

# Description of the study programme - outline <sup>1</sup>

University of St. Cyril and Methodius in Trnava  
Headquarters of the university: 2 Námestie J. Herdu Square, 917 01 Trnava  
College ID: 36078, 913  
Faculty name: Faculty of Mass Media Communication  
Faculty seat: Námestie J. Herdu 2, 917 01 Trnava

College body for approval of the study programme: the Internal Quality Assessment Board

Date of approval of the study programme or modification of the study programme:

Date of last change<sup>2</sup> of the study programme description:

Reference to the results of the most recent periodic assessment of the programme of study by the college:

Link to the evaluation report to the application for accreditation of the study programme pursuant to Section 30 of Act No. 269/2018 Coll.<sup>3</sup> :

## 1. BASIC INFORMATION ABOUT THE STUDY PROGRAMME

- a) Name of study programme and its number according to the register of study programmes: media relations
- b) Degree of higher education and ISCED-F code of the degree of education: first
- c) Place(s) of delivery of the study programme: Trnava
- d) Name and number of the field of study in which higher education is obtained by completing the study programme or the combination of two fields of study in which higher education is obtained by completing the study programme, ISCED-F codes of the field/fields<sup>4</sup> : 7205 media and communication studies
- e) Type of the study programme: academically oriented, professionally oriented; translation, translation combination study programme (listing the specialization); teaching, teaching combination study programme (listing the specialization); artistic, engineering, doctoral, preparation for a regulated profession, joint study programme study programme, interdisciplinary studies: academically oriented
- f) Awarded academic degree: Bc - Bachelor
- g) Form of study<sup>5</sup> : full-time
- h) In the case of joint study programmes, cooperating institutions and the range of study obligations the student fulfills at each of given institutions (§ 54a of the Act on Higher Education Institutions).
- i) Language or languages in which the study programme is delivered<sup>6</sup> : English
- j) Standard length of the study expressed in academic years: 3
- k) Capacity of the study programme (planned number of students), the actual number of applicants and students:
  - full-time bachelor's study (AJ): 0 (PPŠ) - 0 (SPU) - 0 (PŠ)

## 2. GRADUATE PROFILE AND LEARNING OBJECTIVES

- a) The institution defines the learning objectives of the study programme such as student's abilities at the time of completion of the study programme and the main learning outcomes<sup>7</sup> .

### Profile of a graduate of the Bachelor's degree:

Graduates of the Media and Communication Studies in the Media Relations programme at the 1st level of the Bachelor's degree are equipped with the basic sum of theoretical knowledge, skills and experience necessary for practice in positions in the communication department of companies from various sectors, state institutions, non-profit organizations, as well as within communication agencies for clients from a wide range of areas. He/she is proficient in all techniques of working with the media, has sufficient knowledge of the media market and its specifics,

<sup>1</sup> The college shall prepare a description of the study programme as an annex to the application for accreditation of the study programme.

- When submitting an application pursuant to Section 30(1) of Act No.269/2018 Coll., the university shall include in the description only the data available at the time of the application.

- Once accreditation has been granted (or internal approval of the degree program by the college curriculum approval body with the rights to create programs in the field and with the degree), the college will make a description of the degree program permanently available to interested parties.

- The college is free to choose the form of processing, visualisation and publication of the description, suitable for students, teachers and processors.

- The College may refer to another internal document that sufficiently describes the relevant area and is publicly available in each section of the description.

- The college may refer to the location in the information system that contains the relevant up-to-date information in each section of the description.

- The university shall ensure that the description is up-to-date (if the change of the description is in the nature of a modification of the study programme and the change is made pursuant to Section 30(9) of Act No. 269/2018 Coll., the change shall be made and published only after approval by the Agency).

<sup>2</sup> If the change is not a modification of the study programme pursuant to Section 30 of Act No. 269/2018 Coll.

<sup>3</sup> It is indicated only if the study programme has been granted accreditation pursuant to Section 30 of Act No. 269/2018 Coll.

<sup>4</sup> According to the International Standard Classification of Education. Fields of Education and Practice 2013.

<sup>5</sup> Pursuant to Section 60 of Act No. 131/2002 Coll. on Higher Education.

<sup>6</sup> Languages in which all learning outcomes are achieved, all related subjects of the study programme and the state examination are carried out.

The College shall indicate separately in section 4 of the description information on the possibility of studying partial units/subjects in other languages.

<sup>7</sup> The objectives of education are achieved in the study programme through measurable learning outcomes in individual parts (modules, subjects) of the study programme. They correspond to the relevant level of the Qualifications Framework in the European Higher Education Area.

*The outline of the study programme description is used for the preparation of Annex 2 of the application for accreditation of the study programme.*

and is able to work in collaboration with other team members on communication projects. Makes efforts in building a positive image and good reputation of a small or medium-sized institution. The profiling of the graduate of the media relations programme takes into account the fact that the creation of media communications must be subject to the criteria of professionalism. At the same time, it respects the fact that this is a study programme in which it is important to be able to implement individual activities in practice, which is why a great deal of emphasis is placed on the practical part of the course so that the graduate goes into practice prepared and able to join the work process immediately. The graduate will gain an overview of the latest knowledge, hypotheses, concepts, problems and unresolved issues in the field of media and communication studies with a special focus on media relations. On the basis of theoretical knowledge, the student is able to formulate a problem and with the help of practical skills is able to find appropriate solutions that are applicable to different companies, to carry out the implementation of diverse media communication strategies (e.g. planned and operational implementation of communication processes in different situations, to plan and implement different types of campaigns towards the media, press conferences, briefings, communication in informal meetings with journalists, monitoring and analysis of media outputs, including individual techniques of media relations in the online environment, etc.). As communication is nowadays moving mainly to the online environment, he is also prepared for all the challenges and changes in this direction.

#### **Educational objectives - required outcomes for a bachelor's degree graduate:**

##### **Theoretical knowledge**

Graduate of the Bachelor's degree programme in media relations:

- acquire a wide range of theoretical knowledge in the field of marketing theory, marketing communication, public relations, digital communication, media marketing, media research, as well as other supporting areas of media/media relations,
- is proficient in the fundamentals of related disciplines such as economics, law, psychology, ethics, management and non-verbal communication,
- completes all subjects in English, thus deepening his/her skills in the field of professional communication in a foreign language, and thus expanding the graduate's employment opportunities.
- can use the information obtained from theoretically oriented subjects to analyse the situation, can work with different types of data, sources and at the same time evaluate the relevance and credibility of the information obtained in both onlining and offlining environments,
- is proficient in the specifics of a foreign language towards the field of media relations,
- Demonstrates relevant knowledge of marketing theory and marketing communication with emphasis on PR and media relations, as well as communication in the online space, management and creation of various communications,
- gains insight into the basics of economics as well as media law.

##### **Practical skills and abilities**

Graduate of the Media and Communication Studies in the Media Relations programme at the 1st cycle of the Bachelor's degree:

- can set a media relations strategy for a smaller company and implement it independently or as part of a team,
- can participate in the organisation of all types of communication activities in relation to the internal and external environment, participates in the creation and implementation of communication projects and plans,
- is able to create basic communication outputs in all types of media, is able to speak in front of the media,
- can be part of a crisis team and contribute to the design of crisis communication solutions to internal and external environments,
- is able to create a company's social media communication strategy and implement it,
- as a representative of the media can communicate with potential clients, competitors, representatives of the third sector, target groups or the general public,
- can work with data and evaluate the relevance of individual sources.

##### **Additional knowledge, skills and abilities**

Graduate of the bachelor's degree programme in media relations:

- has skills in the form of adaptability to current and future events and changes in the communication market,
- can work effectively as a member of a team implementing media relations tools,
- has developed organisational and time management skills,
- can find solutions to problems in creative and effective ways,
- can apply current legal and ethical standards,
- has well-developed communication and presentation skills,
- has the ability to critically assess the impact of the media on target groups.

#### **b) The institution indicates the professions for which the graduate is prepared at the time of completion and the potential of the study programme from the point of view of graduate's employability.**

Bachelor's degree:

- PR specialist,
- Communication Specialist,
- Internal Communication Specialist,
- Spokesman,
- Online Specialist/Social Media Management Specialist,
- Communication consultant,
- account manager/executive,

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- copywriter,
- Brand Specialist.

c) **Relevant external stakeholders who have provided the statement or a favorable opinion on the compliance of the acquired qualification with the sector-specific requirements for the profession<sup>8</sup>.**

This is not such a case.

