

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

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

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>

Programme

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	Aurika Vaičaitienė	1,5	Social networking, Educational content
		TBC	Gytis Baltrušaitis	1	Creating a physical product
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	Alma Pocienė Gytis Baltrušaitis		Meeting with participants, discussions
		24/10/2023	Dominykas Repečka		Field trip to the company, workshops
		25/10/2023	Mindaugas Zmitrulevičius		Workshops
		26/10/2023	Mindaugas Zmitrulevičius		Workshops
		27/10/2023	Gitana Ginevičienė Viktorija Gudauskaitė		Presentation of projects