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RISEBA Study direction “Information and communication sciences”
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Study direction “Information and communication sciences”

Study program
“Public relations and advertising management”

SELF-ASSESSMENT REPORT

2020 – 2023

RISEBA Director of the study program “Public Relations and Advertising Management”,
Mg.sc.soc. Anna Kvelde

Riga, 2024

3.1. Indicators Describing the Study Programme

3.1.1. Description and analysis of changes in the parameters of the study programme made since the issuance of the previous accreditation form of the study field or issuance of the study programme license, if the study programme is not included on the accreditation form of the study field, including changes planned within the evaluation procedure of the study field evaluation procedure.

Changes have been made in the following parameters of the study programme during the reporting period:

- Within the study programme "Public Relations and Advertising Management" (PRAM), two sub-programmes (Public Relations and Advertising) have been created in accordance with the expert's recommendation and in accordance with the first part of Article 55 of the University Law on Higher Education Institutions;
- for each subprogramme specific goals and tasks are formulated;
- although the intended learning outcomes of the study programme were already defined for each professional qualification separately, clarifications were made in them for both subprogrammes;
- clarification to the admission rules was made,
- and the director of the programme has also changed.

Other parameters of the programme remain unchanged.

In the study programme "**Public relations and advertising management**" it is possible to choose one of the two sub-programmes - **Public relations** or **Advertising**.

The overall goal of the Bachelor's study programme "**Public Relations and Advertising Management**" is to train highly qualified, competent and competitive specialists with comprehensive knowledge in public relations and advertising who are capable of implementing communication campaigns and corporate communication strategies and acting skillfully in crisis situations for work in private organisations, state and local government institutions, mass media and non-governmental institutions, as well as to promote the development of students' creative and innovative potential.

In addition to that, the specific goal of the **Public Relations** subprogramme is to prepare specialists in accordance with the knowledge, skills and competences specified in the standard of the public relations manager profession.

On the other hand, the specific goal of the **Advertising** sub-programme is to prepare specialists in accordance with the knowledge, skills and competences specified in the standard of the advertising manager profession.

In accordance with the aim of the programme, the tasks of the programme are also formulated as general and specific for each sub-programme (see programme parameters).

Previously, general and specific expected results for each professional qualification were formulated for the PRAM programme. However, in accordance with the changes in the programme aim and the RISEBA guidelines for formulating the expected results of study programmes, as well as the EQF and LQF guidelines, the expected results of the programme have been improved. They introduce a

set of knowledge, skills and competences that are necessary for public relations managers or advertising managers - there are five general expected learning outcomes of the study programme and three more specific expected outcomes for each sub-programme (see PRAM programme parameters). In accordance with the expected results of the study programme, the expected results of the study courses have also been improved and focused, as well as several new study courses have been created (see PRAM 3.2.1.). A thorough analysis of the content of the study courses has been carried out, and their compliance with the relevant professional standards has been checked.

In accordance with the recommendation of expert of the previous accreditation, formulation of the admission requirements are improved - the previous education has been changed to the secondary education recommended by the expert (see programme parameters).

The director of the study programme has changed; Anna Kvelde, Mg.paed, Mg.soc. now performs this function. There is reason to believe that the competencies of the new programme director will be more suitable for the study programme and will serve its development and improvement.

All the changes will allow the study programme to serve better for the implementation of the university's strategy for 2022-2027. year because it resonates with the decided development directions - 'sustainable growth', 'digital transformation' and 'international competitiveness'. The creation of two sub-programmes will also make it possible to better emphasise their uniqueness and better advertise the professional qualifications to be obtained.

Starting in September 2022, the PRAM study programme was also implemented in English, but this is not attributable to changes in the programme parameters, as the programme was previously accredited for implementation in both Latvian and English.

3.1.2. Analysis and assessment of the study programme compliance with the study field. Analysis of the interrelation between the code of the study programme, the degree, professional qualification/professional qualification requirements or the degree and professional qualification to be acquired, the aims, objectives, learning outcomes, and the admission requirements. Description of the duration and scope of the implementation of the study programme (including different options of the study programme implementation) and evaluation of its usefulness.

The bachelor's programme "Public Relations and Advertising Management," code 42342, envisages the acquisition of a professional bachelor's degree in advertising and public relations.

In accordance with Article 55 of the law on higher education institutions and considering that as a result of studying the programme, the student is awarded one of the two professional qualifications, two sub-programmes have been created for the programme - Public Relations and Advertising. Accordingly:

- upon graduating from the **Public Relations** sub-programme, the student obtains a professional bachelor's degree in advertising and public relations and the professional qualification of a public relations manager;
- while graduating from the **Advertising** sub-programme, the student obtains a professional bachelor's degree in advertising and public relations and the professional qualification of an advertising manager.

During studies, it is possible to acquire basic knowledge in the social sciences field and gain insight

into specific sub-fields - advertising and public relations. The graduate of the programme has acquired knowledge, skills, digital, innovation, and research competencies, which allow them to continue studies for the master's degree, to start working, self-employment or start a business in advertising, marketing and public relations field.

PRAM fits into full-cycle information and communication science studies, offering to continue studying in the master's programme "Public Relations and Digital Communication." After graduating from the master's programme, the institution of higher education offers to continue studying in the "Business Management" doctoral programme.

The Professional Bachelor's study programme "Public Relations and Advertising Management" helps to implement the aim of the study direction - to ensure students the opportunity to acquire quality education in social sciences by obtaining a bachelor's degree in social sciences in advertising and public relations. The programme conforms to the study direction "Information and Communication Sciences" according to its content and title.

The degree to be obtained is in line with the aim of the study programme: to train highly qualified, competent and competitive specialists with comprehensive knowledge in public relations and advertising who are capable of implementing communication campaigns and corporate communication strategies and acting skillfully in crisis situations for work in private organisations, state and local government institutions, mass media and non-governmental institutions, as well as to promote the development of students' creative and innovative potential.

The **professional qualification** to be obtained corresponds to the specific purpose of each sub-programme:

- Professional qualification *Public relations manager* meets the specific goal of the Public Relations sub-programme - to prepare specialists in accordance with the knowledge, skills and competences specified in the standard of the public relations manager profession.
- Professional qualification *Advertising manager* meets the specific goal of the Advertising sub-program - to prepare specialists in accordance with the knowledge, skills and competences specified in the standard of the advertising manager profession.

In accordance with the aim, 6 programme tasks are set, of which 1 is specific to each of the sub-programmes: to ensure the acquisition of a professional bachelor's degree in accordance with the professional standard of the public relations manager by awarding the qualification of a public relations manager (for the Public Relations sub-programme), and to ensure the acquisition of a professional bachelor's degree in accordance with the profession of an advertising manager standard by assigning the qualifications of an advertising manager (for the Advertising sub-program). In the wording of the expected results of the study programme, a series of keywords relevant to ICS appear - for example, communication strategies, advertising strategies, multimedia and information communication technologies, etc.

From the above, it can be seen that the degree awarded is related to each of the qualifications. If the name of the degree emphasises the overall level of knowledge and skills and is, therefore, broader, then the professional qualification to be awarded is attributed to a more specific professional competence and indicates a narrower specialisation.

The two professional qualifications to be awarded, Advertising manager and Public relations manager, are included in the qualification map included in the structure of the printing and media technology industry in the profession group 'Communication' (Profesionālā izglītība. Nozaru kvalifikāciju struktūras. Nozares kvalifikāciju struktūru saraksts (visc.gov.lv) (*only in Latvian*)), and correspond to 6 for the level of professional qualification.

The study programme corresponds to the study direction "Information and Communication Sciences" in terms of its content, name, awarded degree and awarded professional qualifications.

Admission requirements:

Within the framework of this study programme, the RISEBA admission requirements have been determined in accordance with the procedures laid down in the national legislation, in accordance with Sections 46 and 47 of the Law on Institutions of Higher Education, as well as Cabinet Regulation No. 846 of the Republic of Latvia of 10 October 2006 on requirements, criteria and procedures for admission to study programmes.

