



**Edward  
Bernays**

*First College  
of Communication  
Management*

## ERASMUS POLICY STATEMENT

The Edward Bernays College of Communication Management conducts study programmes both at the undergraduate and at the graduate level. The study programme at the undergraduate level entitled *Media and Culture of Society* enables students to acquire all relevant knowledge to pursue a career in media and public relations, as well as to manage communication processes in organizations. The first cycle study programme lasts 6 semesters and upon completion students will obtain the academic title of *Bachelor of Journalism and Public Relations*. Classes are organised as modules, and in accordance with the Bologna model, 60 ECTS are awarded per academic year, that is, 180 ECTS in total over the course of three years. The study programme at the graduate level entitled *Public Relations* enables students to acquire all relevant knowledge to independently manage public relations projects in all areas of application. The second cycle study programme lasts 4 semesters and upon completion students will obtain the academic title of *Master of Public Relations*. Sixty ECTS are awarded per academic year, that is, 120 ECTS in total over the course of the study programme. A significant part of both study programmes consists of practical training, whereby students have the opportunity to apply knowledge acquired and skills learned in a practical setting. Both study programmes are based on those offered at the University of Dubrovnik, Bernays' mentor institution.

In search of partner institutions abroad for mobility within the Erasmus + programme (HEIs and enterprises), the College shall take into consideration several important factors:

- Area of activity of partner institution; generally public relations or a related/complementary field in communications or social sciences;
- Partner institution is also part of the Erasmus + programme;
- Partner institution is located in an EU country or in one of Croatia's neighbouring countries that is not an EU country, in Canada or the United States;
- High academic and professional ethical principles are maintained by the partner institution;
- Partner institution seeks long-term cooperation;
- Partner institution supports the main principles of the programme (though not necessarily located in an EU country or ECHE), supports a knowledge-based society, the principle of advancing the institution and increasing the level of quality and professional standards in the academic and professional community.



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The Edward Bernays College of Communication Management may sign bilateral and multilateral agreements with partner institutions as a basis for mobility, including the establishment of joint/double degree study programmes, as well as other international cooperation projects.

Through international cooperation, the Edward Bernays College of Communication Management aims to achieve the following objectives:

- To keep in line and up to date with the latest developments in modern HEIs, as well as in communication management and public relations;
- To provide students and HEI staff the opportunity to improve skills and competences to keep up to date with the needs of the labour market;
- To raise the importance of the international dimension of education;
- To exchange experiences and good practices;
- To promote cultural and language diversity.

At the individual level, target groups include students and both academic and non-academic HEI staff, provided that the previously stated partner institution criteria are met. Particular attention shall be provided to students and HEI staff belonging to underrepresented groups based on socio-economic and ethnic background, disability and so on, as well as part-time students and adult learners.

Mobility activities under the programme in which the Edward Bernays College of Communication shall participate include:

- Student mobility for studies at the undergraduate (first cycle) and graduate (second cycle) level;
- Student traineeships in HEIs and enterprises;
- Mobility of academic and non-academic staff with the intention of teaching and training at HEIs or other relevant organisations (e.g. exchange of guest lecturers, attending training courses, workshops and conferences, as well as organising training workshops and delivering presentations at conferences);
- Mobility of experts from abroad, with the intention of organising training courses or workshops in order to learn about the best foreign practices;



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- Building strategic partnerships for long-term cooperation among HEIs, enterprises, student associations etc.;
- Research projects.

*Strategy for the organisation and implementation of international (EU and non-EU) cooperation projects within the framework of the Erasmus+ Programme*

For the Edward Bernays College of Communication Management, one of the most important goals of international cooperation is to establish strategic partnerships to foster increased, structured and long term cooperation with HEIs and with key stakeholders in order to keep up to date with the latest developments in communication management and public relations. For this reason, strategic partnerships must be established in countries participating in the programme, as well as non-participating countries, as a platform for exchanging knowledge and best practices.

The overall objective of projects is to raise the employability of public relations and communications practitioners by improving and adapting student skills to the needs of the labour market. For this reason, one of the main objectives of projects is to adapt the curriculum of study programmes in participating HEIs to the actual needs of the profession and the labour market.

Some of the key stakeholders involved in potential projects are HEIs, student and professional associations, PR agencies, PR departments in corporations, companies and state institutions, NGOs and the wider professional community in participating countries.

Student mobility for studies, volunteering or traineeships, and academic and non-academic staff mobility are key activities for carrying out projects. Projects are conducted through lectures, workshops, seminars, conferences and research. The start of international cooperation projects are planned for the 2015/2016 academic year. Priority will be given to long-term projects involving multiple stakeholders.

*Expected impact of Bernays' participation in the Erasmus+ Programme on its modernisation*

Concerning modernisation and internationalisation of the Edward Bernays College of Communication Management, the policy objectives we intend to pursue include the following:



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*Priority 1: Increasing attainment levels to provide the graduates and researchers Europe needs*

As part of this priority, the goal is to increase the number of competitive and highly educated professionals. This goal will be achieved through student mobility, as well as through the launch of joint/double study programmes. When it comes to supporting underrepresented groups, Bernays has already partly addressed this issue by recognizing previously acquired skills, adapting to working students, as well as to students who have demanding family responsibilities. By participating in mobility activities, their competitiveness in the labour market will certainly increase.

*Priority 2: Improving the quality and relevance of HE*

One of the College's main objectives concerning this priority is adapting its curriculum to the needs of the labour market and the profession. A step in this direction has been taken with the establishment of Bernays' Academic Council, which gathers some forty distinguished individuals from the academic and business community, including international members. Their involvement in the College's activities will ensure that the curriculum is adjusted to the needs of the labour market. Regarding modes of study, classes are currently being carried out as modules, and students have the option of studying while working. Staff mobility will be used as an opportunity to exchange ideas and experiences, as well as to learn more about progressive studying and learning methods to ensure that diverse methods of learning are applied.

*Priority 3: Strengthening quality through mobility and cross-border cooperation*

One of the College's main objectives is to develop the College as an institution that will grow into a regional leader in education and that will attract students from the wider region. One of the first steps in achieving this objective is to implement a system by which qualifications acquired while abroad will be recognized on the basis of learning, as set out in the European Qualifications Framework.

*Priority 4: Knowledge alliances*

As part of this priority, the College's objective is to establish a regional network of HEIs and enterprises with a similar focus on promoting and developing public relations, media and communications. A significant role in accomplishing this is played by the mobility of academic staff, as well as staff from enterprises.



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*Priority 5: Improving governance and funding*

The Edward Bernays College is a private institution and is autonomous in terms of administration of the institution and financing of its activities. The mobility of non-academic staff will contribute to the exchange of best practices and ideas related to innovative strategies for managing HEIs, which may also include funding from alternative sources.