**PROJECT FICHE**

<table>
<thead>
<tr>
<th>Work Title</th>
<th>Innovations in journalism education</th>
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<td><strong>Project type</strong></td>
<td>Knowledge Alliance, KA2 within Erasmus+</td>
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| **General aims** | - Strengthening Europe’s innovation capacity by fostering innovation in higher education;  
- Facilitating the exchange, flow and co-creation of knowledge;  
- Improve the quality and relevance of higher education;  
- Improve the knowledge in the field of international interactive and educational media;  
- Improve the use of new technologies for educational purposes – methods of new media production. |
| **Possible activities** | Possible activities are:  
- establishing a connection between media enterprises, professionals in the field of journalism, Universities and students of journalism for exchange of knowledge;  
- jointly developing and implementing new learning and teaching methods and materials;  
- jointly developing solutions for challenging issues and process innovation;  
- work together on conference about journalism education and publishing a book after conference;  
- media capacity building and multilingual media;  
- networking in the field of media education and public relations studies;  
- establishing a platform of online courses on production of radio, advertising and PR. |
| **Polish leader** | Maria Curie-Skłodowska University in Lublin, Poland (UMCS) is the largest university in eastern Poland, with a seventy-year long tradition. From its beginnings it was identified and ranked as a leading academic and research centre in the education market, maintaining the highest educational standards. Almost 216 thousands students have already graduated from our University. We are now training almost twenty-two thousand students enrolled in 60 study programmes (200 specializations) offered by twelve Faculties. We offer postgraduate courses in many different fields trying to reach local community with an aim of promoting lifelong education. The concept of education based on scientific research conducted by eminent specialists and geared towards teaching practical skills to students takes into account the global directions of the development of science and the needs of the diversified job market. Our efforts to align the education to the requirements of modern economy proved to be successful and found recognition expressed by multiple awards and honours. UMCS has a wide experience in implementing EU-financed projects in various fields and within various programmes, including LLP, Horizon2020 and Erasmus+. |
| **Partners** | We are looking for partners who:  
- have experience in fields such as: media education, journalism, media economy, public relations, marketing  
(Higher Education Institutions & SMEs) |
| **Duration** | 24-36 months |
| **Application deadline** | 26th February 2016  
*(deadline for sending cooperation proposals is: 22nd January 2016)* |
| **Application – formal issues on the part of foreign partner** | Foreign partner signs a mandate – UMCS sends it to foreign partner via email, foreign partner signs it and sends it back via traditional post (and a scan by e-mail). Polish organisation adds the mandate to the application form submitted to the financing institution.