



D7.4 Raising awareness for PT&SCHE on BMU and SERBIA

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Abstract	The report is the overview of dissemination activities taken on BMU in order to set-up pilot testing of short-cycle and part-time studies in Serbia on Belgrade metropolitan university.
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v.1.0	03/2018	First draft	Stefan Jovanovic & Katarina Cvetkovic BMU

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1. Brief description of the activities

Within the project financed by Erasmus+ programme „Introduction of part-time and short-cycle studies in Serbia”, Belgrade Metropolitan University developed a pilot application of the study programme with work, a part-time study programme for bachelor academic studies INFORMATION SYSTEMS, as well as the short cycle programme JAVA PROGRAMMER for the academic year 2017/18.

Due to high interest and a large number of applications, Belgrade Metropolitan University had two cycles in June and September 2017. In order to promote pilot programmes BMU published an announcement on University’s web site and Facebook. In total there were about 1300 applications for short-cycle programme and 320 applications for part-time bachelor studies. In the first round, committee members of Belgrade Metropolitan University conducted interviews with around 100 candidates and for the second round on interviews 130 candidates were invited. Each programme had certain requirements which candidates needed to fulfill in order to qualify for the final round. They needed to submit short motivational form as well as provide answers to questions related to the profession at the interviews.

INFORMATION SYSTEMS – 240 ECTS programme, whose graduates acquire the degree of Graduate Engineer of Information Technology and Systems, where 16 students were granted the possibility to study tuition-free. The study regime was adapted to suit employed students. Enrollment was open to students who had graduated from a four-year long high school, who were employed or unable to attend studies for other reasons. The study is conducted by the Internet (online) with the eLearning system of Belgrade Metropolitan University.

JAVA PROGRAMMER – a short programme with 60 ECTS, in duration of 12 months, which educates students for the job of JAVA Programmers. The enrollment was open for 10 students who would study tuition-free. The candidates needed to have completed high school. Candidates with higher level of education and previously acquired knowledge were given advantage.

Since the study programme is online, over the Internet, students can study anytime, at any place, with pace suitable to them. Along with the lectures which are online, the curriculum requires students to fulfill a certain number of hours of professional internship.

Belgrade Metropolitan University is the first educational institution in Serbia which has advocated for dual education where students can acquire theoretical knowledge along with professional

internship and fast-track employment upon graduation. Furthermore, the eLearning system of Belgrade Metropolitan University is one the most advanced and best in the entire region.

2. Dissemination

Pilot testing and application for scholarships were disseminated on the Belgrade Metropolitan University's Facebook page and Website. Posts on the Facebook are linked with Instagram post and totally reached about 500.000 people in total. In the figure one, detailed description of the campaign are shown.

Reporting Starts	Reporting End	Campaign Name	Results	Reach	Cost per Result	Amount Spent (USD)	Ends	Frequency	Impressions	Unique Link Clicks	Post link to site
01/06/2017	14/09/2017	ERASMUS + PT&SCHE Programiranje u Javi	8799	221279	0.0603	530.28	14/09/2017	3.162	699716	6948	THIS POST IS LINKED TO SITE: http://www.metropolitan.ac.rs/konkurs-za-upis-na-kratak-program-java-programeri/
01/06/2017	14/09/2017	ERASMUS + PT&SCHE Informacioni Sistemi	7194	287310	0.0834	599.79	14/09/2017	2.849	818620	6144	THIS POST IS LINKED TO SITE: http://www.metropolitan.ac.rs/konkurs-za-upis-na-studije-uz-rad-oas-informacioni-sistemi/
total			15993	508589	0.1437	1130.07		6.011	1518336	13092	

Ad Set Name	Delivery	Results	Reach	Cost per R...	Budget	Amount Spent
Erasmus Java II krug	● Not Delivering Campaign is Off	8,799 Link Clicks	221,279	\$0.06 Per Link Click	\$10.00 Daily	\$530.28

Ad Name	Delivery	Results	Reach	Cost per R...	Amount Spent
PT&SCHE Erasmus + Informacioni sistemi	● Active	7,192 Link Clicks	287,316	\$0.08 Per Link Click	\$599.79

Figure 1 Overview of the campaign

3. Piloting of the short cycle study programme

Piloting of the short-cycle programme has reached 221000 people in total according to Facebook's ad manager report which resulted with 9000 people clicking the link which leads to the details of the programme. Detailed structure of post reach are shown on the figure 2 and structure by gender and age are shown on figure 3. Gender chart shows that both men and women are equally reached in the age range from 24 to 44 years.

