**EACA Accreditation in**

**Commercial Communications Education**

**Application for**

**Certification at Master Level**

Please ensure all sections are completed and sent to [kasia.gluszak@eaca.eu](mailto:kasia.gluszak@eaca.eu)

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| **UNIVERSITY/ SCHOOL INFORMATION** | |
| Name of University/School |  |
| Address |  |
| CONTACT PERSON  Name  Email address  Phone number |  |
| Website |  |
| Date of founding of the University/School |  |
| Indicate ownership situation |  |
| PRINCIPAL  Name  Appointment Year |  |

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| **GENERAL STUDY INFORMATION** | |
| Focus of the Master study |  |
| Title of Qualification for which recognition is sought |  |
| Since when has your University/School this qualification  Which organization did the accreditation? |  |
| Is this course (please tick)? | * full-time * part-time day * part-time day and evening * part-time evening only |
| Length of the Master study  Semesters & Years  Total study load in credit points |  |
| Name of the course director |  |

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| **SUBJECTS CREDIT POINTS PER YEAR   (cognitive or applied level)** | |
| Principles of marketing/ marketing planning and organization |  |
| Consumer Behavior |  |
| Communication Theory |  |
| Research/statistics/data |  |
| Commercial Communication Practice |  |
| Organisation and communication |  |
| Media and media planning |  |
| New media/social media  (Please specify: search, applications, gaming, etc.) |  |

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| Advertising planning/  Advertising management |  |
| Social, economic aspects, legal constraints, ethics and self-regulation |  |
| International Advertising |  |
| Branding and brand concepts |  |
| Advertising, Copy, Lay-out and production, conception, creative ideas |  |
| Advertising Effectiveness |  |
| Economy |  |
| Accountability |  |
| Entrepreneurship |  |

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| LANGUAGES  Entry level:  Exam level: |  |
| Internship (Please specify length) |  |
| Extra-Curricular Activities |  |
| **OTHER SUBJECTS CREDIT POINTS PER YEAR** | |
| Graphic design |  |
| Creative writing |  |
| Packaging design |  |
| Exhibition design |  |
| New media design |  |

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| Corporate design |  |
| Interactive design |  |
| Editorial design |  |
| Web design |  |
| Applied technology |  |
| Technique of Persuasion |  |
| Photography, Video |  |
| Production |  |
| Other |  |

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| Other |  |
| Division of lectures and self-study |  |
| Percentage of Classroom- and web-based lectures |  |

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| **STUDENTS** | |
| What are the entry qualifications for student to be accepted in this course? |  |
| Does your University or Institute run an entry examination? If so, please attach an example. |  |
| Are students usually already working in the advertising business? (Percentage) |  |
| Expected enrolment number for current your of course for which certifying is sought. |  |
| Enrolment number for last year |  |
| Enrolment number for year before |  |
| Student/lecturer ratio. |  |

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| **STAFF** | | | | | |
| **Details of staff available to teach the course of which certifying is requested**  Please: Add CV’s by person using the European standard format | | | | | |
| **Name and qualification** | **Age** | **Full or Part-time** | **Teaching Experience** | **Business Experience** | **Experience**  **Subjects** |
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| **STAFF** | |
| **Number and responsibilities of staff (other than involved in teaching)** | |
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| **SUPERVISION and CONDUCT OF COURSES** |
| **National procedures for monitoring student attendance, conduct and performance during each session** |
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| **National procedures for evaluating teaching staff attendance, conduct and performance** |
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| **What are the procedures for dealing with student’s comments or complaints regarding course of teaching staff?** |
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| **PREMISES** | |
| Number and size of classrooms for course for which certifying is sought |  |
| Is there a library within or adjacent to the tuition premises? If so, please state |  |
| Size |  |
| Number of study places |  |
| Number of volumes related to course concerned |  |
| Information about Wi-Fi |  |
| Information about accessible databases |  |
| Information about number of electronic journals |  |

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| Annual budget for purchasing books and electronic data |  |
| Are there other facilities available for students and staff, for study and consultation outside class? Please give number and size of such facilities |  |
| Is there a workplace with the latest software available for students? |  |
| Please list complete technical equipment of university or institute, for teaching and presentation purposes |  |
| Annual budget for acquiring new equipment |  |

Please attach a list of compulsory and available literature and other study material, accessible for students.

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| **EXAMINATIONS** | |
| Please give details of examination procedures during and at the end of the course |  |
| Is there a final or an on-going examination? By whom is it set and assessed? (e.g. by qualified people who are independent of institute and lecturers or not)  Please describe |  |
| Are there any exemptions to individual subjects or to the entire examination? |  |
| Pass mark per subject |  |
| Ratio of students having passed final examinations over the last three years |  |

If available, please attach the following: reading list, brochures relating to the courses etc.

Country

Name of the University or Institute

Date of completion of this form

Signature Principal of the University or Institute and Stamp of the University or Institute

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| **APPENDIX** | |
| Industry engagement |  |
| Course content by subject  (Title, short description, learning outcomes) | **Title:**  **Short description:**  **Learning outcomes:** |
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