

Algebra University College

Pursuant to Article 77 of the Act on Scientific Activity and Higher Education (OG [123/03](#), [198/03](#), [105/04](#), [174/04](#), [02/07](#), [46/07](#), [45/09](#), [63/11](#), [94/13](#), [139/13](#), [101/14](#), [60/15](#), [131/17](#) and Article 69 of the Statute of Algebra University College, in accordance with the decisions of the Academic Council from 30 April 2020 and the Board of Trustees from 5 May 2020 announces the following

(an abbreviated preamble for web publication: in the academic year of 2021/2022, Algebra University College announces the following)

CALL

for admission to the specialist graduate professional study program in Digital Marketing

for full-time and part-time students

ABOUT THE STUDY PROGRAM

Name: **Specialist graduate professional study program in Digital Marketing**

Title Acquired: **Professional Master of Digital Marketing** with the abbreviation **P.M.Dig.Mark.**

Duration: 2 years, 4 semesters. The study program carries **120 ECTS** points.

ADMISSION REQUIREMENTS

The enrollment right is observed for **all candidates who have completed** the following:

1. A specialist undergraduate professional study program in the field of social, natural or technical sciences and acquired 180 or more ECTS points.
2. A university undergraduate study program in the field of social, natural or technical sciences and acquired 180 or more ECTS points.
3. Schooling in the duration shorter than three years wherein advanced specialist training is obtained, acquiring a professional title equivalent to the relevant professional title of bachelor (baccalaureus/a) with an occupational indication.

Admission is also possible for applicants who have already completed:

1. A specialist graduate professional study program in the field of social, natural or technical sciences and acquired 300 or more ECTS points.
2. A university graduate study program in the field of social, natural or technical sciences and acquired 300 or more ECTS points.

By rule of exception, the enrolment right may be extended to candidates who had previously completed undergraduate or graduate professional or university study programs not mentioned among the above-cited fields and wherein they had acquired at least 180 ECTS points, i.e. 300 ECTS points, provided that the candidates pass a preparatory program considered appropriate before admission and / or pass certain differential courses during the study program.

In relation to the applicants who have not completed a specialist undergraduate professional study program or a university undergraduate study program, i.e. a specialist graduate professional study

program or a university graduate study program in the field of economics and digital marketing, the required preparatory program shall be established. The content of the preparatory program shall be determined in the qualification procedure by inspecting the applicant's documentation. The areas of knowledge and skills are defined within the preparatory program, i.e. the mandatory content that must be attended and passed. As a rule, applicants who shall be obliged to attend and pass the exams within the preparatory program must do so before the official enrolment in the study program. The preparatory program fee shall not be included in the annual tuition fee but additionally charged, in accordance with the Decision on Reimbursement of Expenses, Tuition Fees and Services or the price list of Algebra Public Open University. *

The transfer of students already enrolled in other specialist graduate professional study programs or university graduate study programs shall be possible in accordance with the Act and the Statute of Algebra University College, and in accordance with ECTS scoring, whereby differential courses shall be determined.

TEACHING:

Teaching takes place for 17 weeks within each of the two semesters lasting an average of 5 school hours per day or 22 to 24 school hours per week. The teaching dates and the schedule shall be determined by Algebra University College, with regard for the wishes of students and the economic feasibility.

Teaching dates:

- two to four working days per week from 17:00 to 22:00 hours, Saturdays between 08:00 and 20:15 hours. The number of working days in the weeks when teaching is held depends primarily on the choice of elective courses.

ADMISSIONS QUOTA

Algebra University College enrolls no more than **15** full-time and **35** part-time students in the academic year of 2021/2022.

ADMISSION PROCESS

The admission process begins with the [online application](#) on the website of Algebra University College. As part of the admission process, Algebra University College shall conduct an interview with each applicant and perform an analysis of results achieved in previous study programs, taking into account the study program grade point average and the individual course grades that are crucial for the successful continuation of studies. Depending on the type of previously completed study program, the applicant shall be offered the required preparatory program within the admission process, as defined in the Admission Requirements. The content of the preparatory program shall be determined in the qualification procedure by inspecting the applicant's documentation.

* Important note:

The admission procedure includes an interview with the applicant, during which:

- the assessment of information and motivation for the study program and special achievements (competitions, projects, etc.)
- assessment of functional abilities and skills required for the study program - which may be a factor for exclusion, i.e. a negative assessment represents the inability to enroll in the study program.

When enrolling, students decide on one of the available sub-specializations within the study program and thus immediately choose the majority of the elective courses of study. If a sufficient number of students fail to apply for one of the available sub-specializations, Algebra University College shall notify students thereof before starting the teaching and suggest a choice of alternative sub-specializations or advise the students to enroll in a graduate study program at another institution.

ADMISSION PERIOD

The admission period shall be scheduled as follows:

Summer admission period

until 12 July 2020 - Application submission deadline (electronic application by way of the website of the University College)

13 July 2020 – 31 July 2020 – Admissions

Fall admission period

until 13 September 2020 - Application submission deadline (electronic application by way of the website of the University College)

14 September 2020 – 25 September 2020 - Admissions

Winter admission period

until 14 February 2021 - Application submission deadline (electronic application by way of the website of the University College)

15 February 2021 – 26 February 2021 - Admissions

APPLICATIONS FOR ADMISSION

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

DOCUMENTATION REQUIRED FOR ADMISSION

For the purpose of implementing the admission procedure, documentation must be submitted as stated: <https://www.algebra.hr/visoko-uciliste/upisi/dokumenti-za-upis/>

BEGINNING OF TEACHING

As the study program shall start at the beginning of the summer course, the teaching in the summer semester starts on **1 March 2021**.

TUITION FEE

The tuition fee and payment models are defined in the valid Decision on Reimbursement of Expenses, Tuition Fees and Services published at: https://www.algebra.hr/visoko-uciliste/wp-content/uploads/sites/2/2020/03/Odluka-o-naknadama-tro%C5%A1kova-studija-VUA_20.12.2019-2.pdf.

ADDITIONAL INFORMATION

Interested candidates can obtain all information from the Admissions Office by sending an e-mail to: prijavni.ured@algebra.hr and / or by phone +385 (0) 1 2222-148. An inquiry regarding consultations can be sent by e-mail to: prijavni.ured@algebra.hr and / or by phone: +385 (0) 1 2222-148 (Admissions Office) or +385 (0) 1 2222-182 (Student Office).

CLASS: 602-04/20-01/10

FILE NO: 251-321-20-02-05

In Zagreb, 5 May 2020

President of the Board of Trustees

Algebra University College

Hrvoje Josip Balen, M.Eng.