221,279 Reach ▾ 8,799 Results: Link Clicks ▾ \$530.28 Amount Spent

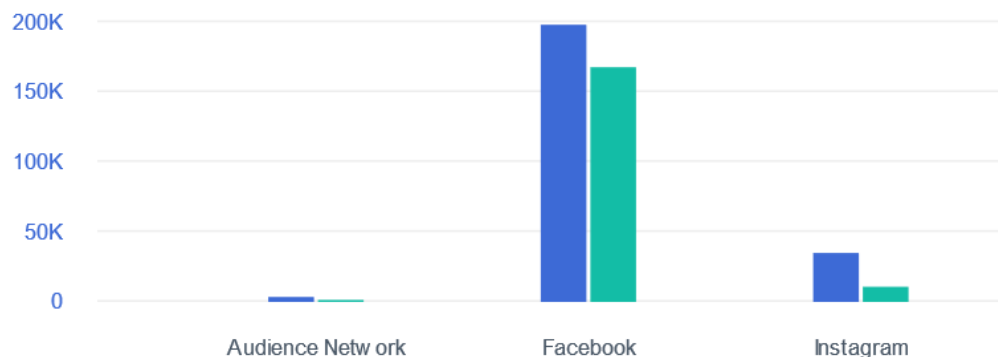


Figure 2 Reach to the people by ADs manager

8,799 Results: Link Clicks ▾ 221,279 Reach ▾

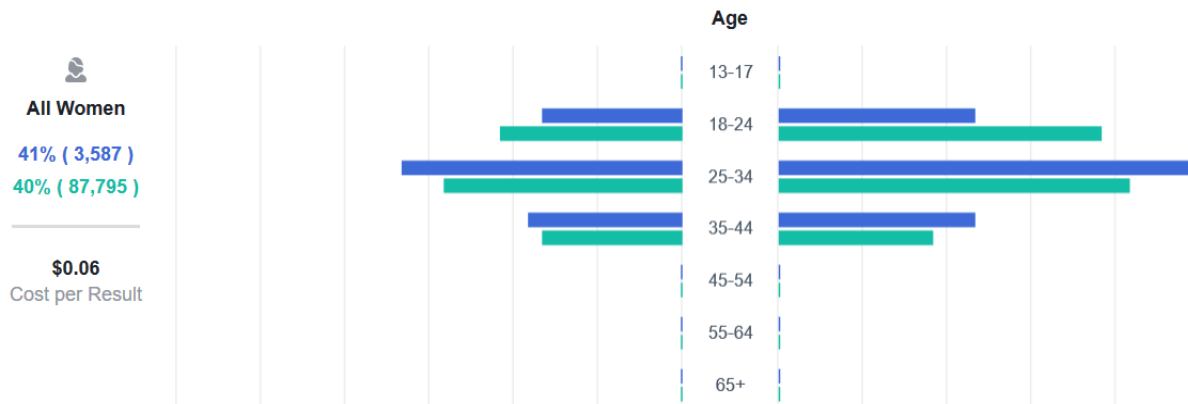


Figure 3 Age and gender structure of reached people

Ads that were running are shown in the following pictures.



Univerzitet Metropolitan

Sponsored · 🌐



Prijavite se na besplatan online Erasmus+
program EU Programiranje u Javi u trajanju od
12 meseci!

Radite posao koji ne volite i koji je slabo
plaćen? Potrebna Vam je bolja kvalifikacija, jer
sa diplomom koju imate ne možete da nađete
posao?

Postanite Java programer za 12 meseci!

Prijavite se: <https://goo.gl/Exse7j>

[See Translation](#)



BESPLATNO STUDIRANJE NA KRATKOM PROGRAMU

« PROGRAMIRANJE U JAVI »

Postanite Java programer za 12 meseci!