### 3. EMPLOYABILITY

a) **Evaluation of the study programme graduates employability.**

Graduates of the study programme Media Relations are profiled in the 1st cycle of study in accordance with the nature and content of the subject core of the study programme. His/her previous knowledge is expanded by knowledge of the supporting disciplines. The graduate is profiled as a communication specialist in the creation of media relations, possessing a wide range of knowledge from various scientific disciplines, but primarily from the field of mass media and marketing communication, augmented by the specific subjects of the media relations study programme, as well as communication skills and abilities. For this reason, a graduate of the media relations study programme is fully prepared to work as a member of a communication team in a relevant institution/corporation in a variety of fields.

Graduates of bachelor's degrees often go on to study for a master's degree in a related study programme in media and communication studies - most often in mass media communication or marketing communication. According to the data of the FMK Study Department, about 43% of graduates of the Bachelor's degree in Media Relations continue their studies at the Master's level.

b) **If applicable, indicate the successful graduates of the study programme.**

Mgr. Patrícia Žilková, professional editor, Strategies, Mafra Slovakia publishing house

Zuzana Žuborová - Editor and Strategist of FORBES advertising team

Dominika Sušková - News Assistant CNBC, London

Mgr. Daniel Čačala - Co-Founder of Rally Radosti, Co-Founder of Daybyme, Co-Founder of WHOO app

Mgr. Simona Benetinová, Product Manager, Nicereply.com

Mgr. Antónia Štofánová, Manager, Nestlé

Mgr. Simona Kosorínová, campaign team leader, Dedoles

Monika Lisková - SEO Specialist at DEDOLESMgr

Barbora Janošková - Freelance marketing and branding consultant.

Mgr. Erika Szárazová - Procurement Specialist at Hewlett Packard Enterprise /HPE/

Mgr. Martina Zvolenská - PR and Media Buying Manager at Be Lenka

Mgr. Paula Grochalová: Content Manager, Kontentino

Among the successful graduates of the Media Relations study programme are also assistant professors working at the FMK UCM in Trnava: for example:

- Mgr. Alexandra Rysul'ová, PhD., assistant professor, FMK UCM in Trnava
- Mgr. Jana Hubinová, PhD., assistant professor, FMK UCM in Trnava

Information about successful graduates can be found at <https://fmk.sk/absolventi/>

c) **Evaluation of the study programme quality by employers (feedback).**

Recommendations from the practice are available in the annexes:

- Zuzana Žuborová, Editor and Advertising Strategist, Forbes
- Katarína Načiniaková, Senior PR Specialist Dedoles
- Katarína Remiaš, CEO of 1st Class Agency and Vice-Chairwoman of APRSR

### 4. STRUCTURE AND CONTENT OF THE STUDY PROGRAMME<sup>9</sup>

a) **The institution describes the rules for the design of study plans within the study programme.**

The rules for the formation of study plans are defined in the Study Regulations:

[https://www.ucm.sk/docs/legislativa/studijny\\_poriadok\\_ucm\\_2020.pdf](https://www.ucm.sk/docs/legislativa/studijny_poriadok_ucm_2020.pdf)

- The student's study plan determines the time and content sequence of courses and forms of assessment of learning outcomes. In addition to the form of assessment of learning outcomes, the study plan shall be drawn up by the student himself or in cooperation with a study advisor within the framework of the specified rules and in accordance with these study regulations.
- The student draws up his/her study plan on his/her own or with the help of a study advisor from the courses offered in the study programme in order to comply with the rules of the study programme and the conditions of these Regulations.

<sup>8</sup> In the case of regulated professions in accordance with the requirements for professional competence under a special regulation.

<sup>9</sup> Selected characteristics of the study programme content may be listed directly in the Course Information Sheets or supplemented with Course Information Sheet information.

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- The student's study plan determines which subjects the student will take as part of his/her studies, determines their time sequence and establishes the forms of assessment of study results.
- Each study programme includes a recommended study plan, which is designed to ensure that the student completing it meets all the requirements of the study programme for successful completion of the standard length of study.
- The recommended study plan of individual study programmes is published in the UCM AIS.
- Information on studies, the study programme, the recommended study plan, the content of individual units of the study programme, the manner of their completion and the requirements for their successful completion are part of the Academic Information System (hereinafter referred to as "AIS"). The AIS also contains information on the learning outcomes of students from all units of the University.

**b) The institution compiles the recommended study plans for individual study paths.<sup>10</sup>**

The recommended curriculum is available in the Annex.

**c) The institution states the number of credits, the achievement of which is a condition for the proper completion of studies and other requirements that the student must meet within the study programme and for its proper completion, including the requirements for state examinations, rules for re-study and rules for the extension, interruption of study.**

Bachelor's degree:

- 180 credits are required for successful completion of the Bachelor's degree,
- 155 credits of study,
- 25 credits for the bachelor's state examination (10 credits defence + 3 x 5 credits for the state examination subjects).

The rules and conditions related to the course of study, its termination, rules for repetition, extension and interruption of studies are set out in the UCM Study Regulations: [https://www.ucm.sk/docs/legislativa/studijny\\_poriadok\\_ucm\\_2020.pdf](https://www.ucm.sk/docs/legislativa/studijny_poriadok_ucm_2020.pdf)

**d) The institution will describe the rules for verification of learning outcomes and student assessment and the possibilities of appealing against the assessments.**

The course of study at UCM is regulated by the UCM Study Regulations. It allows students to choose their own pace of study, brings them flexibility of the educational process taking into account the credit system. At the same time, the UCM Study Regulations are subject to administrative verification and control of individual stages of study. The conditions for taking individual courses are defined in the Course Information Sheets, which are available in the University's AIS. This document, in addition to defining the separate conditions for passing the course, also contains the course objectives, learning outcomes, the teaching schedule, the course literature and the grading scale for passing the course. It is the responsibility of the teachers of each course to make students aware of the course assessment requirements at the beginning of the semester; the course completion requirements may not be changed during the course of the course. Information sheets and course documents are published in the AIS. At the same time, the teacher clearly defines the rules regarding student absences at the beginning of the course. The overall result of the course assessment is communicated to the student via the AIS or by direct contact with the teacher on the day of the course examination.

In most cases, student assessment is carried out by one teacher, but there may be cases of multiple teachers examining students in a lesson, i.e. continuous assessment or so-called compulsory operational practice of students, which may be assessed by practitioners.

The evaluation of the student by several teachers is carried out at the state examinations, where the state examination committees are formed in accordance with the law. Part of the state examination is also the defence of the final thesis, for which the thesis supervisor/trainer and the opponent, who may also be from practice, draw up an opinion.

The student has the possibility to request a board examination with the participation of at least two examining teachers appointed by the head of the department or the study vice-dean. The student has the possibility to address the competent persons (Head of Department, Vice-Dean, Dean, UCM Controller) with complaints. Students have a formal appeals procedure, are guaranteed the opportunity to participate in the review of suggestions and solutions, and are guaranteed feedback regarding the results of their review and the action taken. In serious circumstances, complaints are resolved by the University Controller. The student also has the possibility to address the Ethics Committee in case of suspected violation of the University's Code of Ethics.

Detailed information on the subject is available in the Study Regulations:

[https://www.ucm.sk/docs/legislativa/studijny\\_poriadok\\_ucm\\_2020.pdf](https://www.ucm.sk/docs/legislativa/studijny_poriadok_ucm_2020.pdf)

and in the internal regulations of the University:

Internal quality assurance system at UCM: (document available on the university intranet).

**e) Conditions for recognition of studies or part of studies.**

Students of bachelor's studies may apply to the Rector of the University, the Dean of the Faculty, the Director of the Institute, with the prior consent of the Head of the relevant Department, for recognition of the completion of the courses of the study programme, if they have completed a course with the same content at the same level of study at UCM or another university. Recognition of courses can only be applied for at the beginning of studies (immediately after enrolment, but no later than 2 weeks after the start of the course), through the prescribed forms, which are published on the University's website. As a rule, the application must be accompanied by documents issued and certified by the university at which the courses for which recognition is requested were successfully completed: a) the original 'Transcript of results of studies', b) the syllabus of the courses taken or the information sheet(s) of the course(s), c) the list of the courses for which recognition is requested. The student's application will then be assessed and processed and the student will then be placed in the next year of study (once approved, the student may be placed in the next year of study).

All detailed information and conditions for recognition of studies at UCM are regulated by:

<sup>10</sup> In accordance with Decree No. 614/2002 Coll. on the credit system of study and Act No. 131/2002 Coll. on higher education and on amendment and supplementation of certain acts.