Citizens of the Republic of Latvia and persons who have a non-citizen passport issued by the Republic of Latvia, as well as foreigners and other persons who have been issued permanent or temporary residence permits, may become students of the professional Bachelor of RISEBA study programme "Public Relations and Advertising Management". A person must have a general secondary education or a four-year secondary vocational education. For matriculation, persons who fulfil the following conditions are admitted to the RISEBA professional bachelor's study programme "Public Relations and Advertising Management" for full-time studies and part-time studies:

- has received secondary education;
- the grades of the secondary school attestation shall not be less than 4;
- a centralised examination of Latvian and literature has been passed;
- have passed a centralised examination in English, French or German;

Certificates of centralised examinations are not required for persons who have acquired secondary education by 2004.

Those applicants wishing to study in English should additionally undergo an entrance test in English if the result of central secondary examinations in English is lower than B2 level. Language test is not required if the applicant has completed their previous Education in English or has a positive IELTS (rated at least 6) or TOEFL (rated at least 500) certificate.

When commencing the study process after matriculation, introductory lectures are offered to students (within the framework of Induction week) in which students are presented with the institution of higher education, internal regulations, organisational systems and materials, technical base and study process. Students are instructed on electro-safety and fire-fighting regulations and compliance with them during the study process. Introductory lectures include teambuilding activities, and cooperation between teams is encouraged.

Admission information and admission rules are available on the RISEBA website [Admission rules - RISEBA.lv](http://RISEBA.lv), it is reviewed and updated, if necessary, before each admission. The person responsible for the content of information on the website is the programme director, who is responsible for the technical provision of the insertion of information – an employee of the marketing and Communication Department of RISEBA.

Taken as a whole, the title, code, degree to be obtained, programme objectives, tasks, study results, and admission requirements of the study programme PRAM and its sub-programmes are relevant and interrelated.

Duration, form, and language of studies:

The bachelor's programme "Public Relations and Advertising Management" is delivered in the following forms and languages:

- In full-time face-to-face studies over 4 years (in Latvian and English), 240 CP.
- Part-time face-to-face studies in 4 years and 6 months (Latvian and English), 240 CP.

The usefulness of both full-time and part-time forms of study is based on the different student profiles. Full-time studies are mainly chosen by persons who study immediately after graduating from high school without work experience. On the other hand, part-time studies are chosen by persons who study in parallel with work because these studies are carried out in the evenings with a reduced workload during the study year.

On the other hand, the studies in English are intended for applicants from foreign countries, as well as local students who primarily want to enjoy an international study environment and foreign guest lecturers. The realisation of the PRAM study programme in English fits well into the university's strategy for 2022-2027, because it resonates with the decided development directions of 'sustainable growth' and 'international competitiveness'.

Annex 32 presents an example of the diploma and diploma supplements to be issued upon the graduation of the study programme.

A model study contract is appended to Annex 8.

3.1.3. Economic and/ or social substantiation of the study programme, analysis of graduates' employment.

Despite the changing economic situation and a perceived tightening of the market due to inflation, companies are developing their advertising, marketing and communications departments by selecting trainees and graduates with education in the sector. As a result of advances in artificial intelligence technologies, companies choose personality-orientated, individual service providers. A survey on employment of graduates of the bachelor programme "Public Relations and Advertising Management" showed that 65% of respondents have already found work in the industry within the first two years after graduation. Graduates of the RISEBA programme work for all major Latvian marketing agencies and manage departments in large international and local companies.

Examples of programme graduate employment include:

1. Latvian marketing agencies – WRONG, New Black, Frank by INSPIRED and others.
2. Companies – Swedbank, CleanR, JYSK, etc.

Graduates of the study programme are able to compete successfully not only in the domestic but also in the international market, which is in line with the objectives of the institution of higher education and the mission of "a gateway to international career". This is ensured by providing students with knowledge not only about local market but also about the specificities, traditions and working methods of the European public relations and advertising industry during the course of the study process.

In the highly evolving development of technologies, social networks and media, it is essential to prepare knowledgeable specialists and managers capable of using technology i.e. artificial intelligence to achieve advertising, marketing and communication objectives.

See Annex 9 on graduate survey analysis and study programme assessment.

3.1.4. Statistical data on the students of the respective study programme, the dynamics of the number of the students, and the factors affecting the changes to the number of the

students. The analysis shall be broken down into different study forms, types, and languages.

The number of students in the “Public Relations and Advertising Management” Bachelor programme was 215 in early 2022-2023. See Figure 3.1. and Annex 33.

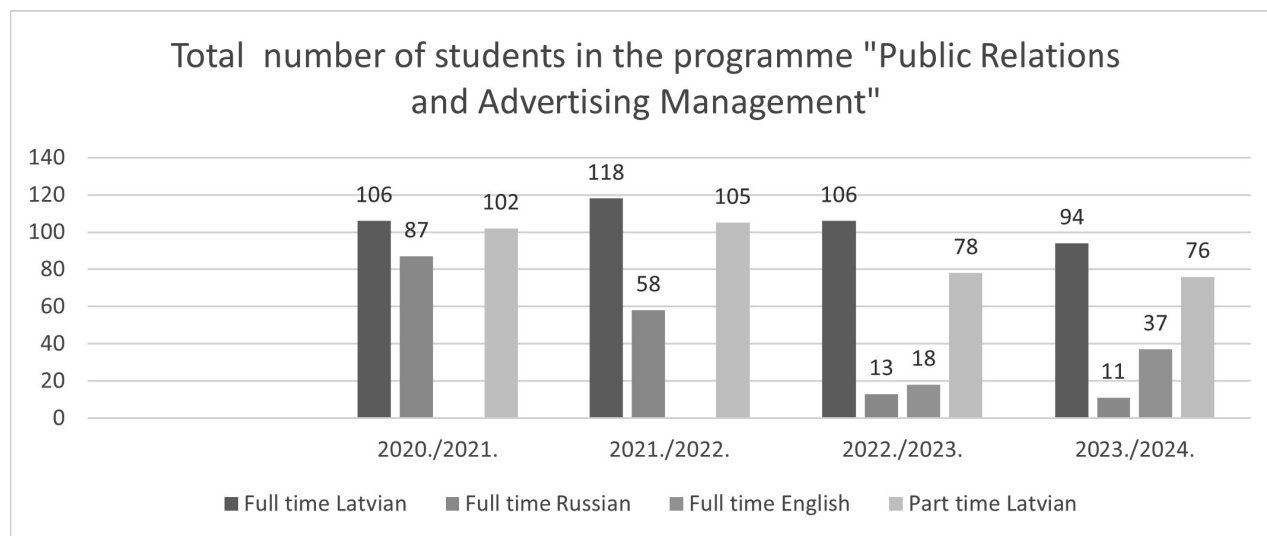


Figure 3.1. Total number of students in the study programme

In September 2023./2024., 24 students were enrolled in the Latvian group and 23 students in the English group. Consequently, 218 students are currently studying in the programme, 170 in Latvian and 37 in English. As a result, the total number of students in the program has slightly increased (see Figure 3.1.).

A significant advantage for RISEBA High School is the qualifications to be obtained, which is one of the critical criteria why students choose to study the program - qualifications such as “Public Relations Manager” and “Advertising Manager”. The distribution of students by qualification is traditional, with a slight advantage for the qualification of advertising manager. For example, in the 2022/2023 study year, 23 students graduated from the program with the qualification of advertising manager and 17 students with the qualification of public relations manager.

Significant dynamic changes in the numbers are not visible during the reporting period, with about 30 students graduating annually. This indicator is due to the relatively high number of academic debts incurred by students. The qualification exam conducted previously has been a major obstacle for students. This outdated test method was removed in 2033/2024, and this will certainly be reflected in the development of positive graduates and better-quality bachelor theses. But overall, students are also able to complete the program successfully after an academic break.

Foreign students are primarily from – India, Kazakhstan, Russia and Ukraine. They are studying the programme in an international environment, in English. With the introduction of the English language flow, the number of students returned to the previous level before the Law on obtaining Education in Russian was passed. The number of students from abroad is increasing every year. See Annex 33.