**Studiraj besplatno online
Programiranje u Javi!**

<https://goo.gl/Exse7j>

[Apply Now](#)



Daca Đurić and 310 others

59 Comments 69 Shares

Figure 4 Facebook feed post

Instagram Feed ▼

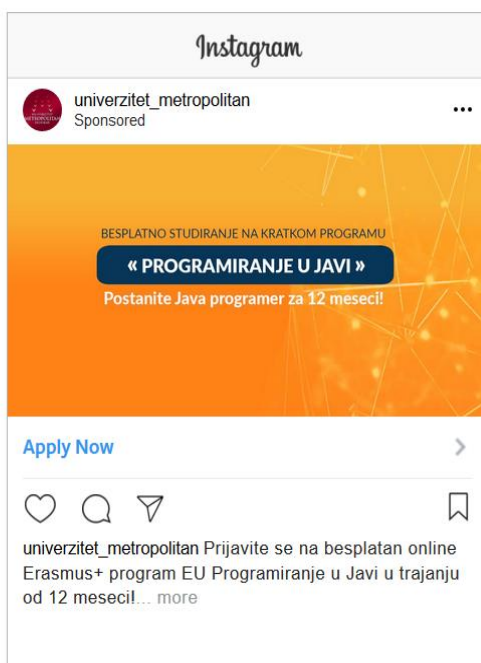


Figure 5 Instagram feed post



Figure 6 Instant article feed post

All links were leading to the BMU's website with announcement. The look of the webpage is shown on the figure 7, and google ad report for page visits are shown on the figure 8.

UNIVERZITET METROPOLITAN
AKREDITOVANO

Student u centru pažnje!

BESPLATNO STUDIRANJE NA KRATKOM PROGRAMU
« PROGRAMIRANJE U JAVI »
Postanite Java programer za 12 meseci!

Univerzitet Metropolitan, u okviru projekta „Introduction of part-time and short-cycle studies in Serbia“ koji finansira Erasmus+ program EU, objavljuje 2. upisni rok za

UPIS STUDENATA ZA BESPLATNO STUDIRANJE NA KRATKOM PROGRAMU «PROGRAMIRANJE U JAVI» – Postanite Java programer za 12 meseci –

Novi kratki program: **PROGRAMIRANJE U JAVI**
Brij ESPB: **60**
Brij studenata za besplatno studiranje: **5 preostalih mesta za upis**
Način odgoja nastave: Online, tj. preko interneta, pomoću sistema za elektronsko učenje Univerziteta Metropolitan
Pravo upisa: Studenti koji imaju završenu srednju školu, završene osnovne, master akademske ili stručne studije
Solozino: Primljenim kandidatima je obezbeđeno besplatno studiranje
Početak nastave: oktobar 2017.
Kriterijumi rangiranja kandidata:
Vreme podnošenja prijave (prednost imaju kandidati koji su se ranije prijavili)
Nivo prethodno stečenog obrazovanja (prednost imaju kandidati sa većim stepenom obrazovanja)
Ocena motivisanosti studenta za završetak kratkog programa, stečena na osnovu razgovora sa kandidatom (za upis i pregovora motivacionog pisma (prednost imaju kandidati sa većim motivom za završetak kratkog programa)
Dokument koji student dobije: Sertifikat o završenom kratkom programu sa 60 ESPB za obavljanje posla JAVA PROGRAMER.
Rok za podnošenje prijave za upis: **do 11. 9. 2017. godine.**

Rezultati konkursa za upis na kratki program „Programiranje u Javi“

Detaljnije informacije o kratkom programu „Programiranje u Javi“ možete pristupiti [OVDE](#).
Rastavom plana i programu za KP „Programiranje u Javi“ možete pristupiti [OVDE](#).

