

# **EACA Accreditation in Commercial Communications Education**

## **Application for Certification at Bachelor Level**

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

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

GENERAL COURSE INFORMATION	
Please name all courses in business studies run by your University or Institute	
Title of Qualification for which recognition is sought	
<p>Since when has your University/School this qualification</p> <p>Which organization did the accreditation?</p>	
Is this study (please tick)?	<ul style="list-style-type: none"> <li>• full-time</li> <li>• part-time day</li> <li>• part-time day and evening</li> <li>• part-time evening only</li> </ul>
<p>Length of the study</p> <p>Semesters &amp; Years</p> <p>Total study load in credit points</p>	
Name of the course director	

<b>SUBJECTS</b>	<b>CREDIT POINTS PER YEAR (cognitive or applied level)</b>
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.)	

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	

<p>LANGUAGES</p> <p>Entry level:</p> <p>Exam level:</p>	
<p>Internship (Please specify length)</p>	
<p>Extra-Curricular Activities</p>	
<p><b>OTHER SUBJECTS</b> <span style="float: right;"><b>CREDIT POINTS PER YEAR</b></span></p>	
<p>Graphic design</p>	
<p>Creative writing</p>	
<p>Packaging design</p>	
<p>Exhibition design</p>	
<p>New media design</p>	

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

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



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 year of course for which certifying is sought.	
Enrolment number for last year	
Enrolment number for year before	
Student/lecturer ratio.	

<b>STAFF</b>					
<b>Details of staff available to teach the course of which certifying is requested</b>					
Please: Add CV's by person using the European standard format					
<b>Name and qualification</b>	<b>Age</b>	<b>Full or Part-time</b>	<b>Teaching Experience</b>	<b>Business Experience</b>	<b>Experience Subjects</b>

STAFF	
Number and responsibilities of staff (other than involved in teaching)	

SUPERVISION and CONDUCT OF COURSES	
<b>National procedures for monitoring student attendance, conduct and performance during each session</b>	
<b>National procedures for evaluating teaching staff attendance, conduct and performance</b>	
<b>What are the procedures for dealing with student's comments or complaints regarding course of teaching staff?</b>	

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	

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

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

EXAMINATIONS	
Please give details of examination procedures during and at the end of the course	
Is the final examination set and assessed by qualified people who are independent of institute and lecturers 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

APPENDIX	
Industry engagement	
Course content by subject (Title, short description, learning outcomes)	<p><b>Title:</b></p> <p><b>Short description:</b></p> <p><b>Learning outcomes:</b></p>
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