3.1.5. Substantiation of the development of the joint study programme and description and evaluation of the choice of partner universities, including information on the development and implementation of the joint study programme (if applicable).

3.2. The Content of Studies and Implementation Thereof

3.2.1. Analysis of the content of the study programme. Assessment of the interrelation between the information included in the study courses/ modules, the intended learning outcomes, the set aims and other indicators with the aims of the study course/ module and the aims and intended outcomes of the study programme. Assessment of the relevance of the content of the study courses/ modules and compliance with the needs of the relevant industry, labour market and with the trends in science on how and whether the content of the study courses/ modules is updated in line with the development trends of the relevant industry, labour market, and science.

The Professional Bachelor's study programme "Public Relations and Advertising Management" provides students with a comprehensive understanding of communication, public relations, and advertising and develops their creative potential, analytical and organisational skills. Studies also prepare students to become creative personalities ready for research work and personality growth, able to collect, analyse, present and process information. The professional bachelor's study programme "Public Relations and Advertising Management" has been developed in accordance with the norms of the Law, i.e. CM 305. "Rules on the national standard of vocational higher education" (*Only in Latvian*). In accordance with the regulations of MK No. 305, the amount of the professional bachelor's study program "Public Relations and Advertising Management" is 240 CP.

In order to ensure that the university is unified on ECTS credit points, the methodological instructions MN0012 for expressing the credit point in a new version and for the transition from the Latvian credit point system (CP) to the European credit transfer and accumulation system (ECTS) have been created, which have been approved by the Methodological Council and by order of the rector (see Appendix 56). According to this order, 1 ECTS credit point corresponds to 25 hours. The amount of credit points to be obtained is specified in the study plan. In order to assess the conformity of the amount of work performed by students to the plan, its quantitative evaluation in credit points is performed every semester and study year - 1 ECTS credit point corresponds to 25 academic hours. The programme mainly consists of study courses, the amount of which is 3 ECTS, and according to the methodological instructions MN0012, it makes up 75 hours, of which 32 are contact hours, which make up 42% of the total amount.

The content of studies ensures the achievement of such study results, which include acquiring in-depth theoretical knowledge and developing research skills and skills in the selected field of science. The programme complies with the requirements of the national vocational education standard. The objectives and tasks of implementation of the programme have been set taking into account the National Development Plan of Latvia for 2021-2027, which includes comprehensive changes in all sectors, "putting human-technological interaction at the centre". The plan was approved by the Saeima on July 2, 2020 and implementation has commenced from 2021. The priority set out in this plan is "Education and Science for personality and national growth", with a view to increasing the quality and accessibility of higher education, integrating it and competitiveness in the Single European (World) Education area and coinciding with the process of

building a Single European higher Education area, or the Bologna Declaration. The National Development Plan identifies the importance of culture-educated, media-literate personalities and cultural accessibility in the development and security of 113 countries. The need to foster a student drive for continuous self-development through research-based studies has been stressed.

The study programme has been developed in accordance with the Sustainable Development Strategy of Latvia (Latvia 2023), which specifically emphasises the interdisciplinarity of studies, the link with the current needs of society and the concept of creative education. This strategy treats education not only as an accumulation of specific competencies and qualifications but also as a development of critical thinking, creativity and cooperation skills, human talent, emotional and social intelligence, "which play a balancing role in the education of future technological competencies".

The study programme is designed to prepare students to work in the professional sphere after graduation, and it provides graduates with the necessary research basis for their academic careers. It trains students to learn information and communication-related interdisciplinary theoretical approaches and techniques so they can successfully continue their studies at the Master programmes. Even when practically working with new technologies and new creative development of communication, the research skills and competencies provided by this bachelor's study programme are useful to graduates – the graduate is able to innovate in the sector, make decisions independently, not only follow the employer's instructions in solving problems.

The study programme is designed in course blocks. Block A includes a compulsory part, which provides general knowledge and a basic understanding of the information and communication sector, including the basis of public relations and advertising. Block B is designed to deepen knowledge in the selected qualification – public relations manager or advertisement manager. Block B of the limited choice courses gives an understanding of the advanced advertising or successful communication process and technologies. Also in the programme, there is block C of free choice with include study courses where students can acquire additional knowledge in different sectors, including entrepreneurship, audiovisual art, stage management, etc.

According to the Law, the **mandatory content** of the bachelor's study programme "Public Relations and Advertising Management" **consists of:**

Study courses in mandatory amount of not less than 30 credits – study courses in the humanities and social sciences, including study courses, which develop basic social, communicative and organisational skills, including study modules for the establishment of professional competence of entrepreneurship (innovations, organisation and establishment of enterprises, methods of management, basics of business economics, project development and management, record keeping and financial accounting system, knowledge of the regulation of employment legal relationships, including the formation of social dialogue in society, as well as knowledge of other innovations in the management of entrepreneurship or institution). Basic theoretical knowledge courses and information technology courses of at least 54 credits in the sector (field of professional activity). Courses of specialisation studies corresponding to the sector (field of professional activity) in the amount of at least 90 credits. Optional free choice courses of at least nine credits; internship of at least 30 credits. A state examination of at least 18 credits.

Study courses are planned sequentially - in the first year of study, courses are taken that provide general knowledge and understanding of the information and communication science field, and in subsequent courses, courses provide specific and in-depth knowledge and skills for successful professional activity.

For example, the knowledge acquired in the study course "Introduction to Advertising" (3CP, 1st

semester) is later supplemented in "Advertising Internship" (3CP, 3rd semester) and in the study course "Types of Advertisements" (3CP, 4th semester). Likewise, the study course "Introduction to Public Relations" (3CP, 2nd semester) logically continues with "Public Relations Internship" (3CP, 4th semester).

Similarly, in the first semester, the courses "Introduction to Mass Communication Theory" (3CP) and "Fundamentals of Persuasive Communication" (3CP) are studied, while in the fifth semester, the course "Politics and Communication" and in the sixth semester the course "Planning and Conduction Communication Campaigns" (6CP), which provides in-depth knowledge.

The different parts of the Public Relations and Advertising sub-programmes of the professional bachelor's study programme "Public Relations and Advertising Management" begin with the 4th semester with the study course "Introduction to the Specialty / Public Relations" and "Introduction to the Specialty / Advertising". In the future, students study courses specific to each subprogram.

For example, students of the Public Relations sub-program learn the courses "International Public Relations" (5th semester), "Public Relations Tactics" (7th semester), and "Media Relations" (7th semester). On the other hand, students of the Advertising sub-programme learn the courses "Development of Advertising Ideas" (5th semester), "Computer Graphics in Advertising" (6th semester), and "Advertising Campaign Management" (7th semester). Final practice is also relevant to the chosen sub-program and professional qualification: "Public Relations Campaign Management Internship" and "Advertising Campaign Management Internship " (7th semester). Likewise, the bachelor's thesis topic must be chosen according to the subprogramme.

The connection between the study courses and the program's expected results is clearly visible in the mapping of the study program (Appendix 45). Each study course provides 2 to 4 learning outcomes of the program. Each program outcome corresponds to at least one study course, but mostly, it is 2 or more courses. Internship and Master's thesis ensure the learning of all the expected results of the study program.

Annex 34 presents a table on the compliance of the study programme with the standard of professional education.

The study programme plans are attached in Annex 38.

Annex 37 presents a mapping of study programme courses for achievement of study results.

3.2.2. In the case of master's and doctoral study programmes, specify and provide the justification as to whether the degrees are awarded in view of the developments and findings in the field of science or artistic creation. In the case of a doctoral study programme, provide a description of the main research roadmaps and the impact of the study programme on research and other education levels (if applicable).

3.2.3. Assessment of the study programme including the study course/ module implementation methods by indicating what the methods are, and how they contribute to the achievement of the learning outcomes of the study courses and the aims of the study programme. In the case of a joint study programme, or in case the study programme is implemented in a foreign language or in the form of distance learning, describe in detail

the methods used to deliver such a study programme. Provide an explanation of how the student-centred principles are taken into account in the implementation of the study process.