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- Directive on the recognition of completed courses:  
[https://www.ucm.sk/docs/legislativa/2021/Smernica\\_o\\_uznavani\\_ absolvovanych\\_predmetov.pdf](https://www.ucm.sk/docs/legislativa/2021/Smernica_o_uznavani_ absolvovanych_predmetov.pdf)
- or the Directive on the Recognition of Educational Documents at UCM:  
[https://www.ucm.sk/docs/legislativa/2021/Smernica\\_o\\_uznavani\\_dokladov\\_o\\_vzdelani\\_na\\_UCM.pdf](https://www.ucm.sk/docs/legislativa/2021/Smernica_o_uznavani_dokladov_o_vzdelani_na_UCM.pdf)

**f) The institution states the topic of final thesis programme (or a link to the list).**

The thesis topics are available at [THIS LINK](#).

**g) The institution describes or refers to:**

*rules for assigning, processing, opposing, defending and evaluating final theses in the study programme,*

- <https://fmk.sk/zaverecne-prace/>
- [https://fmk.sk/download/zaverecne-prace/FMK\\_Usmernenie-k-pisaniu-ZP.pdf](https://fmk.sk/download/zaverecne-prace/FMK_Usmernenie-k-pisaniu-ZP.pdf)
- [https://fmk.sk/download/zaverecne-prace/Usmernenie-k-obsahu-zaverecnych-prac\\_doplnenie.pdf](https://fmk.sk/download/zaverecne-prace/Usmernenie-k-obsahu-zaverecnych-prac_doplnenie.pdf)
- [https://www.ucm.sk/docs/legislativa/2021/31\\_21\\_Smernica\\_o\\_nalezitostiach\\_zaverecnych\\_prac.pdf](https://www.ucm.sk/docs/legislativa/2021/31_21_Smernica_o_nalezitostiach_zaverecnych_prac.pdf)

*opportunities and procedures for participation in student mobility,*

- [https://www.ucm.sk/docs/legislativa/2021/24\\_2021\\_administracia\\_erasmus+.pdf](https://www.ucm.sk/docs/legislativa/2021/24_2021_administracia_erasmus+.pdf)

*the rules for observing academic ethics and drawing consequences,*

- [https://www.ucm.sk/docs/legislativa/studijny\\_poriadok\\_ucm\\_2020.pdf](https://www.ucm.sk/docs/legislativa/studijny_poriadok_ucm_2020.pdf)
- <https://www.ucm.sk/sk/eticky-kodex-ucm-v-trnave/>
- [https://www.ucm.sk/docs/legislativa/2019\\_smernica\\_o\\_plagiatorstve.pdf](https://www.ucm.sk/docs/legislativa/2019_smernica_o_plagiatorstve.pdf)
- [https://www.ucm.sk/docs/legislativa/2021/7\\_21\\_eticky\\_kodex\\_studentov.pdf](https://www.ucm.sk/docs/legislativa/2021/7_21_eticky_kodex_studentov.pdf)

*procedures applicable to students with special needs,*

- [https://www.ucm.sk/docs/legislativa/zabezpecenie\\_vseobecne\\_pristupneho\\_akademickeho\\_prostredia\\_pre\\_studentov\\_so\\_specifickymi\\_potrebami.pdf](https://www.ucm.sk/docs/legislativa/zabezpecenie_vseobecne_pristupneho_akademickeho_prostredia_pre_studentov_so_specifickymi_potrebami.pdf)

*student complaints and appeals procedures.*

- [Obtaining relevant feedback from stakeholders](#)
- [Directive on the handling of enquiries, comments, opinions, requests, suggestions and proposals at UCM](#)
- [Directive on the receipt and handling of complaints about anti-social activities](#)
- [Equal Treatment and Protection from Discrimination Directive - Gender equality](#)

The University has a Complaints Officer who, among other things, handles complaints, notifications, suggestions and petitions from University employees, as well as other natural and legal persons, if these relate to the tasks and activities that the University or a part of it provides: the Complaints Handling Directive is available at:

[https://www.ucm.sk/docs/legislativa/2021/Smernica\\_o\\_vybavovani\\_staznosti\\_na\\_UCM.pdf](https://www.ucm.sk/docs/legislativa/2021/Smernica_o_vybavovani_staznosti_na_UCM.pdf)

Complaints involving violations of the UCM Code of Ethics are handled by the UCM Ethics Committee, which is a permanent advisory body to the Rector: <https://www.ucm.sk/sk/eticka-komisija-01/>,

[https://www.ucm.sk/docs/legislativa/2021/Rokovaci\\_poriadok\\_Etickej\\_komisie\\_UCM.pdf](https://www.ucm.sk/docs/legislativa/2021/Rokovaci_poriadok_Etickej_komisie_UCM.pdf)

Complaints concerning violations of the UCM Disciplinary Regulations are dealt with by the UCM Disciplinary Committee. It discusses on the basis of disciplinary offences of students enrolled in study programmes of the University and submits a proposal for a decision to the Rector of UCM:

- <https://www.ucm.sk/sk/disciplinarna-komisija-ucm/>,
- [https://www.ucm.sk/docs/legislativa/2021/2021-43-Disciplinarny\\_poriadok\\_pre\\_studentov\\_Univerzity\\_sv\\_Cyrila\\_a\\_Metoda\\_v\\_Trnave.pdf](https://www.ucm.sk/docs/legislativa/2021/2021-43-Disciplinarny_poriadok_pre_studentov_Univerzity_sv_Cyrila_a_Metoda_v_Trnave.pdf)
- [https://www.ucm.sk/docs/legislativa/2021/2021-44-Rokovaci\\_poriadok\\_Disciplinarnej\\_komisie\\_pre\\_studentov\\_Univerzity\\_sv\\_Cyrila\\_a\\_Metoda\\_v\\_Trnave.pdf](https://www.ucm.sk/docs/legislativa/2021/2021-44-Rokovaci_poriadok_Disciplinarnej_komisie_pre_studentov_Univerzity_sv_Cyrila_a_Metoda_v_Trnave.pdf)

The Faculty of Mass Media Communication has established a Disciplinary Committee of the FMK: <https://fmk.sk/organy-fakulty/>.

## 5. COURSE INFORMATION SHEETS OF THE STUDY PROGRAMME

*In the structure according to Decree No. 614/2002 Coll.*

Course information sheets are available in the appendices.

## 6. CURRENT ACADEMIC YEAR PLAN AND THE CURRENT SCHEDULE (OR HYPERLINK).

Link to the current schedule: [https://fmk.sk/download/FMK\\_harmonogram\\_studia\\_2021\\_2022\\_web\\_28.9.2021.pdf](https://fmk.sk/download/FMK_harmonogram_studia_2021_2022_web_28.9.2021.pdf)

The timetables are published in the academic information system.

## 7. PERSONS RESPONSIBLE FOR STUDY PROGRAMME

**a) A person responsible for the delivery, development and quality of the study programme (indicating the position and contact details).**

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doc. PhDr. Jana Galera Matúšová, PhD., Associate Professor, [jana.galera.matusova@ucm.sk](mailto:jana.galera.matusova@ucm.sk)

**b) List of persons providing profile courses of the study programme with the assignment to the course and provides with a link to the central Register of university staff and with contact details (they may also be listed in the study plan).**

- doc. PhDr. Jana Galera Matúšová, PhD., <https://www.portalvs.sk/regzam/detail/12039>, [jana.galera.matusova@ucm.sk](mailto:jana.galera.matusova@ucm.sk)
- doc. PhDr. Denisa Jánošová, PhD., <https://www.portalvs.sk/regzam/detail/14405>, [denisa.janosova@ucm.sk](mailto:denisa.janosova@ucm.sk)
- PhDr. Sabína Gáliková Tolnaiová, PhD., <https://www.portalvs.sk/regzam/detail/10856>, [sabina.galikova.tolnaiova@ucm.sk](mailto:sabina.galikova.tolnaiova@ucm.sk)
- JUDr. Martin Solík, PhD, <https://www.portalvs.sk/regzam/detail/14407>, [martin.solik@ucm.sk](mailto:martin.solik@ucm.sk)
- Mgr. Andrej Brník, PhD., <https://www.portalvs.sk/regzam/detail/24647>, [andrej.brnik@ucm.sk](mailto:andrej.brnik@ucm.sk)

Assignment to the course is indicated in the study plan.

**c) Reference to the research/art/teacher profile of persons responsible for the profile courses of the study programme.**

Links to the VUPCH of the persons providing the profile subjects of the study programme are available in the annexes.

