



REPUBLIC OF ESTONIA

**TALLINNA ÜLIKOOL**  
**Tallinn University**

**DIPLOMA SUPPLEMENT**

**Annex to Diploma No MC [redacted]**

*This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgments, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.*

**1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION**

- 1.1. Family name:  
1.2. Given name:  
1.3. Date of birth (day/month/year):  
1.4. Personal identification code:

[redacted]  
[redacted]  
[redacted]  
[redacted]

**2. INFORMATION IDENTIFYING THE QUALIFICATION**

- 2.1. Name of qualification and (if applicable) title conferred (in original language):  
2.2. Main field(s) of study for the qualification:  
2.3. Name and status on awarding institution (in original language):  
2.4. Name and status of institution (if different from 2.3.) administering studies (in original language):  
2.5. Language(s) of instruction:

**sotsiaalteaduse magister (kommunikatsioonijuhtimine)**  
**Master of Arts in Social Sciences (MA)**  
**Communication Management (code 107824)**  
**the study programme entered into the Estonian Education Information System on 23.11.2010**  
**Communication Management (main field of study)**  
**Tallinna Ülikool, public university**

**3. INFORMATION ON THE LEVEL OF THE QUALIFICATION**

- 3.1. Level of qualification:  
3.2. Official length of programme:  
3.3. Access requirement(s):

**second cycle of higher education, Estonian Qualifications Framework Level 7, European Qualifications Framework Level 7**  
**2 years, 120 ECTS (European Credit Transfer and Accumulation System) credits**  
**bakalaureusekraad (Bachelor's degree), rakendus kõrgharidusõppe diplom (Diploma of Professional Higher Education) or a corresponding qualification**

**4. INFORMATION ON THE CONTENTS AND RESULTS GAINED**

- 4.1. Mode of study:  
4.2. Programme requirements:

**full-time**  
**Completion of 120 ECTS credits programme, general courses 8.0, core courses 80.0, electives 16.0, final thesis 16.0**



### Learning outcomes:

The graduate:

- knows contemporary theory and methods of communication and media, and their application,
- has systematic knowledge and competence in communication management and more specifically in the field of public relations and corporate communications,
- is able to recognize problems in the given field, to produce innovative solutions by applying scientific ways of thinking and proper practice, to design and manage corporate communications,
- has readiness to be innovative,
- can handle specific professional knowledge in the wider context of culture and society,
- is aware of the ethical and legal regulations of his/her given field and is able to solve complicated situations in accordance with the norms and values of society,
- is able to conduct research in the field of communication management and apply research results,
- has a readiness for competent professional interaction at an international level by having the necessary knowledge and language skills,
- is able to identify the need for continuing studies and professional development,
- has readiness and skills to mediate knowledge.

4.3. Programme details (e.g. modules or units studied) and the individual grades/marks/credits obtained:

Course	ECTS credits	Date	Grade	Teaching staff member
<b>General Courses</b>				
Civil Society and Democracy	4.0	15.05.2015	A	[REDACTED]
Communication in Modern Era	4.0	19.05.2015	A	[REDACTED]
<b>Core Courses</b>				
Research Methods	3.0	20.10.2014	A	[REDACTED]
Principles of Academic Writing	3.0	10.11.2014	passed	[REDACTED]
International Media Studies	6.0	18.12.2014	A	[REDACTED]
Seminars of Research Methods	3.0	08.01.2015	A	[REDACTED]
Change Communication	4.0	23.04.2015	A	[REDACTED]
Risk and Crisis Communication Theories	4.0	06.05.2015	B	[REDACTED]
Corporate Communication	4.0	12.05.2015	B	[REDACTED]
Legal Aspects of Communication	4.0	20.05.2015	C	[REDACTED]
Public Relations Processes and History	4.0	15.10.2015	A	[REDACTED]
Communication Strategy	5.0	16.12.2015	passed	[REDACTED]
Communication Theory	4.0	18.12.2015	A	[REDACTED]
Master Seminar I	5.0	22.01.2016	passed	[REDACTED]
Internship	4.0	28.03.2016	passed	[REDACTED]
Master Seminar II	5.0	17.05.2016	passed	[REDACTED]
<b>Political Communication</b>				
Propaganda Analysis	4.0	10.03.2015	A	[REDACTED]
Political Marketing and Reputation Management	4.0	02.04.2015	A	[REDACTED]
Political Communication	4.0	21.05.2015	A	[REDACTED]
Governmental Affairs and lobbying	4.0	20.11.2015	C	[REDACTED]
Special Course in Political Communication	4.0	02.05.2016	A	[REDACTED]



Civil Society and Public Sphere in Europe	4.0	03.05.2016	A	[REDACTED]
<b>Electives</b>				
Basics of Intercultural Communication	4.0	21.10.2014	A	[REDACTED]
Public Relations Theory	4.0	05.01.2015	C	[REDACTED]
Communication and Society	4.0	08.01.2015	A	[REDACTED]
Communication Management in Multicultural Organization	4.0	16.01.2015	A	[REDACTED]
Introduction to Organisational Communication	4.0	06.01.2016	B	[REDACTED]
Master's Thesis: Framing the European Refugee Crisis in Estonian Online News Media	16.0	08.06.2016	A	[REDACTED]