Za više informacija pišite nam na stepenja@metropolitan.ac.rs

Co-funded by the Erasmus+ Programme of the European Union

PT&SCHE

IRVAS

Open University

UNIVERSITY OF ABERDEEN

TALLINN UNIVERSITY

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INFO
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Zapostanje
Kursovi

STUDENTSKI ŽIVOT
Microsoft Software
Microsoft IT Academy
Student Tech Club
MO Academic

UPIS
Prijemni
Prijemni
Sertifikat
Upisnica
Inovativnost

PRATITE NAS
f t i y i n

UNIVERZITET METROPOLITAN | 2016 | 2017

Figure 7 BMU's webpage for short-cycle program

Link: <http://www.metropolitan.ac.rs/konkurs-za-upis-na-kratak-program-java-programer/>

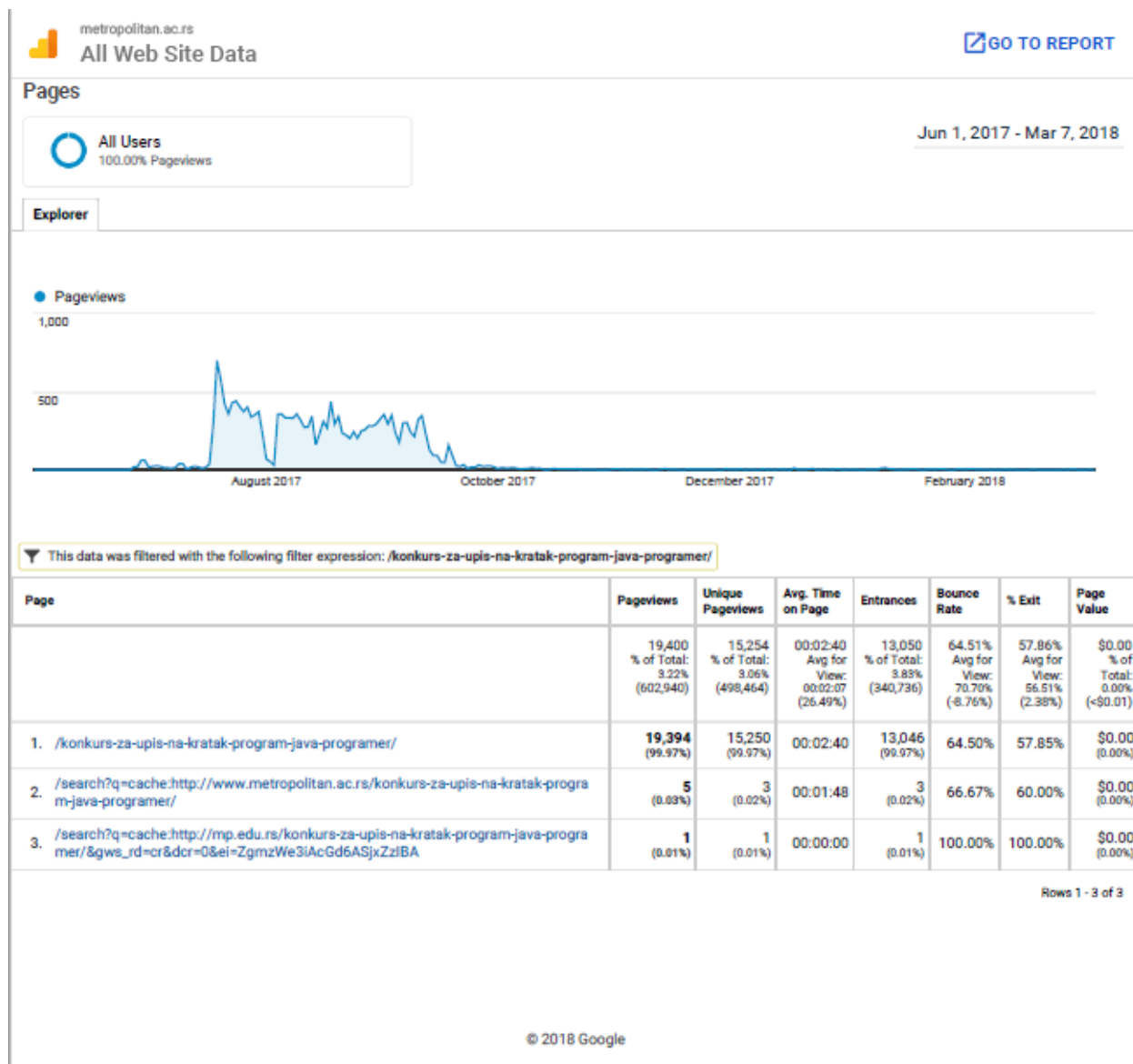


Figure 8 Google analytics for the page of short-cycle promotion

4. Piloting part-time programme

Post that were announcing part-time studies have reached about 290000 people, mainly on Facebook but they were also dominant on Instagram.