**d) List of teachers of the study programme with assignment to the course and provided with a link to the central Register of university staff, with contact details (may be included in the study plan).**

A list of teachers with course assignments is included in the syllabus.

A list of teachers with their contact details and a link to the CRZVŠ is one of the annexes to this accreditation file.

**e) List of the supervisors of fina theses with the assignment to topics (indicating the contact details).**

The list is available [at THIS LINK](#).

**f) Reference to the research/art/teacher profiles of the supervisors final theses.**

The VUPCH of thesis supervisors can be found on the faculty's website [fmk.sk](http://fmk.sk), next to the profiles of individual teachers within the respective department, they are also available in the media archive of the FMK UCM in Trnava.

- Access to the media archive: [archiv.fmk.sk](http://archiv.fmk.sk)
- Login name: VUPCH
- Password: FMKucm2021

Instructions for logging in: after logging in to the media archive, you need to click on "Statistics" in the top menu, then click on the pink button "Scientific/artistic and pedagogical characteristics of the person", after clicking on it, a list of all VUPCH teachers will open.

**g) Student representatives representing the interests of students of the study programme (name and contact details).**

- Michaela Boďová, 2nd year student. Bc. degree, study programme Media Relations, [bodova2@ucm.sk](mailto:bodova2@ucm.sk).

**h) Study advisor of the study programme (indicating contact details and information on access to advice and timetable).**

- Mgr. Juliána Mináriková, PhD. - Vice-Dean for Educational Activities, [juliana.minarikova@ucm.sk](mailto:juliana.minarikova@ucm.sk), <https://fmk.sk/profil/juliana-minarikova/>

**i) Other supportinf staff of the study programme - assigned study officer, careers counselor, administration, accommodation department, etc (with contact details).**

- Study coordinators: <https://fmk.sk/koordinatori-studia/>,
- Study Department: <https://fmk.sk/studijne-oddelenie/>,
- Coordinator of mobility at faculty level: Mgr. Lenka Labudová, PhD., [lenka.labudova@ucm.sk](mailto:lenka.labudova@ucm.sk), doc. PhDr. Ján Višňovský, PhD., [jan.visnovsky@ucm.sk](mailto:jan.visnovsky@ucm.sk),
- University level mobility coordinator: the Department of External Relations of UCM: <https://www.ucm.sk/sk/oddelenie-vonkajsich-vztahov/> - Mgr. Simona Štefíčková, [simona.stefickova@ucm.sk](mailto:simona.stefickova@ucm.sk)
- FMK Library: <https://fmk.sk/kniznica/>, [kniznica.fmk@ucm.sk](mailto:kniznica.fmk@ucm.sk), Stanislava Kovalčíková: [stanislava.kovalcikova@ucm.sk](mailto:stanislava.kovalcikova@ucm.sk), Zuzana Danielová: [zuzana.danielova@ucm.sk](mailto:zuzana.danielova@ucm.sk)
- Technical support: Information and Communication Technology Centre: <https://www.ucm.sk/sk/centrum-ikt/>, Mgr. Matej Lackovič, MBA - Head of CIKT [matej.lackovic@ucm.sk](mailto:matej.lackovic@ucm.sk), Ing. Nora Dostálová - ISIC cards: [nora.dostalova@ucm.sk](mailto:nora.dostalova@ucm.sk)
- Department of Science and Research - Mgr. Andrea Tománková, PhD.: [andrea.tomankova@ucm.sk](mailto:andrea.tomankova@ucm.sk), Mgr. Alexandra Gažicová, PhD.: [alexandra.gazicova@ucm.sk](mailto:alexandra.gazicova@ucm.sk)
- Student home - Mgr. Soňa Krahulcová: [sona.krahulcova@ucm.sk](mailto:sona.krahulcova@ucm.sk), <https://www.ucm.sk/sk/studentsky-domov/>.
- Career Centre - Mgr. Marianna Urmínová.: [urminova.m@gmail.com](mailto:urminova.m@gmail.com), <https://kariera.fmk.sk/>

## 8. SPATIAL, MATERIAL AND TECHNICAL PROVISION OF THE STUDY PROGRAMME AND SUPPORT

*The outline of the study programme description is used for the preparation of Annex 2 of the application for accreditation of the study programme.*

- a) **List and characteristics of the study programme classrooms and their technical equipment with assignment to the learning outcomes and courses (laboratories, design and art studios, studios, workshops, interpreting booths, clinics, priest seminaries, science and technology parks, technology incubators, school enterprises, practice centers, training schools, teaching and training facilities, sports halls, swimming pools, sports grounds).**

The proposed study programme not only counts on the theoretical knowledge to be acquired by the student, but also aims to equip the student with practical experience. For this reason, selected subjects of the study programme have a specific content, where specially equipped classrooms and laboratories can be used for teaching. The Faculty has many specialised classrooms which are part of the University Science Park:

(<https://www.ucm.sk/sk/unikatne-vedecke-a-kreativne-pracoviska-ako-sucasti-univerzitetneho-vedeckeho-parku/>): HD TV studio, radio studio, university magazine editorial office, sound studio, specialized classrooms for project-based learning, design thinking and teamwork, neuromarketing lab, computer rooms, photo studios, etc. In addition, there are centres where students can gain theoretical knowledge and practical experience: the Media Training Centre, the Media Literacy Centre, the Career Centre. When teaching a foreign language, it is possible to use the digital interpreting laboratory that the University has at its disposal.

- **Specialised classrooms for project-based learning and teamwork:** Lectures and exercises in Marketing and Regional Marketing, Propaedeutics of Media Studies, Theory of Media Communication, Fundamentals of Economics, Semiotics in Marketing Communication, Marketing Communication, Business Communication, Ethical Aspects of Media Communication, Socio-cultural contexts of communication, Public relations, Media marketing, Non-verbal communication in media practice, System of work of communication agencies, Media law, Management and managerial skills, Media content analysis and critical thinking, Case studies I. and II., Public Affairs
- **Computer classrooms:** Mass Media Informatics, Digital Communication in PR, Data Collection and Working with Data in Media Relations, Presentation Skills Training I. and II.
- **Neuromarketing Lab:** Media Psychology, Media Research, Socio-cultural Contexts of Communication
- **Radio and sound studio:** media relations I. and II., system of work in the media, seminar of multimedia creation I. and II., spokesperson and media, creation of PR campaigns
- **HD TV Studio:** Media Relations I and II, Media Work System, Multimedia Production Seminar I and II, Spokesperson and Media, PR Campaign Creation, Crisis Communication and Crisis Management.
- **Digital Interpreting Laboratory:** English Language I and II, Professional Communication in English I and II.
- **Editing of the university magazine:** Creation of Journalistic Communications I and II, Creative Writing I and II, System of Work in the Media

Selected specialised classrooms can be seen on the links below:

- Faculty premises: <https://fmk.sk/priestory-fakulty/>
- TV Studio: <https://www.ucm.sk/sk/hd-televizne-studio-fmk-tv/>
- Radio studio: <https://www.ucm.sk/sk/studentске-rozhlasove-studio-radio-aetter-1072-fm/>
- Specialized workplace for testing digital games: <https://www.ucm.sk/sk/specializovane-pracovisko-na-testovanie-digitalnych-hier-so-zameranim-na-elektronicky-sport/>
- Photo studios: <https://www.ucm.sk/sk/fotoateliery/>
- Sound Studio: <https://www.ucm.sk/sk/zvukove-studio/>
- Media training centre: <https://smc.fmk.sk/>
- Media Literacy Centre: <https://fmk.sk/centrum-medialnej-gramotnosti/>
- FMK Career Centre: <https://kariera.fmk.sk/>
- FMK MethodLab research centre: <https://methodlab.fmk.sk/o-nas/>

- b) **Characteristics of the study programme information management (access to study literature according to Course information sheets), access to information databases and other information resources, information technologies, etc.).**

**The Information Resource Centre** (<https://www.ucm.sk/sk/centrum-informacnych-zdrojov-ucm-v-trnave>) serves as an academic library whose main mission is to acquire, process, preserve and communicate information, literature and other cultural values.

