



**PROJECT:  
INNOVATIVE POSTGRADUATE PROGRAMME:  
ADDRESSING MARKET NEEDS AND  
PIONEERING NEW DELIVERY MODES**



**PLAN FOR PROMOTION  
OF THE STUDY PROGRAMME  
“INFORMATION AND NETWORK SECURITY, PRIVACY  
AND DATA PROTECTION”  
(2018-2023)**

Consortium members:



Urząd  
Ochrony  
Danych  
Osobowych



Uniwersytet  
ŁÓDZKI



КОМИСИЯ ЗА ЗАЩИТА  
НА ЛИЧНИТЕ ДАННИ



ДИРЕКЦИЈА ЗА ЗАЩИТА  
НА ЛИЧНИТЕ ПОДАТОЦИ

## CONTENT OF THE PLAN FOR PROMOTION OF THE STUDY PROGRAMME

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Skopje, 2018

## LIST OF ABBREVIATIONS

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<b>UIST</b>	University of Information Science and Technology "St. Paul The Apostle" - Ohrid, Republic of Macedonia
<b>DPDP</b>	Directorate for Personal Data Protection, Republic of Macedonia
<b>CPDP</b>	Commission for Personal Data Protection, Republic of Bulgaria
<b>UODO</b>	Office for Personal Data Protection of Poland
<b>UoL</b>	University of Lodz, Poland
<b>DPO</b>	Data Protection Officer

## INTRODUCTION TO THE PLAN FOR PROMOTION AND THE PROCESS OF ITS PREPARATION

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The Study Programme “Information and Network Security, Privacy and Personal Data Protection” was developed by the Consortium members (UIST, DPDP, CPDP, UODO and UoL) under the Erasmus+ project Innovative Postgraduate Programme: Addressing Market Needs and Pioneering New Delivery Modes which was accredited by the Accreditation Board of Education in Macedonia on May 10, 2018.

This Plan for promotion of the study programme (2018 – 2023) represents the communication policy, principles and approach of the Consortium members (UIST, DPDP, CPDP, UODO and UoL) towards the public and relevant parties concerned. The aim of the Plan is to define communication goals and target groups in order to enable Consortium members to achieve its overall organizational objectives by active interaction with all parties concerned as well as to define the expected outcomes for the coming period with planned communication tools. This Plan also includes six months Action Plan for the period May 2018 to October 2018.

When designing planned activities and messages aimed to address target audiences, the team working on preparation of this Plan was building upon the information of all achievements of the Consortium members to date, findings of conducted analysis of communication needs of the target audiences and certainly the characteristics of every target audience, particularly from the perspective of selection of appropriate strategic tactics and tools.

The Plan for promotion was prepared by a team of representatives (working group) most of the Consortium members (UIST, DPDP, CPDP and UODO).



## COMMUNICATION GOALS

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One of the objectives of this Plan for promotion 2018-2023 pertains to establish a self-sustainable system and ensuring adequate promotion of the study programme basically in the Republic of Macedonia, Republic of Bulgaria and Poland. In doing so, these goals have been oriented towards specific audiences, the general public, students, employees, partner institutions and organizations.

The communication goals envisioned to foster the specific strategic orientations of the Consortium members are focused on:

1. Promoting the Study programme Information and Network Security, Privacy and Personal Data Protection amongst the students, professors, employees and various stakeholders, basically in the Republic of Macedonia, Republic of Bulgaria and Poland.
2. Raising the awareness of various stakeholders on the importance and practical value of the labour market needs and gaps in the Postgraduate Education Offer in the fields of IT Law, IT Security, Right to Privacy and Personal Data Protection.
3. Raising awareness for the need of the public sector bodies and private companies to comply with the new EU rules in the area of information and network security, e-privacy, cyber security and data protection.
4. Promoting and informing the data controllers, data processors and the general public about the significance of the position of DPOs and the mission and role they play in the national system for protection of personal data.
5. Promotion of the skills and qualifications that students will acquire by finishing the study programme.
6. Raising the awareness of the job opportunities for data protection officers, information and network security officers, network auditors, network risk managers, data analysts, data scientists and many more.

