confirmed during the interview.

DOCUMENTATION REQUIRED FOR ENROLMENT

Documents required for registration:

- identity card (valid) or other identification document
- proof of completed bachelor study programme (diploma and diploma supplement)
- 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 after which an additional diploma from Goldsmiths, University of London is obtained, and whose native language is not English.

REGISTRATION DEADLINE

The enrolment procedure will take place in the following terms:

Summer enrolment deadline	
15.7.2024.	Application deadline (electronic application on the University's website)
2.8.2024.	Deadline for enrolment

Autumn enrolment period	
15.9.2024.	Application deadline (electronic application on the University's website)
27.9.2024.	Deadline for enrolment

RECOGNITION AND VALUATION 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 Tuition Fees, 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 and part-time students take place according to the schedule and 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 5:00 p.m. to 8:00 p.m. on weekdays and from 8:00 a.m. to 8:00 p.m. on Saturdays.

TUITION FEES

The amount of tuition fees and payment models are defined by the current Decision on Tuition Fees 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-specialization 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 Student, 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).

CLASS: 602-03/23-01/11

Registration number: 251-785-01-23-11

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In Zagreb, 22.12.2023.

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