It is possible to acquire the professional bachelor's study programme "Public Relations and Advertising Management" in full-time and part-time forms. The duration of the study programme in full-time mode in both Latvian and English is 4 years (8 semesters), part-time in-person in Latvian and English – 4 years and 6 months (9 semesters).

For full-time face-to-face students, studies are held weekly on working days from 8:20 to 16:50, and part-time face-to-face studios take place on Wednesday and Thursday nights from noon to 18:00 a.m. to 21:10 and every other Saturday from noon 9:00 a.m. to 16:30 p.m.

The study programme includes compulsory study courses (Part A), restricted choice study courses (Part B), free choice study courses (Part C), internships, development, and defence of a bachelor's thesis. After two years of study, students must choose a qualification – public relations manager or advertising manager. From the third year of study (semester 5), full-time and part-time students study subjects corresponding to the selected qualification. The content of the study programme is identical in full-time and part-time study forms.

Various teaching and learning methods are used in the programme's study process: lectures, seminars, discussions, tests, practical work, case studies, research, creative work, and project work. In addition to traditional forms of work (lectures, seminars), interactive forms of study such as group work, various types of discussions, simulations, problem-oriented studies, creative methods of group and individual work, studies using online, multimedia tools, and websites are practised. The study programme implementation methods in English language groups are entirely identical to the Latvian language group study methods.

The COVID-19 pandemic restrictions in Latvia and abroad during the study year 2020/2021 introduced significant adjustments to the course of the study process. Classes had to be reoriented partially or completely remotely during certain periods. It could not be said that until now, it was something entirely new for the study process of the study programme. Previously, to promote the availability of foreign guest speakers, classes were sometimes held in the form of live Internet lectures using Skype or Zoom technologies. However, it had not been done to that extent. In parallel to the fact that teaching staff had to modify their study courses operationally so that they could also be studied partially or completely remotely, new remote communication technologies, such as Zoom or Microsoft Teams, etc., still needed to be developed. There was also a need to provide support to students in the specifics of new types of training tools and remote communication.

Evaluation system

The valuation system used by RISEBA is based on the following principles:

- mandatory assessment - the necessity to obtain a positive assessment for each study courses;
- accumulation – the student's acquired knowledge is evaluated by summing up all positive assessments acquired during studies.

Openness and clarity of requirements – when commencing studies, the student is informed about the content, requirements, and assessment methods of the study course. RISEBA study and knowledge assessment methods are objective and are consistently followed. The scope of each test

corresponds to the content of the relevant study course and the skills and knowledge requirements specified in the Professional Standard.

Study results at RISEBA are evaluated according to two indicators:

- qualitative assessment - grade in a 10-point system;
- quantitative assessment – the number of credit points according to the scope and importance of the study course

RISEBA evaluates the quality of students' knowledge based on the order of the Ministry of Education and Science of the Republic of Latvia and the regulations of the Cabinet of Ministers No. 305, and in accordance with the evaluation criteria at the university. The lowest positive grade in the bachelor study programme is four points (almost satisfactory). The amount of credit points to be obtained is specified in the study plan. In order to assess compliance with the plan of the amount of work performed by students, it is quantitatively evaluated in credit points every semester and study year - 1 CP/ECTC credit point corresponds to 25 academic hours.

Each teacher regularly checks the knowledge of students in his or her course using the types of examinations specified in the course programmes and description (tests, checklists, homework, reports, presentations, etc.). The requirements depend on the specific nature of the study course and the organisation of the study process therein. Regular work during the semester influences the final assessment of the study course. The type of examination of study courses is determined by the teacher, taking into account the requirements for the acquisition of the course and the proportion of each assessment.

The examinations in RISEBA can be organised both in writing and orally. The final assessment after the acquisition of the study course includes an assessment of the student's work during the acquisition of the entire study course, including participation and quality of work in classes, results of control work and independent work, as well as examination assessment. Completion of the course is successful if the requirements specified in the programme have been fulfilled by the end of the examination period, except in cases when an extension of the time period for taking the examination has been received.

The content and quality of the course works, applied research and internship reports, as well as the student presentation skills are evaluated by a Commission appointed by an order of RISEBA in a 10-ball system.

The internship is managed and coordinated by the programme director, the internship supervisor is appointed. The internship is defended in due course, according to the study schedule. For the promotion of RISEBA student activity in academic and research work, incentives are granted to RISEBA's top students as part of the year of study.

Participation of students in the improvement of the study process

The professional bachelor's study programme "Public Relations and Advertising Management" is under constant quality control. The students themselves and their activities play an important role in improving this quality. Student feedback surveys are performed regularly in order to ascertain their satisfaction with the content of studies and the quality of the work of academic staff in accordance with the approved procedure "Procedures for conducting surveys at RISEBA". According to the results obtained from the questionnaires, the necessary corrections are made both to the content of study courses and to the activities of academic staff. As an example, during COVID, lectures were organised remotely, and several lecturers had a challenge in learning the new technologies. Students indicated in the survey that lecturers do not place material on the e.riseba.lv platform. Additional training on working with Moodle was organised for staff in response to these

results. The study Quality Centre created a video guides and instructions to provide support.

On the basis of the results of the annual student survey, working groups are formed to review the results obtained and determine activities in order to improve the processes in RISEBA. A task plan is created with the responsible departments and their due date. The to-Do Plan is approved by the Recorder. Both on the basis of questionnaires and student group meeting materials, operational adjustments are made to both study content and presentation.

A representative of students and graduates has been elected to the Council of the study programme (see [Council of the Study Programme Regulations](#)). Council meetings include discussions about students' views and challenges. Student representatives also participate in the decision-making of the Programme Council in relation to changes in the study programme.

The principles of student centric-education are ensured in the study process - RISEBA students are given and always supported the opportunity to participate in evaluation and improvement of the study process both by participating in the meetings of the program Council and by communicating with the director of the study program. Each group consists of a senior group in charge of group communication, providing up-to-date information to students, as well as expressing an opinion to the administration of RISEBA. However, any student can express an opinion on studying. For the better organization of the study process, a curator has been appointed to the group of students - a representative of the academic staff or administration, whose duties are to ensure organizational issues.

The implementation of the study process is based on the **principles of student-centred education**, such as:

- In the study process, a diversity of approaches that meet the needs of students is ensured, using different types of learning and methods suitable for each student. Lecturers are encouraged to regularly evaluate and improve their teaching methods; they receive university support for improving their skills in this area.
- Study courses are learned in the process of cooperation between students and teaching staff, where different teaching methods are applied according to the situation:
 - monological – lectures and demonstrations;
 - dialogical – constructive conversations, discussions, role-plays, creative methods ("Brainstorming", "Thinking hats", "Leadership", "Project phases", etc.);
 - research methods – literature studies, study tours, seminars, projects, situation analysis, problem assignments, etc. When conducting research work, students use qualitative, quantitative and data processing methods.
- Various forms of work are used - group work, individual work and independent work.
- The mutual respect of students and teachers is promoted in the mutual relations between teaching staff and students, creating a positive emotional background and creative cooperation. The university has an Ethics Commission, where complaints of an ethical nature are considered if necessary.
- The studies are based on the student's independence while ensuring the support of the lecturer - the scope and content of the student's independent work, as well as its evaluation methods, are specified in the description of each study course.
- In the E-RISEBA, the evaluation criteria for each study course are made public, and they are discussed in the first lesson. The descriptions of the study courses also include an explanation of the evaluations. Students receive feedback and an explanation of the assessment, and, if necessary, advice to improve their work.
- The diversity of students' opportunities is taken into account, and in some cases, facilitating conditions for students are provided, e.g. extension of the assignment submission deadline

and counselling.

