



1. Title of the certificate (LT)¹

Kvalifikacijos pažymėjimas. Reklamos organizatoriaus mokymo programa (valstybinis kodas 362041402)

¹in original language

2. Translated title of the certificate (EN)¹

Qualification certificate. Advertising manager training programme (state code 362041402)

¹If applicable. This translation has no legal status.

3. Profile of skills and competences

1. Know the basic styles of art and design;
2. Know the basics of composition, the science of colours and print, company elements, and publishing systems;
3. Know the laws regulating the activity of companies;
4. Know the stages and indicators of planning the activity of a company and basics of economics;
5. Know the structure, environment, management, and accounting system of a company and know the documents that are used in a company;
6. Be able to conclude and terminate an employment agreement;
7. Know disciplinary, material, civil and criminal liability in business;
8. Know the main methods and ways of communicating;
9. Prepare and present the advertisements of a company's using various means: in the press, on the internet, with a computer, orally, etc.;
10. Be able to work with the main computer programmes: Corel, PhotoShop, and PageMaker;
11. Be able to analyze the activity, sources of income, expenses, and market of a company and prepare activity reports and balance sheets;
12. Draft a business plan, carry out market research, and prepare a marketing plan for a company;
13. Be able to lead business meetings in a foreign language.

4. Range of occupations accessible to the holder of the certificate¹

Can work as an advertising organizer in various enterprises having advertising departments or can establish his/her own advertising company.

¹ If applicable

(*) Explanatory note

This document is designed to provide additional information about the specified certificate and does not have any legal status in itself. The format of the description is based on the following texts: Council Resolution 93/C 49/01 of 3 December 1992 on the transparency of qualifications, Council Resolution 96/C 224/04 of 15 July 1996 on the transparency of vocational training certificates, and Recommendation 2001/613/EC of the European Parliament and of the Council of 10 July 2001 on mobility within the Community for students, persons undergoing training, volunteers, teachers and trainers.



5. Official basis of the certificate		
Name and status of the body awarding the certificate Legal entity with licence to provide formal vocational training programmes	Name and status of the national/regional authority providing accreditation/recognition of the certificate Ministry of Education and Science of The Republic of Lithuania	
Level of the certificate (national or international) ISCED 454; LTKS III; EKS 3	Grading scale / Pass requirements 10 grade scale. A Pass Grade - Grade 7-10 or entry "Passed"	
Access to next level of education/training Possibility to continue studies at the higher level of education programme	International agreements	
Legal basis Law on Education of the Republic of Lithuania Law on Vocational Education and Training of the Republic of Lithuania Resolution No. 535 of 4 May 2010 of the Government of the Republic of Lithuania "On the approval of the description of the National Qualifications Framework"		
6. Officially recognised ways of acquiring the certificate		
Aggregate duration of learning required to get the certificate (in weeks): 19 Ratio of theoretical and practical learning (%): 26/74 Duration and place of apprenticeship (in weeks): (1)		
Possibility to include passed education: passed education included by evaluating the knowledge		
Description of vocational education and training received	Part of programme (%)	Duration (in weeks)
School-/training centre-based	26	5
Workplace-based	74	14
Accredited prior learning		
Total duration of the education/ training leading to the certificate		19
Entry requirements		
Additional information More information (including the description of the national system of qualifications) at: www.aikos.smm.lt , www.europass.lt , www.euroguidance.lt , www.kpmc.lt		
The National Reference Points: www.europass.lt , www.smpf.lt		