Total workload in ECTS credits: 126.0  
Weighted average grade: 4.65

#### 4.4. Grading scheme:

5 or A	excellent
4 or B	very good
3 or C	good
2 or D	satisfactory
1 or E	sufficient
0 or F	insufficient

*The minimum passing grade is 1 or E, in the Pass/Fail assessment it is Pass.*

#### 5. INFORMATION ON THE FUNCTION OF THE QUALIFICATION

- 5.1. Access to further study: **Doctoral studies**
- 5.2. Professional status: **No special information is indicated, provides access to positions in the labour market, where master's level education is required**

#### 6. ADDITIONAL INFORMATION

- 6.1. Additional information: **The study programme is included in the study programme group of business and administration and the studies may be conducted according to Government of the Republic Regulation No. 112 of 12.08.2010.**

#### 6.2. Further information sources:

[www.tlu.ee](http://www.tlu.ee)  
Tallinn University  
Baltic Film, Media, Arts and Communication School  
Narva mnt 25, 10120 Tallinn  
Tel: +372  
Fax: +372 640 91 01  
E-mail:

Estonian ENIC/NARIC  
(Academic Recognition Information Centre)  
Archimedes Foundation  
L.Koidula 13 A  
10125 Tallinn  
ESTONIA  
[www.archimedes.ee/enic](http://www.archimedes.ee/enic)  
Tel.: +372 697 92 15  
Fax.: +372 697 92 26  
E-mail: [enic-naric@archimedes.ee](mailto:enic-naric@archimedes.ee)



## 7. CERTIFICATION OF THE SUPPLEMENT

7.1. Date

10.06.2016

7.2. Signatures

7.3. Names

7.4. Capacity

7.5. Official stamp or seal

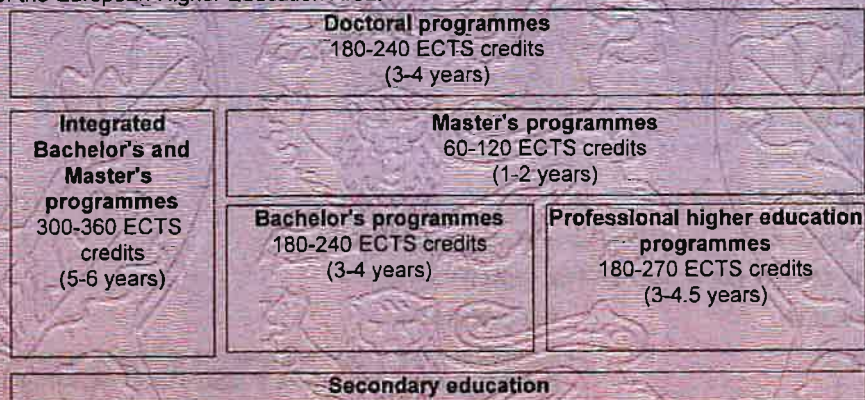


Director of Baltic Film, Media, Arts and Communication School      Head of Studies

## 8. DESCRIPTION OF THE ESTONIAN HIGHER EDUCATION SYSTEM OVERALL ORGANISATION

Higher education in Estonia is regulated by the following legislation: the Republic of Estonia Education Act, the Universities Act, the Private Schools Act, the Institutions of Professional Higher Education Act, the Vocational Education Institutions Act, and the Standard of Higher Education.

As of academic year 2002/2003, the higher education system comprises three cycles, following the Bachelor-Master-PhD model of the European Higher Education-Area.



Universities provide professional higher education, bachelor's, master's and doctoral programmes. Professional higher education institutions and some vocational education institutions provide professional higher education. A professional higher education institution may also provide master's programmes. In terms of ownership, institutions are divided into state, public and private institutions.

### RECOGNITION OF QUALIFICATIONS

As of 1 January 2012, higher education programmes may be provided only if the quality of the respective study programme group has been assessed and the Government of the Republic has granted a license to provide instruction in the respective group. Annex 3 to Regulation no. 178 of the Government of the Republic of 18 December 2008 "Standard of Higher Education" sets out the study programme groups and cycles of higher education where educational institutions have the right to provide instruction. The right to provide instruction involves the right to issue national diplomas.

### QUALITY ASSESSMENT

Since 2009, higher education quality has been assessed by *Eesti Kõrghariduse Kvaliteediagentuur* (Estonian Higher Education Quality Agency), an independent agency.

### Quality assessment of study programme groups

Since 2010, the quality of study programme groups has been assessed instead of the former assessment of study programmes. Quality assessment involves assessment of the compliance of study programmes, teaching and study-related development efforts based thereon with legislation, national and international standards and developments the study programme, study programme development, availability of resources, the study process, teaching staff and students are assessed).