- Assessment follows approved procedures and is consistent, fair and applicable to all students.
- The evaluation of the achieved study results is carried out by the teaching staff, the student himself (self-evaluation), and other students (mutual evaluation). If the study course is taught by several teaching staff, then the exam paper is evaluated by several lecturers. Evaluation of internships and master's theses is carried out by several examiners.
- If the student is not satisfied with the assessment, the RISEBA system for reviewing student appeals works. The complaint review process is led by the head of the Quality Department, inviting the program director and the head of the study direction, the dean of the faculty, or the vice-rector for academic affairs in case of need.
- Pedagogical methods, teaching, learning and assessment methods are regularly evaluated. Current issues are discussed at faculty meetings and Methodical Council meetings. Various training, methodical seminars and excursions are organised for the teaching staff.

3.2.4. If the study programme envisages an internship, describe the internship opportunities offered to students, provision and work organization, including whether the higher education institution/ college helps students to find an internship place. If the study programme is implemented in a foreign language, provide information on how internship opportunities are provided in a foreign language, including for foreign students. To provide analysis and evaluation of the connection of the tasks set for students during the internship included in the study programme with the learning outcomes of the study programme (if applicable).

Internship is an integral part of higher professional education. In accordance with the requirements of the professional bachelor education study programme “Public Relations and Advertising Management”, an internship of 30 credits is intended for students. During internships, the student strengthens the knowledge and skills acquired in study courses in a real working environment and develops those abilities and competencies, the acquisition of which within the scope of study courses alone would be insufficient. For example, the ability to manage the work of their own, work of subordinates, the ability to work in a team, the ability to make decisions independently, the understanding of the importance of communication in the management and marketing of the organisation, the ability to identify problems of a communicative nature, the ability to independently improve their professional competencies.

The following internships are included in the study programme (total 30CP):

1. Advertising internship (3CP) in order to develop the ability to convey information in the most attractive way about the product or service to the potential consumer by the most efficient means.
2. Public relations internship (3 CP) with the aim of developing managerial skills. Learn to work with people, manage them, and work towards a collective goal, fulfil various organisational obligations in relation to bringing a product onto the market.
3. Professional internship (18 CP) with the aim of acquiring professional activity in real working conditions, strengthening the competence corresponding to the study programme in formulating and solving professional tasks. In Phase I of the professional internship (6 CP), students become acquainted with the enterprise, its activities, and the work of the division, which organises internal and external communication of the enterprise. At the same time,

students participate in PR/Advertisement projects/campaigns/events undertaken by the company when they become familiar with the organisation's activities. In step II of the professional internship (8 CP), students become acquainted with the enterprise, its activities, and the work of the division, which organises internal and external communication of the enterprise. In addition to participating in PR/promotional activities, events/projects/campaigns carried out by the organisation, students are also professionally evaluating each step they have taken, the project they have developed, as well as offering possible ways to increase the efficiency of the company's PR/advertising.

4. Campaign management internship (6 CP) with the aim of acquiring skills specific to the selected professional qualification. According to the chosen specialisation, they take either Public Relations Campaign Management internships or Advertising Campaign Management internships.

The internship may take place in organisation in the sector. If a student already works for a company, they can choose that company as their place of internship. The main criterion for the suitability of the place of internship for the study programme is the tasks to be performed during the course of the internship. They must necessarily relate to the qualifications chosen by the student with regard to advertising/public relations respectively. Internships are provided by long-term cooperation agreements between RISEBA and various media, public institutions, private companies, and public benefit organisations (For example, Cabot Latvia, PROFI LOGISTICS, public relations professionals of Latvian associations, etc.). In large part, the programme director and specialist at the RISEBA Student career support Centre are involved in providing placements.

Foreign students studying in an English-language program are provided with precisely the same internships. Foreign students who learn in the English language programme find internships in Latvia, most often on their own, aided by their good English knowledge and the Latvian language courses studied by RISEBA. For example, students perform Advertising Practice (3CP) and Public Relations Practice (3CP) under the supervision of RISEBA teaching staff and develop public relations or advertising campaigns on a specific topic, service or product. Also, foreign students often choose Professional Internship (18CP) and Advertising or Public Relations Campaign Management Practice (6CP) to go out in organisations or institutions in their home country, which are also permissible.

Students can also get ERASMUS+ internship opportunities or do internships in projects. For example, in 2021, 2022 and 2023, students of the PRAM programme participated in the ProCESS project as part of their professional practice, within the framework of which they created solutions for the media company KESKI from Finland.

A student's performance during his or her internship should be defended in front of the Commission. Defending the internship is public.

The internship is rated with a mark in the 10-point system. During the internship, the student is appointed a supervisor from the organisation in which the student practises and also from the part of the institution of higher education. The head of internship appointed by the institution of higher education has a duty to provide advisory support to the student for the achievement of the tasks specified within the framework of the internship.

3.2.5. Evaluation and description of the promotion opportunities and the promotion process provided to the students of the doctoral study programme (if applicable).

3.2.6. Analysis and assessment of the topics of the final theses of the students, their relevance in the respective field, including the labour market, and the marks of the final theses.

Upon concluding the study process in the bachelor's study programme "Public Relations and Advertising Management", students must create and defend the bachelor's thesis, and it is regulated by the Bachelor Thesis Preparation Regulation. The bachelor's thesis is a work performed independently by the student, consisting of two parts (A and B). The theoretical part (A) is a study conducted independently by the student, which demonstrates the student's ability to critically analyse and evaluate the real social processes and the literature devoted to them. Students perform the selection of the topic of the research part of the bachelor's thesis in accordance with the Study Paper Layout Regulation developed by RISEBA. The topics of the bachelor's thesis are basically chosen by students themselves, in consultation with a study programme director who is able to recommend a bachelor's thesis supervisor whose research interests and competency correspond to the topic chosen. Teaching staff also encourage student research through their study courses, drawing attention to potential themes of bachelor's thesis. A student is offered to choose a bachelor's thesis topic from a list of topic directions approved by the BEF. The student also has the opportunity to offer his or her bachelor's thesis topics based on his or her knowledge and skills, according to his or her chosen specialisation. If necessary, the student may consult the director of the programme or the lecturers of the relevant field regarding the actuality or conformity of the subject of the bachelor's thesis with the requirements of the study programme and the selection of the scientific supervisor.

Part (A) of the bachelor's thesis demonstrates a student's ability to:

1. Think independently and provide arguments.
2. Perform the study using theoretical knowledge acquired during studies; apply the research methodology professionally, compile and systematise the fact/data material.
3. Work independently with academic literature.
4. The ability to raise and formulate the problem under investigation to justify the relevance and usefulness of the research.
5. Ability to write in a good language, to present results of the scientific work and formulate conclusions, as well as to develop and formulate reasonable recommendations.
6. The ability to respect the ethics of scientific work; the ability to navigate the subject freely, to provide discussion and argument about their opinion scientifically.

Part (B) of the bachelor's work shall certify:

1. The readiness of the student to perform work in the selected advertising or public relations speciality. Creative work reflects a student's knowledge of a particular problem and the competence to solve it.

Creative work is a solution to the problem chosen in the scientific research part, based on the research carried out and the proposals made in the work. In creative work, the student addresses one of the future lines of action outlined in the proposals. For example, in the creative part, a student develops a description of an advertising or PR project that includes:

- an outline of the project idea;
- justification, concept (objectives) of the project;
- definition of the target group of the project;
- selection of communication channels and models,

- conceptual development of the creative idea;
- a description of the progress of the implementation of the project;
- economic calculations of the project;
- an assessment of the potential results of the project;
- develop an advertising or public relations project;
- a visual presentation of the project.

Table 3.1.