The UCM Information Resource Centre includes:

- Library Services Department - all library units are processed in the library information system DAWINCI, currently the library has 56 374 book units.
- Department of Information Services for 2021 The CM University has subscribed to the following databases through Eurofunds and the financial resources of the Ministry of Education: SpringerLink, SpringerNature, ScienceDirect, Scopus, Web of Science. Furthermore, students have the opportunity to use the GALE Info Track database and portals - SUMMON Multiv search engine, Scientia portal, NAVIGA, Information and Media Literacy.
- Department of Publishing Services - editorial activity is an important area of activity of members of the academic community, which realizes the freedom of scientific research and publication of its results; the task of editorial activity is to ensure the publication of study literature, scientific papers, journals and other literature intended for the needs of the University.
- VIRTUAL STUDIO - the virtual study room is the result of cooperation between CVTI SR in Bratislava and UCM in Trnava. The study room provides online access to electronic versions of documents from the library collection of the UCM in Trnava. 393 titles have been processed, which is 61 487 pages.

Within the faculty, students have access to **the FMK Library** - <https://fmk.sk/kniznica/>, the library has about 13582 book units, students have access to periodicals: SME, Wired, M&M, Score, Strategies, Level, The Economist, Photo Video, Fortress. The **FMK Archive** is also available - <http://archiv.fmk.sk/>, the archive contains 370 e-publications (monographs, textbooks, textbooks, proceedings and other study literature of the faculty teachers, which is bound to compulsory and elective courses).

*The outline of the study programme description is used for the preparation of Annex 2 of the application for accreditation of the study programme.*

**c) Characteristics and extent of distance education applied in the study programme with the assignment to courses. Access, manuals of e-learning portals. Procedures for the transition from contact teaching to distance learning.**

The Faculty of Mass Media Communication switched to full distance education during the first wave of the pandemic. It should be noted that the transition to distance education was smooth and, despite the unpreparedness for such a situation, relatively quick:

- All teaching has been switched to the online system within 3 weeks of the pandemic outbreak (i.e. March 2020),
- For online teaching, the faculty used mostly the G Suite platform and Google Meet within it, some practical subjects were taught via Discord and Twitch applications,
- Before the actual transition to online teaching, webinars and training sessions entitled "How to teach online via Google Meet" were held in individual departments, so that teachers could clarify things they did not understand during the training sessions. After the webinars, they were ready to create an event for an online lesson and teach it fully,
- from a technical point of view, a paid version of G Suite Edu has been launched for the faculty,

In addition to the aforementioned, UCM later switched to using Microsoft 365: <https://www.ucm.sk/sk/microsoft365/> and, within it, Microsoft Teams. Instructional videos from Microsoft are available: [link1](#), [link2](#), [link3](#)

Currently, distance learning is delivered exclusively through the MS teams platform.

The Faculty of Mass Media Communication has developed principles of distance education, which are applied in emergency situations when it is not possible to implement a full-time form of teaching. The document is available on the Faculty's website: <https://fmk.sk/download/dokumenty/Studium/smernica-1-2021.pdf>

Directive on the course of the examination period at the FMK UCM in Trnava (also during the pandemic): [https://fmk.sk/download/smernica\\_priebeh-skuCC81sCC8CkoveCC81ho-obdobia.pdf](https://fmk.sk/download/smernica_priebeh-skuCC81sCC8CkoveCC81ho-obdobia.pdf)

Guidelines on distance learning at UCM: [https://www.ucm.sk/docs/legislativa/2021/8\\_21\\_distancna\\_vyucba.pdf](https://www.ucm.sk/docs/legislativa/2021/8_21_distancna_vyucba.pdf)

**d) Institution partners in providing the educational activities for the study programme and characteristics of their participation.**

In the field of Media and Communication Studies, the FMK UCM in Trnava registers more than 80 partner institutions that provide educational activities of the field of study. The field of media and communication studies is a field that is developing very rapidly in connection with the emergence of new communication and digital technologies. It is therefore very important to regularly link education with practitioners who are able to react very quickly to changes and trends in the field. Cooperation in educational activities can be divided into several areas: participation of practitioners in teaching, thesis mentoring, career centre and career guidance.

**The Press Agency of the Slovak Republic (TASR)** is a public, national, independent, information institution that provides a service to the public in the field of news reporting.

**Description of cooperation:** on 26 March 2019, the FMK UCM in Trnava and TASR concluded a Memorandum of Cooperation, in which they expressed their will to cooperate in the education of quality journalists with the potential for their professional growth from the beginning of their studies at the FMK.

**Specific activities undertaken:**

- on the basis of the Memorandum, FMK students gain professional experience in the Press Agency of the Slovak Republic,
- completing an internship at TASR,
- FMK students in cooperation with TASR brought up-to-date information and articles on coronavirus from different regions (available at: <https://www.teraz.sk/tag/koronavirusclankyfmkucm>).

**The Association of Mediators of Slovakia (AMS)** promotes alternative dispute resolution, primarily in the form of mediation, and favours voluntary, controlled, neutral third-party conflict resolution over other methods. More information about the association is available at: <https://www.amssk.eu/o-nas/>

**Description of cooperation:** the FMK cooperates with the AMS in the field of introducing mediation as an alternative way of conflict resolution and the possibility of obtaining a certificate for the practice of mediation after the completion of the master's degree.

**Specific activities undertaken:**

- Presentation of the Association's activities to students,
- the possibility of completing a course and obtaining a certificate to act as a mediator in the Slovak Republic.

**Radio Expres** is the most listened to commercial radio station in Slovakia. Its operator is D. Expres a.s. More information available at: <https://www.expres.sk/>

**Description of cooperation:** long-term cooperation in the field of supervision and training of presenters and editors of Radio Aeteter.

**Specific activities undertaken:**

- cooperation in providing the subject Media studio - radio I., II.,
- Feedback on students' recordings and their work with the text,
- Supervision in the training of presenters and editor of Radio Aeteter,
- the opportunity to complete an internship in the editorial office of Radio Expres.



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**Denník Nový Čas** is the most read Slovak daily newspaper for a long time and its publisher is FPD Media, a. s. More information available at: <https://www.cas.sk/>

**Description of cooperation:** long-term cooperation in the field of supervision in the production of the university magazine Atteliér and training of editors.

**Specific activities undertaken:**

- creation of author's texts, graphic design and lamination of the periodical,
- supervision in the preparation of the journal,
- the opportunity to complete an internship in the editorial office of Novy Čas (print, online).

**Teach for Slovakia** is a two-year full-time personal and professional development programme for active university graduates and young professionals who want to move themselves and Slovakia forward. More information available at: <https://teachforslovakia.sk/>

**Description of cooperation:** possibility to get a job after graduation.

**Specific activities undertaken:**

- presentation of the programme and activities to students,
- An opportunity to get a job offer straight out of college or an internship and gain work experience.

**Radio and Television of Slovakia (RTVS) is a** Slovak public, national, informational, cultural and educational institution that provides a service to the public in the field of radio and television broadcasting. More information available at: <https://www.rtvs.sk/>

**Description of cooperation:** long-term cooperation in the provision of professional practice with the possibility of obtaining employment after graduation.

**Specific activities undertaken:**

- improving students' verbal and communication skills,
- moderation training,
- performing in front of the camera.

**Zvolši.info** - a group of students from Masaryk University in Brno and young people from other areas with the aim of deepening media literacy through workshops. More information available at: <https://zvolsi.info/sk/>

**Description of the collaboration:** participation of experts from Choose Info in the teaching process of the Media Studio print and online course.

**Specific activities undertaken:**

- lectures by experts from the Choose Info project aimed at raising awareness of media propaganda, disinformation and expanding the competences of future journalists in the field of media literacy.

**Zine SpodNás is a** printed community media published in Trnava and devoted to the topics of culture, society and music.

**Description of cooperation:** due to the uniqueness of the community media that operates and is located in Trnava, the zine cooperates in teaching the subject Community Media. FMK UCM is the only educational institution in Slovakia that has a subject of this focus.

**Specific activities undertaken:**

- Participation of zine editors in teaching through invited lectures and discussions,
- Providing material for student analysis in the course.

**Facultad de Comunicación, Universidad de Navarra, Spain**

Description of cooperation: long-term cooperation with Spanish experts in the field of media education and media communication. Joint publishing, participation in conferences and project activities.

**Interaxion Group, Rome, Italy** - Cooperation with the Interaxion Group, an organization dedicated to family media education. Cooperation in the field of education of educators and parents leading to competent and responsible handling of digital media, use of digital educational platforms, participation in workshops.

**ICU - Istituto per la Cooperazione Universitaria, Rome, Italy** - Cooperation with an Italian organization that deals with development projects in the field of education, communication and environment.

**Specific activities undertaken:**

1. Participation in the international congress "UNIV 2019 - Getting down to business: the transformative power of work", organised by ICU - Istituto per la Cooperazione Universitaria (Rome, April 2019).
2. Collaboration on the application of reminiscence techniques and the development of productive media skills of the older generation. The technique was experimentally verified in the Home for the Elderly Terézie Vansová in Trnava within the project of the Training Media Centre at the FMK UCM (Trnava, 2019).