287,324 Reach ▾ **7,194 Results: Link Clicks** ▾ **\$600.34 Amount Spent**

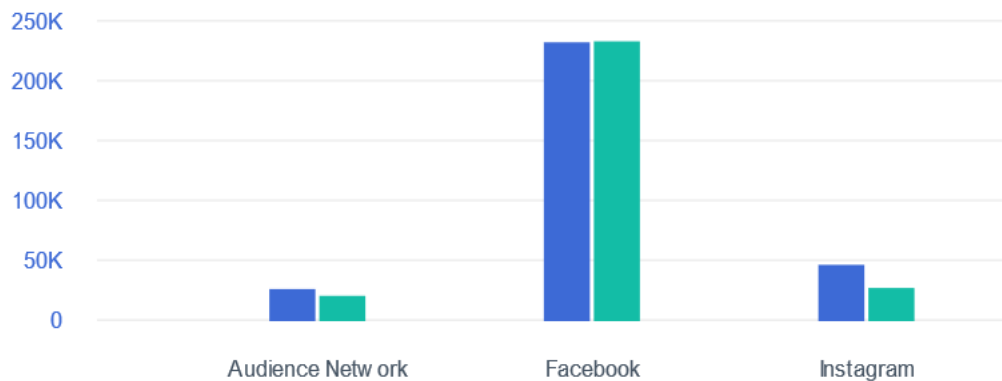


Figure 9 Reach to the people by ADs manager

7,194 Results: Link Clicks ▾ **287,324 Reach** ▾

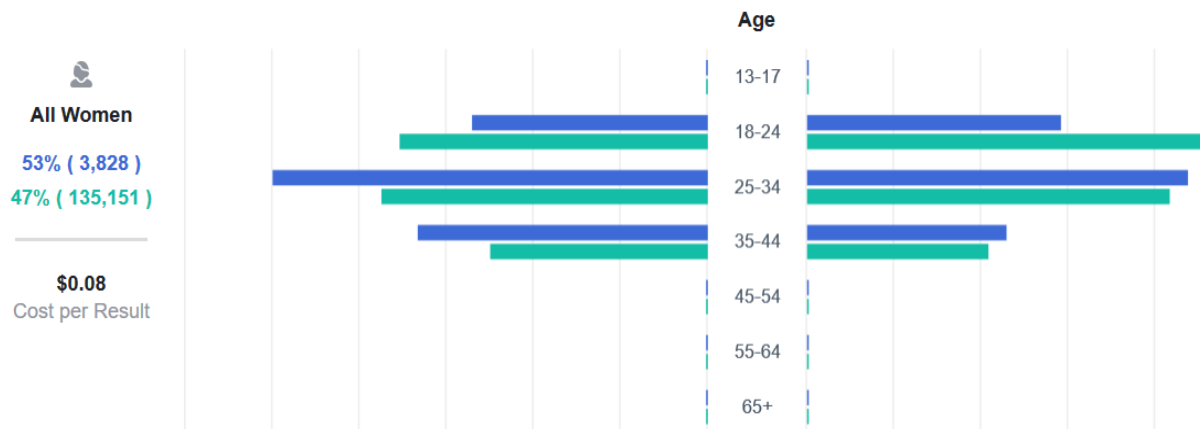


Figure 10 Age and gender structure of reached people

In the figure 11, 12 and 13 are shown post that were advertised on Facebook and Instagram.