Professional bachelor's study programme "Public Relations and Advertising Management" Bachelor's thesis defended in the period of the review

No.	Title of bachelor's thesis	Grade	Qualification
1.	Promotion of the city of Smiltene through events	7	PR
2.	Use of social advertising to reduce the use of electronic cigarettes for young people	8	Advertising
3.	Creation of social networking advertising strategy for LLC "Smalkais Muslis"	7	Advertising
4.	Use of customer persuasion techniques in Internet advertising for AKF "Compensa Vienna Insurance Group" insurance company	6	Advertising
5.	Creating a digital advertising strategy for the brewery SIA Ilgezeem	6	Advertising
6.	Use of social media advertisements to raise awareness of "Sun-day" restaurant of SIA "BARCELO"	9	Advertising
7.	Use of artificial Intelligence in advertisements for "Grandem"	6	Advertising
8.	Study of AS "Tukuma Piens" advertising and improvement possibilities on social networks	8	Advertising
9.	Means for attracting potential customers to restaurant "Yakuza" through advertising in the digital environment	7	Advertising
10.	Research and development possibilities of advertising activities (Example of Domo Design Ltd)	7	Advertising
11.	Increasing the number of customers in JYSK Linnen 'n Furniture Ltd. in Latvia with advertisements of digital content creators on the social network Instagram	8	Advertising
12.	Analysis IK "BuvMark" advertising and proposals for development on Instagram platform	6	Advertising

A complex approach is used in the evaluation of the bachelor's work. The bachelor's work is

reviewed and graded before the defence. The members of the Commission take into account the following criteria: 1) the definition of the aim and tasks of the study; 2) the scope and depth of literature analysis, the ability to use references; 3) methodology and quality of research; 4) quality of data analysis; 5) the use of concepts, models and theory; 6) conclusions and recommendations; 7) conformity of the work design with the methodological guidelines; 8) the originality of the thesis. The overall assessment of the bachelor's thesis is based on the compilation and voting of the grades provided by each Member of the Commission. The Chair of the Commission has a casting vote in cases of dispute.

Evaluations of the final work of the students of the programme usually range from 7 (good) to 9 (excellent). Representatives from organisations (business environment or public sector) and industry professional associations participate in the composition of the State examination Commission. After the defence the members of the Commission discuss the overall level of the theses, relevance of the topics for the industry, mistakes, and provide suggestions for improvements of the bachelor's theses. Overall the level of the bachelor theses is evaluated as good. However, the Commission recommends strengthening the relevance of topics for the industry, academic depth and rigour, and the use of high-quality literature. See Annex 14 for a more detailed description.

3.3. Resources and Provision of the Study Programme

3.3.1. Assessment of the compliance of the resources and provision (study provision, scientific support (if applicable), informative provision (including libraries), material and technical provision, and financial provision) with the conditions for the implementation of the study programme and the learning outcomes to be achieved by providing the respective examples.

Provision of premises

The study programme "Public Relations and Advertising Management" uses the RISEBA study base, science base, informative base (including libraries), as well as the materials technical base. Since the establishment of the institution of higher Education, RISEBA has substantially expanded the premises for ensuring the study process. The study process in RISEBA is being implemented in three buildings in Riga - Meza Street 3 and Durbes Street 4 (H2O6 RISEBA Architecture and Media Centre).

For the implementation of the programme in Latvian and English, equal availability of resources is ensured (e.g. technical resources, computer equipment and computer programs are equally available to everyone). Taking into account that there are not many publications in Latvia in the field of public relations and advertising in the Latvian language, publications in English about the latest world trends are available to students through the databases subscribed by RISEBA (see below in the Library resources section). Students of all study languages are required to use the latest scientific publications in their studies and bachelor theses.

It should be noted that 4 Durbes Street is tailored to people with special needs. The study process in the programme "Public Relations and Advertising Management" mostly takes place on Meza Street 3. Durbes Street 4, however, is often used for guest lectures or events organised by the

institution of higher education. Depending on the number of students in the group, an appropriate size of the auditorium is chosen. Sometimes classes take place outside the RISEBA university, for example in a studio or audiovisual company, in such cases students are notified of in advance. In the case of workshops, either specific rooms, such as a video studio, photo studio, assembly auditoriums, or multiple rooms at the same time are used, where group works can be organised by arranging the room as needed (shifting tables and chairs). These are essential conditions for the implementation of the programme in order to ensure the achievement of qualitative results and the provision of the study process. For more detailed information, see Chapter 2.3 of the self-assessment Report.

Providing of computer hardware and audiovisual technology

All audiences are equipped with visual display equipment. Audiences have powerful stationary video projectors installed and larger audiences have additional monitors installed, for better visibility from the far rows. One computer class on Meža Street 3 and all computer classes on Durbes Street 4 are equipped with high performance computers capable of providing rapid processing and use of audiovisual materials. Computer hardware is regularly monitored and gradually updated. All RISEBA computers are connected to a local university computer network and the Internet. A wireless Internet connection (WiFi) is provided in the premises of the institution of higher education. The internet connection speeds 200 Mbps (Meza Street 3) and 200 Mbps (Durbes Street 4). RISEBA operates 12 multifunction network printers with scanners. Four of them provide a colour print. A copy centre is available for employees and students to print, bind, etc. handouts and deliverables. The preparation and presentation of multimedia presentations and teaching materials and the visualisation of data use a variety of multimedia technical capabilities: conference audiences with LCD and laser projectors, screens and sound devices; 5 portable projectors; 5 laptops that could be used with portable projectors without additional stationary equipment.

Lecture recording facilities at the institution of higher education are provided stationary in 3 auditoriums at Meza Street 3, where lecture recording facility is based on, RISEBA-subscribed, Panopto video recording, management and broadcast systems, and 1 auditorium at Architecture and Media Center H2O6 (Durbes Street 4), where lecture recording facility is based on Black Magic Design and video broadcast system Thomson video networks VS7000. In addition, there is the ability to provide a lecture video with a portable multi-camera equipment system (Liva GV Director Nonlinear Liva production system) that provides recording and transmission with 8 cameras (Sony FS700 series cameras with special with SLOW MOTION and 4K video format). For more detailed information, see Chapter 2.3 of the self-assessment Report.

Study process support software

During the reporting period, a new study environment UNIMETIS has been introduced and is being improved, which allows academic staff to see lesson schedules, student lists in the group, etc., while students can see current lesson times, their achievements, financial data, etc. UNIMETIS is also used to record attendance of study classes.

A licence for the use of Miro in the study process has been purchased during the reporting period. The Miro site allows to share a desktop that you can use to collaborate on the study process, display process diagrams, perform tasks, present the results of your work, and more.

Once a year, material resources are audited and the need for their renewal and replenishment is determined for the coming year and plans for the development of the IT infrastructure of the coming years are renewed—regular maintenance and refurbishment of software versions, computer network antivirus software and firewall support.

In 2013, RISEBA, together with four Latvian universities, signed a Treaty on the establishment and

use of a common anti-plagiarism platform and, as of 2014, announces the use thereof, which is used for the examination of bachelor's theses. In 2022 Ouriginal platform for plagiarism control was introduced.

Zoom is subscribed to remote classes and group works and tutorials. Often, faculty also use the Moodle platform in communication, which is not only a means of inserting information, but also a means of interactive communication, giving students feedback on their own work and exam work. For more detailed information, see Chapter 2.3 of the self-assessment Report.

General characteristics of the library

The RISEBA Library premises have a total area of 453 m², including a reading room with 32 seats for readers and computers with Internet access in a computer room with 14 computers. RISEBA has one related library unit - RISEBA Architecture and Media Centre H206 in Riga (Durbes Street 4). In 2010, RISEBA joined the electronic Union Catalogue of libraries of national significance of Latvia. The library is included in the library register OF the Ministry of Culture (BLB0528), received a library accreditation certificate on 17 June 2016 and has been granted the status of a library of local significance for five years. The library shall ensure the study process and research of the bachelor's study programme "Public Relations and Advertising Management" with information resources and services, as well as provide the necessary informative support to students and academic staff for the implementation of scientific activity, which is particularly important in achieving the results of the study programme. For more detailed information, see Chapter 2.3 of the self-assessment Report.

Library opening hours, availability of information resources and services

The operation of the library is based on the availability of its services to all users, ensuring the same range and quality of services for all study programmes and departments. The library's opening hours are tailored to the convenience of students. The library rooms, which house a stock of 22228 units, are open 6 (48 hours) days a week. For clients of the library, working hours are provided between 10.00 and 18.00 on working days and between 10.00 and 15.00 on Saturdays. Outside the library working time it is possible to leave books at the RISEBA information Centre, on the 1 st floor, indicating the given name, surname and study programme.