**European Audiovisual Observatory, Strasbourg, France:** cooperation on research projects on audiovisual media services.

1. Cooperation on the international research project "Mapping report on the rules applicable to video sharing platforms". The project focused on the implementation of the European Directives in the field of audiovisual media services in the EU countries (2020-2021).

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2. Cooperation on the international research project "Mapping of media literacy practices and actions in EU-28". KMV was a co-investigator of an international project on the current state of media and information literacy in 28 European countries (2016).

**Sorbonne Nouvelle University, Paris, France:** collaboration on research projects on issues related to media education and media literacy development.

Specific activities undertaken:

1. Collaboration on the project "Public Policies in Media and Information Literacy in Europe: Training and Capacity -Building in the Digital Age", coordinated by the Sorbonne Nouvelle University in Paris. The project focused on pan-European research on public policies and the implementation of strategies for the development of media and information literacy in the different countries of the European Union (2013-2014).
2. Invited lecture at the International Conference "Public Policies in Media and Information Literacy" , organized by Sorbonne Nouvelle University (Paris, France, 12/2013).
3. Collaboration on the preparation of an international research database on public policies in the field of media education. The database can be accessed at <http://ppemi.ens-cachan.fr/ext/colloque140528/multipageviewer/index.html> (2013-2014)
4. Collaboration on the preparation of the scientific monograph "Public policies in media and information literacy in Europe : cross-country comparisons" / edited by Divina Frau-Meigs, Irma Velez, Julieta Flores Michel. - Abingdon : Routledge, 2017. - (Routledge Studies in European Communication Research and Education). - ISBN 978-1-138-64436-6 : cross-country comparisons / edited by Divina Frau-Meigs, Irma Velez, Julieta Flores Michel. - Abingdon : Routledge, 2017. - (Routledge Studies in European Communication Research and Education) - ISBN 978-1-138-64436-6. (2016-2017).

**Media Literacy Expert Group, Brussels, Belgium:** Cooperation with the working group, which is an advisory body to the European Commission in the field of media education.

**Leibniz-Institut für Medienforschung | Hans-Bredow-Institut, Hamburg, Germany:** Collaboration on the project "EU Kids Online IV." This is an international research project focusing on risks and opportunities in the Internet environment for children and adolescents in European Union countries.

1. Cooperation on research activities within the Slovak Thematic Network, which is part of the EU Kids Online project. (2014 - ongoing)
2. Collaboration on the research "BIK Map II - Policy Mapping of the European Strategy for a Better Internet for Children" carried out within the EU Kids Online IV project. (2017)
3. Collaboration on the scientific monograph Digital Childhood, which is one of the Slovak publishing outputs realized within the activities of the EU Kids Online project (2019).

**Die Gesellschaft für Medienpädagogik und Kommunikationskultur (GMK),** specifically within the *Global Media Literacy Expert Group*. GMK is the largest professional association in Germany, active in Germany, Austria, Switzerland, representing experts in the field from science, research and practice. The Global Media Literacy Expert Group works with many international organisations and is a co-founding member and part of an international forum on media pedagogy and literacy: IAME (International Association for Media Literacy, [www.iame.education](http://www.iame.education).)

**1st Class agency** is an agency providing public relations, communication, reputation and event management services. 1st CLASS AGENCY's clients include major brands such as Kofola, McDonald's, Tchibo, Hyza, Penam, Partners Group SK and others.

**Description of cooperation: in 2022,** the FMK UCM in Trnava and 1st Class agency concluded a Memorandum of Cooperation, in which they agreed to link the teaching and educational process with the practice of PR agencies, to transfer theoretical and practical experience in the field of PR to FMK students and to cooperate in the field of career development of FMK students.

**Specific activities undertaken:**

- on the basis of the Memorandum, FMK students gain professional experience of working in a PR agency, the possibility of completing an internship
- Involvement of agency representatives in the teaching process,
- thesis consultation.

**International partnerships:**

1. Partnership within the H2020 project - involvement of FMK in the international consortium of researchers of the project "Critical Exploration of Media Related Risks and Opportunities for Deliberative Communication: Development Scenarios of the European Media Landscape" within the call H2020: Transformations-10-2020. Estonia, Finland, Czech Republic, Slovakia, Croatia, Bulgaria, Latvia, Germany, Italy, Greece, Romania, Hungary, Sweden, Austria, Belgium.
2. Establishment of international mobility cooperation with partner institutions outside the European Union with University of Malaya (Malaysia), Université de Sidi Bel - Abbes (Algeria), Hong Kong Baptist University, Kostanay State Pedagogical Institute (Kazakhstan) within the project 2019-1- SK01-KA107-060402.
3. Establishment of international cooperation with the Norwegian partner NOPA (the Norwegian Society of Composers and Lyricists) in the preparation of a project within the EEA Grants for the promotion of entrepreneurship in culture.
4. Establishment of international cooperation with the Institute of State Management of Regional Development Uzhgorod National Institution UNI VERSI ITET; in the preparation of the project within the framework of the EEA Grants to support institutional cross- border cooperation with Ukraine, FMK in the project addresses the improvement of communication of the region.
5. Creation of an international consortium of researchers for the Needs of Critical Thinking project within the Partnerships for adult education (KA204) call: Fundacja Pro Scientia Publica (Poland), Právě teď! o.p.s. (Czech), Associazione Culturale Eduvita e. t.s. (Nazilli Hayat Boyu Ogrenme Dernegi (Turkey).

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6. Creation of an international consortium of researchers of the project Digital competences and skills enhancement framework for educators in the Slovak Republic within the call Strategic Partnerships for school education (KA201): UNIVERSIDAD DE NAVARRA (Spain), MYKOLO ROMERIO UNIVERSITETAS (Lithuania), Fundacja Pro Scientia Publica (Poland).
7. Establishment of an international consortium of researchers for the project Changing the paradigm: employers designing curricula within the call Strategic Partnerships for higher education (KA203) : Edward Bernays College of Communication Management (Croatia), University of Mostar (Bosnia and Herzegovina), Hrvatska udruga za odnose s javnoscu (Croatia), Visoka skola za komunikacije (Serbia).
8. Working with Facebook on Facebook's Oversight Board for Content Decisions, an initiative that focuses on expert collaboration to develop standards and public policies for content publishing on Facebook and Instagram.

**e) Characteristics of the possibilities for social, sports, cultural, spiritual and social activities.**

The Faculty regularly supports financially, materially and logistically the sport, cultural and social activities of its students. Since its inception, the Faculty has strived to develop the communication and organisational skills of its students. The best proof of this is Aetter radio, which started as a student project and has been transformed into a radio with its own frequency. The monthly magazine Atteliér has been published since 2003. Every year it is placed at the top of the Štúr's Pen competition. Many editors, columnists, photographers and graphic designers have passed through the editorship of the magazine.

Students have access to a gymnasium and a newly constructed weight room, they have dedicated time in the swimming pool. There is a great interest in sports activities at the faculty, about 300 students choose every AR subject that is focused on sports. There are two sport electives in the curriculum: the Cabinet Practicum in Physical Education and Sport and Movement Activities. Students are offered free classes in yoga, zumba, table tennis, volleyball, soccer, During the online classes, yoga practice has moved to an online environment. Sports cabinet: <https://fmk.sk/fakultny-zivot/kabinety/#telovychova>

Dedicated spaces focused on digital games are available to students. They regularly organise e-sports tournaments and game pits focused on game development. The faculty hosts an international games festival.

In addition, the faculty regularly organises faculty events aimed at the social enjoyment of both students and lecturers, the most popular event being FMK day, the aim of which is to spend a day together - lecturers with students and other faculty staff. Over the past two years, the event has moved to a virtual space, but this has not detracted from its popularity. Event recording: [https://www.facebook.com/events/151083653599007/?active\\_tab=discussion](https://www.facebook.com/events/151083653599007/?active_tab=discussion)

FMK UCM in Trnava is known for organizing many events of social, cultural or sporting character and as a positive it evaluates that despite the unfavourable pandemic situation it did not have to cancel even one event and continuously their organization and the course itself has been transferred to the online space.