## TARGET AUDIENCES

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### 1. Internal audience

- **Employees at UIST, DPDP, CPDP, UODO and UoL, both on managerial and expert positions.**

The management of UIST, DPDP, CPDP, UODO and UoL and its employers are the most relevant communication channel towards the public as they interact between each other on every day basis. The DPDP, CPDP and UODO staff is a key audience also because it is the main motor of the National Data Protection Authorities and the most interested parties concerned with regard to the smooth and adequate management of all data protection trends in the European Union and the Republic of Macedonia.

### 2. External audiences

- **Students and Professors** (students and professors involved in academia) - this is the most numerous group of individuals interested in developing skills in Data Protection, ICT regulation and Cyber Security.
- **Employees**
  - **Data controllers** (pertaining to business community, public institutions, civil society sector) – this is the most numerous group of parties concerned as they are the main structures having responsibilities for the proper functioning of the national systems for data protection, including ICT regulation and Cyber Security.
  - **Data processors** (pertaining to business community, public institutions, civil society sector) – they are a very important target group for the same reasons as stated above for data controllers.
- **Data protection officers** – the DPO is a key player in the national systems for protection of personal data as he/she has very strong preventive functions within the organization of data controller/processor.
- **Data subjects** (individuals whose personal data is subject to processing by controllers and/or processors). Effective personal data protection is a precondition for ensuring privacy of individuals. This target group is the most vulnerable in the system of data protection.

- **Other stakeholders concerned** – depending on various situations there are certain other groups of external parties concerned the best interest of which should be taken into account when setting up the Data Protection, ICT regulation and Cyber Security. Depending on the case these may be any of the following:
  - Experts / researchers / analysts / think tanks;
  - Specific national public bodies and institutions, International institutions, bodies, committees;
  - Media.

## COMMUNICATION MESSAGES AND TOOLS

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1. Promotion of the study programme “Information and Network Security, Privacy and Data Protection.”
2. Promotion of the advantages of the Study programme regarding the Labour market needs.
3. Promoting and informing the data controllers, data processors and the general public about the significance of the position of DPOs and the mission and role they play in the national system for protection of personal data.
4. Uplifting awareness, knowledge and information level of stakeholders for the new legislative framework for ICT Technologies, Cyber security and personal data protection.
5. Promoting and informing the general public about their data protection right and the significance of personal data protection, considering the new technological challenges and new legislative framework for personal data protection.



### **Planned activities:**

- Preparation and publication of printed and online materials for promotion of the study programme
- Organization of promotional events in Macedonia, Bulgaria and Poland. - All members of the consortium will organize promotional events in their countries in order to ensure direct contact with target groups.
- On-line promotion of the study programme - All members of the consortium will use their official web pages and other official social media pages for publication of information regarding the study programme. Also the official web page of the study programme [www.ipp.edu.mk](http://www.ipp.edu.mk) will be used for promotion of the programme and distribution of the materials and publications.
- Distribution of printed materials, publications, paper brochures and leaflets at the faculties in Macedonia, Bulgaria and Poland.
- Organization of open-days initiatives with the purpose to promote advantages of the Study programme regarding the Labour market needs.

### **IMPLEMENTATION PLAN**

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Enclosed to this Plan for promotion of the Study Programme “Information and Network Security, Privacy and Personal Data Protection” is an Action Plan for six months May 2018 – October 2018 period, for the implementation of which the all Consortium members (UIST, DPDP, CPDP, UODO and UoL) shall assign a position in its job plan for a person being in charge of the planned activities and results. This person shall be responsible for:

- Proposing, organizing, and developing activities within the scope of the communication goals;
- Preparing individual plans and projects resulting from the action plan, in cooperation with other Consortium members;
- Monitoring the implemented activities and their results;
- Proposing amendments or supplements to the Action Plan to respond to the changing environment and/or to the limited resources at Consortium members.
- Proposing Action Plan for each coming six-months period.



## MONITORING AND EVALUATION

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The real value of this Plan for Promotion of the Study Programme “Information and Network Security, Privacy and Personal Data Protection” depends on the level of its implementation.

The monitoring of this Plan for Promotion shall be carried out on ongoing base, in accordance with planned dynamics as defined to each of the communications goals. For the needs of the monitoring, additional tools and instruments may be developed for data collection.

Evaluation shall be carried out on annual level, according to measurements planned. As detailed annual Action Plan will be developed for the practical implementation, the success of each action will be measured by the simple success indicators, defined for the specific Actions.