The library provides services that promote students' own studies and research. The services can be used by RISEBA students, faculty, staff, other libraries, students from other universities, as well as every resident. The library provides free basic and paid services. For more detailed information, see Chapter 2.3 of the self-assessment Report.

Library item, item replenishment procedure

RISEBA Library shall compile the stock in accordance with the study and scientific work directions of the institution of higher education, the requirements of study programmes, thus ensuring with information all the study levels of RISEBA, as well as scientific research. Library stock replenishment is done according to the library budget, which is approved annually by the Rector of RISEBA. The funding allocated is used to purchase the necessary sources, pay subscribed databases and subscribe to periodicals. Each year, for qualitative implementation of the study process, the teacher of the bachelor's study programme "Public Relations and Advertising Management" is offered to order books and other information resources. A budget is allocated for the acquisition of information resources for the programme. To ensure the purchase of resources, the faculty writes a submission to the program director. The manager of the library purchases information resources in accordance with an application for acquisition signed by the director of the study programme. Gifts from individuals and institutions also supplement the library's collection. For more detailed information, see Chapter 2.3 of the self-assessment Report.

3.3.2. Assessment of the study provision and scientific base support, including the resources provided within the framework of cooperation with other science institutes and higher education institutions (applicable to doctoral study programmes) (if applicable).

Not applicable

3.3.3. Indicate data on the available funding for the corresponding study programme, its funding sources and their use for the development of the study programme. Provide information on the costs per one student within this study programme, indicating the items included in the cost calculation and the percentage distribution of funding between the specified items. The minimum number of students in the study programme in order to ensure the profitability of the study programme (indicating separately the information on each language, type and form of the study programme implementation).

The main source of financing for the provision of the study process of the bachelor's study programme "Public Relations and Advertising Management" is the study fee. The amount of the study fee and the procedures for payment for each study year is determined and approved by the RISEBA Senate. Tuition fees are covered by the funds of individuals or legal entities. Students have the opportunity to apply for study loans with a guarantee provided on behalf of the State or commercial loans. The following possibilities for payment of tuition fees are specified in RISEBA: for the whole study programme, for one study year, for one study semester or in accordance with the schedule of payment of the study fee provided for in the study contract (monthly fee). For information on the procedures for payment of study fees and discounts of study fees, see section 2.3 at the direction report.

Table 3.2.

Amount of study fee in the 2023/2024 study year according to study forms (in a year)

Local students	Foreign students
EUR 3460 (full-time English) EUR 2780 (full time in Latvian) EUR 2480 (part-time in Latvian)	EUR 3900/EUR 4400 (full-time English)

The financial resources necessary for the implementation of the bachelor's study programme are planned annually in accordance with the budget of RISEBA are used in accordance with the tariffs, plans and estimates which ensure the control of the utilisation of financial resources. Programmes provide faculty and students with the opportunity to participate in different types of projects, including: ERASMS +, ensuring knowledge transfer, skills and competences development. See Table 3.3 for the breakdown of the costs.

Table 3.3

Distribution of the percentage costs in the PRAM programme by study flows

No	Expenditure item	In Latvian	English language
1	Salary of academic staff (including taxes)	45.90%	49.8%
2	Pay for visiting lecturers	12.60%	16.6%
3	Utilities and management	10.70%	8.7%
4	Business trips, raising qualification	1.50%	1.2%
5	Depreciation of fixed assets and intangible assets	15.10%	12.3%
6	Low value and rapidly depreciable inventory	0.60%	0.5%
7	Copying expenses for study process	0.20%	0.2%
8	Internet services	0.90%	0.7%
9	Maintenance of computer hardware	0.20%	0.2%
10	Student internship expenses	1.70%	1.4%
11	Expenditure on scientific activities	0.70%	0.6%
12	Accreditation expenses	0.30%	0.2%
13	Expenses for ensuring the study process	0.90%	0.7%
14	Student self-government spending	5.10%	4.1%
15	Repair expenses	0.90%	0.7%
16	Conferences and seminar expenses	0.80%	0.7%
17	Other related to the study process	1.80%	1.5%

Table 3.3 includes direct and overhead costs and their distribution, excludes administration, marketing and non-economic costs, and excludes project implementation costs. There is no difference between full-time and part-time study modes in the percentage distribution.

For the opening of the group of the bachelor's study programme "Public Relations and Advertising Management", the minimum number for opening a group in the full-time day programme is 12 students, while in the part-time evening unit it is 10 students. The minimum number of students to choose the specialisation area and relevant qualification is 6 students.

3.4. Teaching Staff

3.4.1. Assessment of the compliance of the qualification of the teaching staff members (academic staff members, visiting professors, visiting associate professors, visiting

docents, visiting lecturers, and visiting assistants) involved in the implementation of the study programme with the conditions for the implementation of the study programme and the provisions set out in the respective regulatory enactments. Provide information on how the qualification of the teaching staff members contributes to the achievement of the learning outcomes.

Academic staff members and visiting faculty from Latvian and foreign institutions of higher education, as well as professional organisations, participate in the study process. One or two teachers are planned for each course of study. The involvement of several teachers in the study course allows better use of the specialisation of teachers, and inviting several teachers - experts - to teaching of the study course increases the quality of studies. When choosing lecturers, the linking of their qualifications to a particular subject is considered. For example, Solveiga Blumberg, who is an associate professor elected by the university's RISEBA, teaches study courses in "Organisational psychology" "Advertising psychology," regularly performs scientific publications in the communications psychology field which correspond to the results of the study program. Also the ability to show initiative and take responsibility by working individually and in collaboration with others; make decisions and search for creative solutions by selecting and analysing the information necessary for work research independently.

In 2023/2024, 45 lecturers are involved in the delivery of study courses of the programme, including 2 professors, 4 associate professors and 6 assistant professors. 40% of the faculty are with PhD degree (18 in total), the rest have a Master's degree. Four of RISEBA's elected associate professors represent foreign teaching staff (Almir Pestek; Fahri Akdemir, Bohdan Haidabrus un Ioseb Gabelai). The business environment is represented by 18 lecturers (40%). All lecturers have knowledge and/or professional links with strategic communication management and public relations or advertising. Additional faculty from both the Faculty of Business and Economics of RISEBA, other institutions of higher education and the business environment are attracted to supervise internships and bachelor thesis.

Given that the study programme is also implemented in English, the level of knowledge of the English language of teaching staff is checked. The teaching staff indicate the level of English in their resume, it is no less than B2. To check the English language level of the teaching staff, discussions in English with the potential teaching staff are carried out before starting work. Proof of English language proficiency is required, for example, education was acquired abroad and the studies were conducted in English, as well as the evidence of publications, speaking conferences in English. Students' feedback is also taken into account. Until now there was no criticism of the teaching staff's English level. Lecturers are offered different levels of English courses by RISEBA, after passing an exam, Cambridge certificate was awarded. The lecturers involved in the implementation of the bachelor programme "Public Relations and Advertising Management" are reflected in Annex 20.

3.4.2. Analysis and assessment of the changes to the composition of the teaching staff over the reporting period and their impact on the study quality.

New lecturers have been added to the program's faculty during the reporting period, given that an English-language group was opened on the bachelor's "Public Relations and Advertising

Management" program from September 2020. Not all previous teachers had enough knowledge of English to ensure a high-quality English study process, so new teachers were invited to a number of courses. Virtually all newly recruited faculty justified and asserted expectations, as evidenced by the generally good assessment of these faculty in student surveys on the quality of study courses and faculty.

The study programme was already accredited in English, and the decision to start its implementation was based on RISEBA's experience. The director of the study programme, based on the increased interest of applicants in various types of exhibitions (local and foreign), in the "open days" events organised at the university, in the organised trips to secondary schools, observed interest in the implementation of this study programme in English. Implementing the study programme in English enables the study programme to have an international accent, ensuring that not only local students but also foreign students study in the study programme. While developing the program's annual self-assessment, the programme's director presented its implementation in English as an opportunity for the development of the study programme, considering that the existing teaching staff can provide studies in English. The idea was presented to the programme council, which gained support and forwarded the concept to the management group for consideration in accordance with the NL0086 Regulations on Study Programme Development, Approval and Monitoring. Since 2022, the study programme has been implemented in English; the dynamics of the number of students can be seen in Appendix 33.