The social, cultural, sporting, spiritual and community opportunities over the last two years can be viewed here:

[https://www.facebook.com/FMK.UCM/events/?ref=page\\_internal](https://www.facebook.com/FMK.UCM/events/?ref=page_internal)

Links to selected events realized at FMK UCM in Trnava in the last period:

Links to selected events realized at FMK UCM in Trnava in the last period:

- Frejm - student film and video festival: <https://fmk.sk/frej-2021/>
- KEMP Marketing Competition: <https://kemp.fmk.sk/>
- FMK Day 2021: <https://www.facebook.com/events/151083653599007>
- Mental Health Event - My Soul: <https://fmk.sk/dusa-moja/>
- UniCon Gaming Festival: <https://fmk.sk/unicon-2021/>, <https://fmk.sk/unicon-2021-takto-vzeral-vikend-vo-virtualnej-vikingskej-dedine/>
- Christmas events: <https://fmk.sk/kabinet-eventov/>
- Vjamnoce 2021: <https://www.facebook.com/events/466900611465140>
- Science and Technology Week 2021: <https://fmk.sk/tyzdenvedy/>
- Sports event FMK RUN challenge:  
[https://www.facebook.com/events/474096827351616/?acontext=%7B%22event\\_action\\_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D](https://www.facebook.com/events/474096827351616/?acontext=%7B%22event_action_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D)
- Sports event: stretch your stiff back with Nika Fit:  
[https://www.facebook.com/events/2821853898064870/?acontext=%7B%22event\\_action\\_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D](https://www.facebook.com/events/2821853898064870/?acontext=%7B%22event_action_history%22%3A%7B%22surface%22%3A%22page%22%7D%7D)

**f) Possibilities and conditions for participation of the study programme students in mobilities and internship (indicating contact details), application instruction, rules for recognition of education.**

- The University has a Department of External Relations: <https://www.ucm.sk/sk/medzinarodne-vztahy/>, <https://www.ucm.sk/sk/oddelenie-vonkajsich-vztahov/>,
- The conditions are regulated by the Erasmus+ Administration Guidelines: [https://www.ucm.sk/docs/legislativa/2021/24\\_2021\\_administracia\\_erasmus+.pdf](https://www.ucm.sk/docs/legislativa/2021/24_2021_administracia_erasmus+.pdf)
- The faculty has created its own department of international relations: <https://fmk.sk/referat-pre-medzinarodne-vztahy/> and also created the position of faculty coordinator of Erasmus: contact to the faculty coordinator: doc. Ján Visňovský and dr. Lenka Labudová: [jan.visnovsky@ucm.sk](mailto:jan.visnovsky@ucm.sk), [lenka.labudova@ucm.sk](mailto:lenka.labudova@ucm.sk)
- All information is available at: <https://fmk.sk/studijne-pobyty/>.

## **9. REQUIRED ABILITIES AND ADMISSION REQUIREMENTS FOR THE STUDY PROGRAMME APPLICANTS**

**a) Required competences and necessary admission requirements**

*The outline of the study programme description is used for the preparation of Annex 2 of the application for accreditation of the study programme.*

The basic prerequisite for admission to the study programme of the first degree is the completion of secondary education.

Written tests are the standard form of entrance examinations. They are considered to be objective, ensuring equal conditions for each candidate to take them. The content of the admission tests shall respect fair access to education and the content and scope of the written tests shall not go beyond secondary education. The choice of content corresponds to the core educational areas relevant to the field of study of media and communication studies. To study in this field of study, applicants are required to have knowledge of the basic concepts in the field of study and an orientation within the general knowledge of social, economic and cultural life.

Conditions of admission to the FMK UCM in Trnava:

[https://fmk.sk/download/prijimacie\\_konanie\\_akademicky\\_rok\\_2022\\_2023\\_FMK.pdf](https://fmk.sk/download/prijimacie_konanie_akademicky_rok_2022_2023_FMK.pdf)

**b) Admission procedures.**

Admission procedures are regulated in the Admission Procedures Directive:

[https://www.ucm.sk/docs/legislativa/2021/29\\_21\\_Poriadok\\_prijimacieho\\_konania\\_na\\_UCM.pdf](https://www.ucm.sk/docs/legislativa/2021/29_21_Poriadok_prijimacieho_konania_na_UCM.pdf)

**c) Result of the admission process over the last period.**

Admission results for the last 6 years - study programme Media Relations- [are available HERE](#).

## 10. FEEDBACK ON THE QUALITY OF PROVIDED EDUCATION

**a) Procedures for monitoring and evaluating students' opinions on the study programme quality.**

The aim of regular monitoring, evaluation and revision of study programmes is to ensure continuous improvement of the quality of the educational process in accordance with the mission of UCM, its long-term strategic development plan and the standards of the educational process as defined by the SAA.

Regular monitoring and evaluation of study programmes focuses in particular on:

- a) the content of the study programmes in the light of the latest research in the discipline, thereby ensuring the currency of the study programme;
- b) the changing needs of society;
- c) the student workload, the course of study and its completion;
- d) the effectiveness of student assessment procedures;
- e) the expectations, needs and satisfaction of students in relation to the study programme;
- f) the quality of the learning environment, support services and their suitability and effectiveness for the programme of study.

Study programmes are regularly reviewed and evaluated with the involvement of students and other stakeholders. The information obtained is analysed and the programmes are adjusted to ensure their relevance. Revised curricula are published.

Faculties and other parts of UCM where education is carried out carry out regular monitoring and review of their study programmes in accordance with the *Internal Quality Assurance System of the Educational Process at UCM* and in accordance with their own faculty regulations.

The University follows the following guideline when soliciting feedback: soliciting relevant feedback from stakeholders:

[https://www.ucm.sk/docs/legislativa/2021/Ziskavanie\\_relevantnej\\_spatnej\\_vazby\\_od\\_zainteresovanych\\_stran.pdf](https://www.ucm.sk/docs/legislativa/2021/Ziskavanie_relevantnej_spatnej_vazby_od_zainteresovanych_stran.pdf)

The faculties of UCM have established their quality assessment committees, which, in cooperation with the faculty management, coordinate and manage the process of monitoring and evaluation of study programmes implemented at the faculty. The inputs for the review process are the ideas, expectations and interests of all stakeholders from the internal and external environment of the faculty (requirements of practice, labour market, employers, region, etc.).

The function of the evaluation is also to verify and evaluate the consistency of the title of the study programme with its content focus, the consistency of the content of the study plan (courses and their continuity) with the graduate profile, the adequacy of the scope of teaching of courses, the consistency of the study programme with the requirements of practice, as well as the fulfilment of other objectives of the study programme. If there are inconsistencies or outdatedness in the content of the study programme, the teacher responsible for the study programme shall propose their elimination in the process of preparing the next accreditation of the study programme.

The evaluation of each study programme is carried out at least once every three academic years and also takes into account:

- a) the interest of applicants in studying the study programme,
- b) whether the study programme takes into account the international dimension of education,
- c) that there is no duplication of course content in teaching.

In order to eliminate as much as possible the risk that a student does not acquire the necessary knowledge, skills and abilities during his/her studies, meetings are held at the end of each semester between representatives of teachers, students and representatives of the establishments where the professional practice is carried out. The purpose of the meetings is to evaluate the apprenticeship from the point of view of all parties involved and to present suggestions for improvement.

**b) Results of student feedback and related measures to improve the the study programme quality.**

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Several types of questionnaires are conducted at the FMK UCM in Trnava during the academic year to help obtain information about the current state of the teaching process, the quality of studies, or to give feedback on organized events. In the past, the faculty also used the Staffino evaluation system, in which students had the opportunity to evaluate each teacher individually. Currently, the faculty no longer uses this application and focuses on evaluation through online questionnaires, which it plans to use in the future.

#### **Questionnaire for evaluation of courses and teachers - electronic questionnaire / written questionnaire**

This type of questionnaire is aimed at determining the quality of teaching of a particular subject, which is led by a particular teacher. The questionnaire is used continuously throughout the academic year to identify strengths and weaknesses in relation to a particular subject and teacher. In the future, the faculty plans to use an electronic form of inquiry exclusively. The disadvantage of electronic inquiry is lower feedback. Individual questionnaires are evaluated on an individual basis, and corrective actions are addressed on an individual basis.

The questionnaire (in both forms) asks for the following parameters:

- clarity of course objectives,
- the level of elaboration of the syllabus,
- course content,
- the teacher's ability to clearly explain the curriculum,
- teacher preparation for teaching,
- the difficulty, usefulness and interest of the subject,
- Demonstration of sufficient knowledge of the teacher in the field,
- student awareness of tests or final assessments,
- teacher's willingness and communication,
- strengths and weaknesses of the subject,
- suggestions for improvement.