Figure 11 Facebook feed post

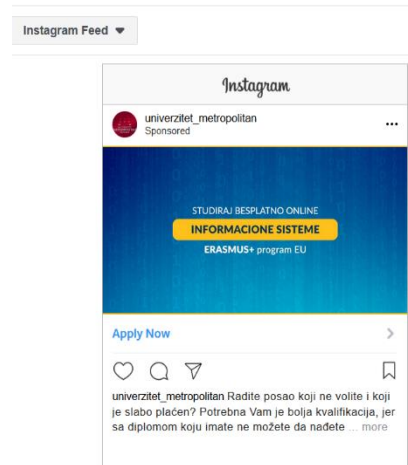


Figure 12 Instagram feed post

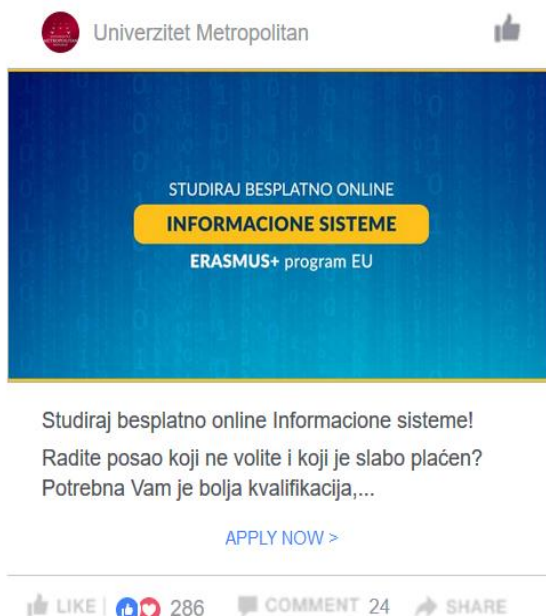


Figure 13 Instant article feed post

Part-time studies advertisements led to BMU's website, design and content of page are shown on figure 14.

**STUDIRAJ BESPLATNO ONLINE
INFORMACIONE SISTEME
ERASMUS+ program EU**

Univerzitet Metropoliten, u okviru projekta „Introduction of part-time and short-cycle studies in Serbia“ koji finansira Erasmus+ program EU, objavljuje 2. upisni rok za:

**UPIS STUDENATA ZA BESPLATNO STUDIRANJE
NA ONLINE PROGRAMU OAS INFORMACIONI SISTEMI**

— Način i režim studiranja je prilagođen potrebama zaposlenih studenata i studenata koji nisu u mogućnosti da redovno studiraju —

Način studijskog programa: INFORMACIONI SISTEMI

- Brig ESPB: **240**
- Najmanji broj ESPB koji studenti godišnje moraju da ostvare: **30 ESPB**
- Brig studenata koji se može upisati: **16**
- Akreditacije: Program je akreditovan Rešenjem Nacionalnog saveta za visoko obrazovanje br. 06/06-2017 od 13. 11. 2016.
- Način odvijanja nastave: **Online, tj. preko interneta**, primerenom sistema za elektronsko učenje Univerziteta Metropoliten.
- Pravo upisa: Studenti sa najmanje četvorogodišnjim srednjim obrazovanjem, a koji su u mogućnosti da redovno prate nastavu.
- Žvanje koje se stiče: **Diplomirani inženjer informacionih tehnologija i sistema**
- Školovna studije su besplatne za još 10 studenata koji upišu ovaj studijski program u drugom upisnom roku.
- Kriterijumi rangiranja kandidata:
 - Dužina punog radnog odnosa do trenutka konkursiranja
 - Oцена znanja radnoga zbog kojih je student sprečen da redovno studira
 - Oцена sa prijemnog ispita
 - Oцена motivisanosti studenta za studije, stičena na osnovu razgovora sa kandidatom za upis i njegovog motivacionog pisma
- Rok za podnošenje prijave za upis do **15. 9. 2017.**

Rezultati konkursa za upis na OAS „Informacioni sistemi“

Za više informacija pišite nam na studenija@metropolitan.ac.rs

Co-funded by the
Erasmus+ Programme
of the European Union

Logos of partner institutions: IRVAS, Priborodna Komora Srbije, Open Universiteit, University of Aberdeen, Tallinn University.

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MAS Brodara
Zapokreni
Izazov

STUDENTSKI ŽIVOT
Microsoft Software
Microsoft IT Academy
Student Tech Club
MS Academic

UPIS
Prijava
Prijava
Prijava
Prijava
Prijava

PRATITE NAS
Facebook, Instagram, YouTube, Twitter, LinkedIn

Figure 14 BMU's webpage for part-time program

Link: <http://www.metropolitan.ac.rs/konkurs-za-upis-na-studije-uz-rad-oas-informacioni-sistemi/>

Google analytics of this page is given on the following figure and suggests that more than 12500 people visited this page.