The implementation of the English language stream has a positive effect on the quality of studies, as it allows for expanding international cooperation, for example, by accepting ERASMU+ exchange students and attracting more foreign guest lecturers. Also, foreign lecturers elected by RISEBA are now involved in the implementation of the programme, which was not possible before, for example, associate professor Almir Pestek, assistant professor Fahri Akdemir, etc. Foreign lecturers and students bring new knowledge with an international context to the programme.

The knowledge of the official language (Latvian) of the teachers involved in the programme conforms to Cabinet Regulation No. 157 of 08.02.2022, Regulations Regarding the Extent of the Knowledge of the Official Language and the Procedures for Examining the Proficiency in the Official Language. For all who teach study courses in the Latvian language, it is a native, or the level of knowledge of the language is appropriate. All local teaching staff who undergo a course in English shall have a level of knowledge of the English language B2 or higher (see Annex 20).

The qualification of the teaching staff involved in the implementation of the study programme conforms to the conditions for the implementation of the study programme and the requirements of regulatory enactments, ensuring the achievement of the objectives of the study programme and the relevant study course and study results.

In assessing the quality of the work of academic staff and the results of student surveys, it has been decided to maintain the existing academic composition basically for the year of study 2023/2024. Changes in the composition of teachers take place in accordance with the requirements in the labour market, in accordance with the decision of the Council of the study programme, as well as on the basis of the assessment and needs of students.

3.4.3. Information on the number of the scientific publications of the academic staff members, involved in the implementation of doctoral study programme, as published during the reporting period by listing the most significant publications published in Scopus or WoS CC indexed journals. As for the social sciences, humanitarian sciences, and the science of art, the scientific publications published in ERIH+ indexed journals or peer-

reviewed monographs may be additionally specified. Information on the teaching staff included in the database of experts of the Latvian Council of Science in the relevant field of science (total number, name of the lecturer, field of science in which the teaching staff has the status of an expert and expiration date of the Latvian Council of Science expert) (if applicable).

3.4.4. Information on the participation of the academic staff, involved in the implementation of the doctoral study programme, in scientific projects as project managers or prime contractors/ subproject managers/ leading researchers by specifying the name of the relevant project, as well as the source and the amount of the funding. Provide information on the reporting period (if applicable).

3.4.5. Assessment of the cooperation between the teaching staff members by specifying the mechanisms used to promote the cooperation and ensure the interrelation between the study programme and study courses/ modules. Specify also the proportion of the number of the students and the teaching staff within the study programme (at the moment of the submission of the Self-Assessment Report).

The faculty of the bachelor's study programme "Public Relations and Advertising Management" cooperate in the implementation of the content of study courses. The programme's lecturers cooperate within the framework of the study programme Council both in relation to the development of the programme and improvement of the content of their courses. For example, within the framework of the study year 2022./2023. the programme's teachers were involved in mapping the programme and improving the definition of expected learning outcomes, as well as the study courses were reviewed, as described in subchapter 3.2.

Teaching staff representing the advertising and public relations industry engage in reviewing bachelor's theses and participate in bachelor's theses defence commissions, for example, Mg.sc.soc. Kristīne Tjarve, Dr.psych. Zakriževska-Belogrudova Maija, Dr.oec.Žakemo Jūlija, Mg.sc.soc. Lolita Stašāne.

Visiting lecturers from industry offer students places of internships; for example, the lecturer of the study course "Creative Process", – Ieva Lejina, engaged all first-year students in an internship in 2022 in SIA "Adams family".

In the process of implementation of the programme, close cooperation of teachers takes place, which also manifests itself in the following activities of the Faculty of Business and Economics:

- Hospitation of lectures of colleagues followed by discussion of strengths and weaknesses.
- Discussing the quality of the results of the final thesis and reviews at faculty meetings twice a year, discussing evaluation criteria and possibilities for improvement of the quality of the final thesis.

- Reports on business trips where trainers share their recent experience in research, project work, professional and psychological pedagogical approaches to working with students.
- A joint visit to methodological seminars once a month, or 8-hour training in a one-day semester, which takes place in an interactive manner, where teachers share their experience and discuss the latest scientific and professional trends, as well as pedagogical techniques and methods for improving the study process.
- Participation in “Science Mornings”, within which teachers discuss their research and provide peer review of scientific articles.
- Cooperation in projects where the experience acquired is used by teachers in the study process.
- Once every five years, RISEBA's lecturers and administrative staff take part in a joint trip where closer mutual acquaintance takes place, positive emotions are encouraged, and mutual cooperation is encouraged. In May 2023, there was a tour to Istanbul (Turkey), where teaching staff and administrative staff visited historic sites and celebrated the university's 30th birthday.

In 2022-2023, methodological seminars on topical themes were carried out on how teachers can maintain professional tolerance and adequately respond to stress-induced conflict situations with students, protecting themselves as well as other people involved. There are regular joint study tours in media companies within the framework of the study process, where teachers and students become acquainted with current developments in the sector. Teachers have the opportunity to improve their skills by participating in ERASMS + mobilities as well as in different conferences (see section 2.3 of the direction report).

The student/teacher ratio within the framework of the study programme at the time of submission of the self-assessment report is 207/44, thus 4.7 students per teacher. However, it should be noted that other lecturers of the Faculty of Economics and Business (FEB) team are also involved in the supervision of study and bachelor's thesis upon necessity.

Annexes

III - Description of the Study Programme - 3.1. Indicators Describing the Study Programme		
Sample of the diploma and its supplement to be issued for completing the study programme	Annex 32. Diploma_Diploma Supplements.zip	32. pielikums. Diplomi_ diplomu pielikumi.zip
For academic study programmes - Opinion of the Council of Higher Education in accordance with Section 55, Paragraph two of the Law on Higher Education Institutions (if applicable)		
Compliance of the joint study programme with the provisions of the Law on Higher Education Institutions (table) (if applicable)		
Statistics on the students in the reporting period	Annex 33. Statistics on the students in the reporting period.pdf	33. pielikums. Statistika par studējošiem programmā.pdf
III - Description of the Study Programme - 3.2. The Content of Studies and Implementation Thereof		
Compliance with the study programme with the State Education Standard	Annex 34. Compliance with the study programme with the State Education Standard.pdf	34. pielikums Studiju programmas atbilstība valsts standartam.pdf
Compliance of the qualification to be acquired upon completion of the study programme with the professional standard or the requirements for professional qualification (if applicable)	Annex 35. Compliance with the standart.zip	35. pielikums. Kvalifikācijas atbilstību profesijas standartam.zip
Compliance of the study programme with the specific regulatory framework applicable to the relevant field (if applicable)		
Mapping of the study courses/ modules for the achievement of the learning outcomes of the study programme	Annex 37. Mapping of the study courses Public Relations_Advertising.xlsx	37. pielikums. Studiju rezultātu kartējums Sabiedriskās attiecības_Reklāma.xlsx
The curriculum of the study programme (for each type and form of the implementation of the study programme)	Annex 38. The curriculum of the study programme.zip	38. pielikums. Studiju plāni.zip
Descriptions of the study courses/ modules	Annex 39. Descriptions of the study courses.zip	39. pielikums. Studiju kursu apraksti.zip
Description of the organisation of the internship of the students (if applicable)	Annex 40 Internship Guidelines.zip	40. pielikums. Prakses apraksts.zip
III - Description of the Study Programme - 3.4. Teaching Staff		
Confirmation that the academic staff of the doctoral study programme includes not less than five doctors, of which at least three are experts approved by the Latvian Council of Science in the branch or sub-branch of science in which the study programme intends to award a scientific degree (if applicable)		
Confirmation that the academic staff of the academic study programme complies with the requirements specified in Section 55, Paragraph one, Clause 3 of the Law on Higher Education Institutions (if applicable)		