**The aim** of the Intensive Blended Programme is to develop educational and preventive content on cyber security, tailored for development in social networks.



**BIP “Creating and developing cyber security educational content on social networks” (5 ECTS)**

The IBP is targeted for students studying Multimedia Technology, Advertising Technology,

Communication and Marketing.

Online training: **9-20 October 2023**

Live training: **23-27 October 2023**

# › Objectives:

1.To create content on safe browsing on the Internet and prevention of theft and scams.

2. To create educational and preventive content for the general public, applying acquired

knowledge of ICT, cyber security, marketing, and media technologies.

3. To analyse and systemise information related to cyber security.

4. To deepen knowledge and master the principles of communication development.

# › Learning outcomes and competences:

1. Development of preventive educational content for dissemination on social networks;
2. Ability to apply knowledge and principles of cyber security, communication, marketing, media technology, and green ideas to the creation and dissemination of preventive educational content;
3. Ability to analyse and sistematise information.

The IBP will consist of online and live training.

# › 9-20 October 2023

Online training will be dedicated to mastering the theoretical basics of cyber security and

communication; analysing similar communication tools and developing a plan to reach the

target audience and retain their attention; identifying social groups to be targeted with

preventive information, etc.

# › 23-27 October 2023

Live training is for the implementation of the plan and development of preventive content.

# › Prerequisites:

Ability to analyse and systematise information. Proficiency in graphic design and video editing. At least a B1 level of English is desirable.



**› Registration** [**https://forms.gle/HNnuvMxkkAW4b3dD8**](https://forms.gle/HNnuvMxkkAW4b3dD8)



**Programme**



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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Date** | **Activity** |  | **Teacher** | | **Duration in hours** | | **Subject** |
| **Online training** | | | | | | | |
| 09/10/2023-  20/10/2023 | Online lectures | TBC | Mindaugas Zmitrulevičius | | 1,5 | | Safe passwords |
| TBC | Mindaugas Zmitrulevičius | | 1,5 | | Phishing attacks |
| TBC | Mindaugas Zmitrulevičius | | 1,5 | | Social engineering |
| TBC | Mindaugas Zmitrulevičius | | 1,5 | | Safe browsing |
| TBC |  | |  | | Social networking |
| TBC |  | |  | | Educational content |
| 09/10/2023-20/10/2023 | Self-study/preparation for live training | | | | | | |
| **Live training at Kauno kolegija** | | | | | | | |
| 23/10/2023-  27/10/2023 | Live week at KK | 23/10/2023 | |  | |  | Meeting with participants, discussions |
| 24/10/2023 | |  | |  | Field trip to the company, workshops |
| 25/10/2023 | |  | |  | Workshops |
| 26/10/2023 | |  | |  | Workshops |
| 27/10/2023 | |  | |  | Presentation of projects |