Quality assessment takes place once every seven years, unless the Agency has established a term of up to three years based on the results of quality assessment. The result of quality assessment is a decision made by the Assessment Council of the Agency.

### Institutional accreditation

Institutional accreditation focuses on the internal quality assurance system of the educational institution and the functionality thereof, incl. the fulfilment of the tasks, duties and functions of the educational institution, the compliance of the management system with the goals and development plan of the higher education institution.

Higher education institutions are required to undergo institutional accreditation once every seven years, but if the Agency



has detected any defects in the previous accreditation, it may grant a term of up to three years and during the term the educational institution must undergo the institutional accreditation again. The decision on institutional accreditation will be made by the Assessment Council of the Agency.

#### **ADMISSION REQUIREMENTS**

The requirement for access to higher education is secondary education, certified by *Gümnaasiumi lõputunnistus* (Upper Secondary School Leaving Certificate), *Lõputunnistus kutsekeskhariduse omandamise kohta* (Certificate of Vocational Secondary Education) the corresponding qualifications of earlier education systems, and foreign qualifications giving access to higher education. The *Gümnaasiumi lõputunnistus* is issued after 12 years of schooling (9 years of basic education and 3 years of general upper secondary education). In order to complete general upper secondary education it is necessary to take national examinations certified with the national examination certificate. A higher education institution may introduce further admission requirements, such as entrance examinations, minimum scores of national examinations, interviews, etc.

#### **CREDIT SYSTEM**

Student workload is measured in credits. As of academic year 2009/2010, the European Credit Transfer and Accumulation System (ECTS) has officially been in use. One ECTS credit corresponds to 26 hours of work by a student. The workload of one academic year is 1560 hours, which corresponds to 60 ECTS credits.

#### **HIGHER EDUCATION PROGRAMMES AND QUALIFICATIONS**

##### **Professional Higher Education Programmes**

Professional higher education is higher education of the first cycle, the purpose of which is to acquire the competencies necessary for working in a certain profession or for continuing studies at the master's level. The nominal duration of programmes is 3 to 4 years (180-240 ECTS credits). Midwifery studies and specialised nursing studies last 4.5 years (270 ECTS credits). The qualification awarded upon completion of the programme is *rakendus kõrghariduse diplom* (Diploma of Professional Higher Education) (a grayish-blue diploma form marked E). The qualification gives access to master's programmes.

##### **Bachelor's Programmes**

Bachelor's programmes are first-cycle higher education programmes. The purpose of bachelor studies is to broaden the scope of general education, to develop the basic knowledge and skills required for a certain field of study necessary for continuing at the master's level or for access to the labour-market. The nominal duration of the programmes is generally 3 years (180 ECTS credits). As an exception, it may be up to 4 years (240 ECTS credits). The qualification awarded upon completion of the programme is *bakalaureus* (bachelor's degree) (a greenish-yellow diploma form marked L). The qualification gives access to master's programmes.

##### **Master's Programmes**

Master's programmes are second-cycle higher education programmes. The purpose of master's level studies is to develop the knowledge and skills required for a certain field of study and to acquire the necessary competences in order to enter the labour market or to continue studies at the doctoral level. The access requirement is a first-cycle higher education qualification. The nominal duration of the programmes is 1 to 2 years (60-120 ECTS credits), but with the first-cycle studies it is at least five years (300 ECTS credits). The qualification awarded upon completion of a master's degree programme is *magister* (master's degree) (a silvery diploma form marked M). The qualification gives access to doctoral programmes.

##### **Integrated Bachelor's and Master's Programmes**

Integrated bachelor's and master's programmes comprise both basic and specialised studies. Such long-cycle programmes are offered in the fields of medicine, veterinary medicine, pharmacy, dentistry, architecture, civil engineering, and class-teacher training. The nominal duration of programmes in medicine and veterinary medicine is 6 years (360 ECTS credits). The nominal duration of other programmes is 5 years (300 ECTS credits). The graduates receive a qualification (a silvery diploma form marked M) certifying the completion of the integrated study programme. The graduates of a pharmacy, architecture, civil engineering and class teacher training programme are awarded a degree of *magister* (master's degree). The graduates of a medicine, dentistry and veterinary medicine programme are awarded *arstikraad* (Degree in Medicine), *hambaarstikraad* (Degree in Dentistry) or *loomaarstikraad* (Degree in Veterinary Medicine). The qualifications give access to doctoral programmes.

##### **Doctoral Programmes**

Doctoral programmes represent the third cycle of higher education, the purpose of which is to acquire knowledge and skills necessary for independent research, development or professional creative work. The access requirement for doctoral studies is a degree of *magister* (master's degree) or corresponding qualifications. The nominal duration of programme is 3 to 4 years (180-240 ECTS credits). The qualification awarded upon completion of doctoral studies is *doktor* (doctorate degree) (a golden diploma form marked O). A doctorate degree is a research degree obtained after the completion and public defence of a dissertation based on independent scientific research or creative work.



