

P S
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**PRAGUE
SCHOOL OF
CREATIVE
COMMUNICATION**

FACT SHEET 2022–2023



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ABOUT US

The Prague School of Creative Communication is a university where every course is taught entirely in English in the heart of Europe!

Students benefit from our longstanding experience in educating talented people in the creative industries.

At the Prague School of Creative Communication, students not only study history and theory but also work with real contracts in international agencies. Our teachers have a wide range of experience, either in the academic world (e.g., Oxford University, Columbia University) or as marketers, designers, and writers.

With 70% of our faculty being native English speakers, students can be sure to receive quality education in the English language by leading specialists of their field.



OUR CAMPUS

Our campus is located just a few stops on the metro from the city centre! At our university there are rooms of all kinds – studios, classrooms, libraries, and huge lecture halls. All rooms are equipped with modern technology, and our library offers a range of books in Czech, Russian, and English.

But it's not only about the classrooms, we understand that. The whole school offers areas for relaxing and chatting, and there are couches and comfortable chairs on every floor.

We even have our own bar in the courtyard for private events and unwinding time before classes!



WE OFFER THREE PROGRAMMES:

Marketing & Communication

- Creative Marketing and communication
- Digital Marketing and Communication

Visual Arts

- Graphic & Media Design
- Photography & Audiovisual Arts
- Animation and Virtual Effects

Creative Writing

- Creative Writing

ACADEMIC CALENDAR

Official dates of semester:

Autumn:

October 3rd–December 23rd 2022

Spring:

February 13th–May 5th 2023

Exam periods:

Autumn:

January 2nd–February 10th 2023

Spring:

May 15th–June 30th 2023

We receive incoming exchange students in spring and autumn semesters.



COURSE DESCRIPTIONS

Marketing and Communication:

Our creative marketing courses offer wider business skills for those who'd like to focus on marketing, communication, PR, and advertising within the fast-growing creative industries. We'll teach students what consumers like, which brands they love, how much they spend, and where they spend it. Students will be equipped to start their own brand and develop go to marketing strategies. Our method of teaching is project based theory combined with practicality exploring the spheres of business and creative knowledge.

Visual Arts:

Students will experience a wide range of design approaches, learn from industry professionals, and master specialist software and equipment, while consulting daily with some of the best specialists in the Visual Arts business. Students get an intro to every task of dynamic visual arts teams, including brand design (branding, visual ID creation), art direction (campaign teamwork, copywriter and account manager partnerships), and digital design (UI, UX, web & app design). Students will get a chance to develop in-demand skills in branding and identity, coding and development, social innovation, and motion design.

Creative Writing:

Students will gain the ability to work with any kind of source material. Under the guidance of our team of experienced writers, publicists, and journalists, students will write publication standard copies in our workshops for any creative or commercial assignments. Our programme is also practical, meaning students will get the chance to attend writing workshops and have their creative writing texts analysed during the class. Whether students are coming with a dream to become future writers, marketers, advertising executives, or PR consultants, they will be shown how to present their own and other people's ideas powerfully in versatile formats.

GRADING SYSTEM

%	Grade	Definition
86 – 100	1	Excellent – outstanding performance with only minor errors
66 – 85	2	Good – generally good work with a number of notable errors
56 – 65	3	Sufficient – performance meets the minimum criteria
0 – 55	4	Fail – considerable further work is required

VISAS

Our institution will provide assistance, when required, in securing visas for incoming and outbound mobile participants.

Information and assistance can be provided by the following contact of the respective country:

Ministry of Foreign Affairs, Prague

Phone: +420 224 181 111

Email: epodatelna@mzv.cz

Visa information: mzv.cz

INSURANCE

Our institution will provide assistance, if needed, in obtaining insurance for incoming and outbound mobile participants.

Information on insurance can be obtained from the following link of respective country:

Phone: +420 739 004 500

Email: info@erapo.cz

Website: erapo.cz

HOUSING

Our institution will guide incoming mobile participants in finding accommodation, if necessary.

Contact of receiving institution for student enquiries:

Phone: +420 602 264 170

Email: studydepartment@praguecom.com



APPLICATION INFORMATION FOR EXCHANGE STUDENTS

Nomination deadline for Spring and Autumn semesters:

End of April 2023

End of November 2023

Application deadline for Spring and Autumn semesters:

End of May 2023

End of December 2023

Documents for application:

Passport or ID

English language certificate from home university

Letter of motivation

Portfolio/sample of work

Copy of EU health insurance

Language requirement

B2 level of English (European Framework)

CONTACT US

International Relations

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