## ACTION PLAN

Promotional materials and media		Details / short description
1	Publication of the Study on Labour Market Needs and Gaps in the Postgraduate Education Offer in the fields of IT Law, IT Security, Right to Privacy and Personal Data Protection	The Study on Labour Market Needs and Gaps in the Postgraduate Education Offer in the fields of IT Law, IT Security, Right to Privacy and Personal Data Protection prepared under the Intellectual Output 1 will be published, printed and distributed in the promotional events
2	Promotion of the online platform	Promotion of the web page of the Study programme <a href="http://www.ipp.edu.mk">www.ipp.edu.mk</a> and the online platform <a href="http://www.moodle.ipp.edu.mk">www.moodle.ipp.edu.mk</a> prepared under the Intellectual Output 2
3	Printing of Paper brochure Proposed courses to a Study programme on IT Law, IT Security, Right to Privacy and Personal Data Protection	The Proposed courses to a Study programme on IT Law, IT Security, Right to Privacy and Personal Data Protection prepared under the Intellectual Output 3 will be printed and distributed as a Paper brochure in the promotional events
4	Printing of Paper brochure Study Programme Master Studies "Information and Network Security, Privacy and Data Protection"	The detailed version of the course syllabuses of the Study Programme Master Studies "Information and Network Security, Privacy and Data Protection" prepared under the Intellectual Output 5 will be printed and distributed as a Paper brochure in the promotional events
5	Printing of Paper brochure Study Programme Information and Network Security, Privacy and Personal Data Protection	The Brochure for promotion of the Study programme was printed to be distributed to all multiplier events. The Brochure is available in English, Macedonia, Bulgarian and Polish prepared under the Intellectual Output 6
6	Printing of a Flyer for promotion of the Study programme	The Flyer for promotion of the Study programme was printed to be distributed to all multiplier events. The Flyer is available in English, Macedonia, Bulgarian and Polish prepared under the Intellectual Output 6
7	Printing of Paper brochure Plan for Promotion of the Study programme	The Plan for promotion of the Study programme prepared under the Intellectual Output 6 will be published, printed and distributed in the promotional events

List of events	Details/short description	Target groups		Period for realization
Topics		Internal Audience	External Audience	
<b>International and Macedonian promotion of the Study programme</b>	<ol style="list-style-type: none"> <li>1. Main event in Skopje for International promotion of the Study programme</li> <li>2. Macedonian promotion of the Study programme in Skopje and Ohrid - series of presentations for specific target groups (Students and Professors at UIST, National Bank of the Republic of Macedonia, DPO's, public institutions, NGO's and other stakeholders).</li> </ol>	Yes	Yes	May - August 2018
<b>Polish promotion of the Study programme</b>	<ol style="list-style-type: none"> <li>1. Main event in Poznan for Polish promotion of the Study programme</li> <li>2. Presentation for specific target groups (DPO's, students and professors and other stakeholders)</li> </ol>	Yes	Yes	June - August 2018
<b>Bulgarian promotion of the Study programme</b>	<ol style="list-style-type: none"> <li>1. Main event in Sofia for Bulgarian promotion of the Study programme</li> <li>2. Presentation for specific target groups (DPO's, students and professors and other stakeholders)</li> </ol>	Yes	Yes	June - August 2018
<b>Online promotion of the Study programme</b>	<ol style="list-style-type: none"> <li>1. Promotion of the study programme on the official web page of the study programme <a href="http://www.ipp.edu.mk">www.ipp.edu.mk</a></li> <li>2. Promotion of the study programme on the official web pages of the consortium members</li> <li>3. Promotion on social media</li> </ol>	Yes	Yes	May - November 2018
<b>Open days for promotion of the Study programme</b>	<ol style="list-style-type: none"> <li>1. Organization of open days by the Consortium members for promotion of the Study programme and distribution of printed publications and materials</li> </ol>	Yes	Yes	August - November 2018

## PROJECT:

**INNOVATIVE POSTGRADUATE PROGRAMME: ADDRESSING MARKET NEEDS AND PIONEERING NEW DELIVERY MODES**

## STUDY PROGRAMME:

**“INFORMATION AND NETWORK SECURITY, PRIVACY AND DATA PROTECTION”**

## CONSORTIUM MEMBERS:



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