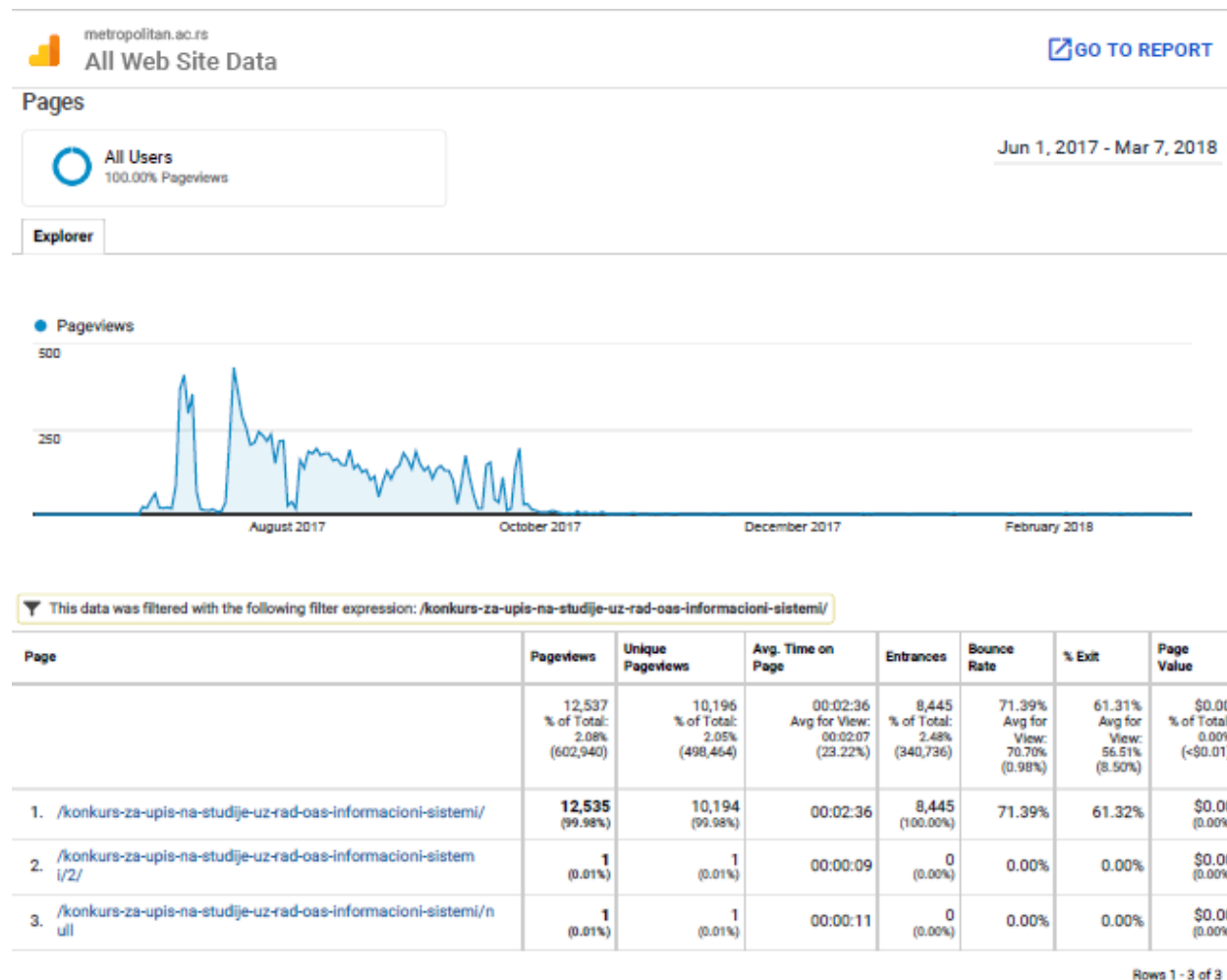


Figure 15 Google analytics for the page of part-time promotion