



REVIEW of the Bachelor's educational programme "Public Communications"

The Bachelor's educational programme "Public Communications" is reviewed within the framework of academic cooperation between University of Zagreb (Croatia) and Borys Grinchenko Kyiv Metropolitan University (Ukraine).

The reviewed programme for the undergraduate level of higher education is focused on the training of the competent, competitive specialists in the field of public communications in the international relations, able to provide information and analytical activities in the system of central and local authorities, diplomatic missions, international organizations and private structures engaged in international activities; to form appropriate competencies for further training and development.

The programme provides acquaintance with: origins, main stages, patterns of development and the current state of international relations and world politics; structure and peculiarities of activity of diplomatic service bodies, foreign policy institutions and international organizations; information and analytical activities in international relations and the peculiarities of the formation and development of international public communications.

The strong points of the reviewed programme: focus on the combination of theoretical and practical dimensions of the learning; 2 obligatory foreign languages (English and possibility to choose a second foreign language); combination of general and special disciplines in the field of international relations and public communications in an international environment. It is also important that there are a number of practices and such practical disciplines as "Project work in the field of International Relations". Programme is well adapted to the European Quality Requirements for Teaching and Learning.

The propositions of the improvement of the educational programme "Public Communications" were discussed with Dr. Maryna Bessonova during her stay at the Faculty of Political Sciences, University of Zagreb (Croatia), in 2023 and 2024 within her academic mobility activities, and in online format with Dr. Iryna Sliusarenko (both - Associate Professors, Department of International Relations, Borys Grinchenko Kyiv Metropolitan University, Ukraine). The academic staff of the Faculty of Political Sciences, University of Zagreb confirms the high level of Bachelor's educational programme "Public Communications".

Prof. Dr.Sc. Lidija Kos-Stanišić
Faculty of Political Science
University of Zagreb
Zagreb, Croatia