For AR 2020/2021, a questionnaire survey was conducted to evaluate the teaching process in all full-time SPs. Each student had the opportunity to express his/her opinion and evaluate the selected subject and teacher:

- In total, 38 subjects were evaluated,
- Satisfaction with the delivery of teaching of 42 teachers was surveyed,
- Students of all 5 study programmes in each year, in both Bachelor and Master form of study, expressed their opinions.
- A more detailed overview of the evaluation is available at this link:  
<https://docs.google.com/spreadsheets/d/1G68I5AFQx6ez9w9Ibav84uPldmzCLZhqpFlv8IK0atE/edit?usp=sharing>
- Note: The results of the evaluation of the teaching process are not public, but are available on the faculty repository (we will make them available for consultation if you wish).

Course evaluation results for AR 2021/2022 will be available at the end of the AR 2021/2022 summer semester; the interim report is [available HERE](#).

The faculty surveyed both students and teachers about their first experiences and satisfaction with **distance learning**, the results are available on the faculty's website: <https://fmk.sk/hodnotenie-kvality/> (Results tab):

- [https://fmk.sk/download/prve-skusenosti-s-online-vyucovanim-na-fmk-ucm-v-trnave\\_pedagogovia.pdf](https://fmk.sk/download/prve-skusenosti-s-online-vyucovanim-na-fmk-ucm-v-trnave_pedagogovia.pdf)
- [https://fmk.sk/download/prve-skusenosti-s-online-vzdelavanim-na-fmk-ucm-v-trnave\\_studenti.pdf](https://fmk.sk/download/prve-skusenosti-s-online-vzdelavanim-na-fmk-ucm-v-trnave_studenti.pdf)

As part of another survey, a **student satisfaction questionnaire** was conducted (390 respondents), where the faculty management surveyed students' opinion on:

- Accommodation, catering
- Difficulty of study
- Faculty equipment
- Preparation for practice
- Extracurricular activities
- Work alongside your studies

The results of the questionnaire can be viewed at: <https://fmk.sk/velky-studentsky-prieskum-15-grafov-ktore-odhalili-co-netreba-zmenit-na-fmk/>

At the Faculty Open Day, a **questionnaire** is conducted annually for **prospective students** (219 respondents), where the faculty surveys:

- Where did DOD participants learn about FMK and DOD
- DOD level
- Is FMK the first choice? (64% yes)
- Whether participants were persuaded by the DOD to apply to the FMK (92% yes)

The results of some of the questionnaires are available on the Faculty's website: <https://fmk.sk/hodnotenie-kvality/> (Results tab).

The Faculty of Mass Media Communication of UCM Trnava processes and evaluates student feedback, it is an important tool for determining the quality of the teaching process or determining student satisfaction in various areas of student life (university and faculty events, material- technical and spatial facilities). The faculty verifies the results and draws consequences, takes corrective measures. In the teaching process, the tools for correction are mainly: interviews with superiors (conducted by the head of the department, the vice-dean, the dean), hospitalization activities, or the provision of assistance to remedy the deficiency in question.

- Faculty directive on feedback policy: <https://docs.google.com/document/d/1h-6MU7IkUm4coaKZ1N7JxQvRG2R9EEIk/edit>

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- Measures implemented based on feedback: [https://docs.google.com/document/d/1G8B7-fPt5sspF30rVTyqSdor87\\_70pN8/edit?rtmpof=true](https://docs.google.com/document/d/1G8B7-fPt5sspF30rVTyqSdor87_70pN8/edit?rtmpof=true)

**c) The results of alumni feedback and related measures to improve the study programme quality.**

Representatives of each field of study meet regularly with alumni to obtain feedback and improve the quality of the educational process.

The most recent findings on graduate employability are available from 2020, where through a **questionnaire for graduates** (253 respondents), the following was found:

- Work alongside studies, type of employment - 53% in the field, 40% outside the field, 57% contract work, 13% internship.
- How quickly they were employed after graduation - 75% immediately, 9% within 3 months at the latest, 16% within a year.
- What position do they work in - digital media specialist, marketing specialist, social media specialist
- Whether college helped with their career development - yes, more likely yes - 80%.

The results of the questionnaire can be viewed at: [https://fmk.sk/uplatnenie\\_prieskum/](https://fmk.sk/uplatnenie_prieskum/)

This form of alumni feedback has also taken place in the past, e.g. in 2018: [https://fmk.sk/download/dokumenty/Prieskum-uplatnenia-absolventov\\_2018.pdf](https://fmk.sk/download/dokumenty/Prieskum-uplatnenia-absolventov_2018.pdf)

Feedback from alumni is extremely important and provides information needed for strategic planning by faculty. The results of the alumni survey are a reflection of the quality of the study programme, its structure, content, and help to specify and define the graduate profile more precisely. The surveys also help in the process of designing the thesis topics (solving current problems). Regular contact with graduates is an incentive for making changes in the study programme, as responding to current problems and challenges in such a dynamic field as media and communication studies is essential.

## **11. REFERENCES TO OTHER RELEVANT INTERNAL REGULATIONS AND INFORMATION CONCERNING THE STUDY OR THE STUDY PROGRAMME STUDENT**

**Links to other relevant internal regulations and information relating to the study or the student's study programme** (e.g. study guide, accommodation regulations, fee guidelines, student loan guidelines, etc.).

Scholarship Regulations: [https://www.ucm.sk/docs/legislativa/2021/2021\\_stipendijny\\_poriadok\\_ucm.pdf](https://www.ucm.sk/docs/legislativa/2021/2021_stipendijny_poriadok_ucm.pdf)

Disciplinary Regulations:

[https://www.ucm.sk/docs/legislativa/2021/2021-43-Disciplinarny\\_poriadok\\_pre\\_studentov\\_Univerzity\\_sv\\_Cyrila\\_a\\_Metoda\\_v\\_Trnave.pdf](https://www.ucm.sk/docs/legislativa/2021/2021-43-Disciplinarny_poriadok_pre_studentov_Univerzity_sv_Cyrila_a_Metoda_v_Trnave.pdf)

Accommodation regulations: [https://www.ucm.sk/docs/legislativa/2021/2021-27\\_Ubytovaci\\_poriadok\\_ucm.pdf](https://www.ucm.sk/docs/legislativa/2021/2021-27_Ubytovaci_poriadok_ucm.pdf)

Directive on the provision of a generally accessible academic environment for students with specific needs:

[https://www.ucm.sk/docs/legislativa/zabezpecenie\\_vseobecne\\_pristupneho\\_akademickeho\\_prostredia\\_pre\\_studentov\\_so\\_specifickymi\\_potrebami.pdf](https://www.ucm.sk/docs/legislativa/zabezpecenie_vseobecne_pristupneho_akademickeho_prostredia_pre_studentov_so_specifickymi_potrebami.pdf)

Directive on plagiarism:

[https://www.ucm.sk/docs/legislativa/2019\\_smernica\\_o\\_plagiatorstve.pdf](https://www.ucm.sk/docs/legislativa/2019_smernica_o_plagiatorstve.pdf)

UCM Student Code of Ethics:

[https://www.ucm.sk/docs/legislativa/2021/7\\_21\\_eticky\\_kodex\\_studentov.pdf](https://www.ucm.sk/docs/legislativa/2021/7_21_eticky_kodex_studentov.pdf)

The procedure for submitting and approving applications for student sports and cultural activities:

[https://www.ucm.sk/docs/legislativa/2021/30\\_21\\_Smernica\\_o\\_postupe\\_pri\\_predkladani\\_a\\_schvalovani\\_ziadosti.pdf](https://www.ucm.sk/docs/legislativa/2021/30_21_Smernica_o_postupe_pri_predkladani_a_schvalovani_ziadosti.pdf)

Tuition and fees associated with studying:

<https://www.ucm.sk/sk/skolne-a-poplatky-spojene-so-studiom-studenti/>

Directive on tuition fees and study-related fees:

[https://www.ucm.sk/docs/legislativa/skolne\\_a\\_poplatky\\_spojene\\_so\\_studiom\\_2020.pdf](https://www.ucm.sk/docs/legislativa/skolne_a_poplatky_spojene_so_studiom_2020.pdf)

Tuition and fees associated with studying:

<https://www.ucm.sk/sk/skolne-a-poplatky-spojene-so-studiom/>

Directive on tuition fees and study-related fees:

[https://www.ucm.sk/docs/legislativa/skolne\\_a\\_poplatky\\_spojene\\_so\\_studiom\\_2020.pdf](https://www.ucm.sk/docs/legislativa/skolne_a_poplatky_spojene_so_studiom_2020.pdf)

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