

Introduction Session 01

Lecture Title: Welcome to 21 Academy



Lecturer: Mr Angelito Sciberras

Date: 23 October 2023

Undergraduate Diploma in
Digital Marketing



Connect to the wifi

21 Academy

Pass:3ducat10n





**WATER
FOUNTAIN**



**Coffee, Tea &
Hot Chocolate**



Toilets



Vending Machine



Tabaco Free Premises

Tuesday 23 October 2023

Introductions
The Academy

Tuesday 24 October 2023

Staying in Malta

Wednesday 25 October 2023

The Study Programme
Assignments
Presentations
Reflective Diary

Thursday 26 October 2023

Using Power Point



WhatsApp Group



- *Academy can organise a group which you will be added to for the duration of the study programme*
- *Used for urgent communication by the Academy*
- *Can be used for participants to discuss and ask questions to each other or with the Academy*
- *Others in the group will have access to your mobile number*
- *Do you want to be part of this group? - Fill in the form*
- *DO NOT share personal data in the group*





THE
ICEBREAKER

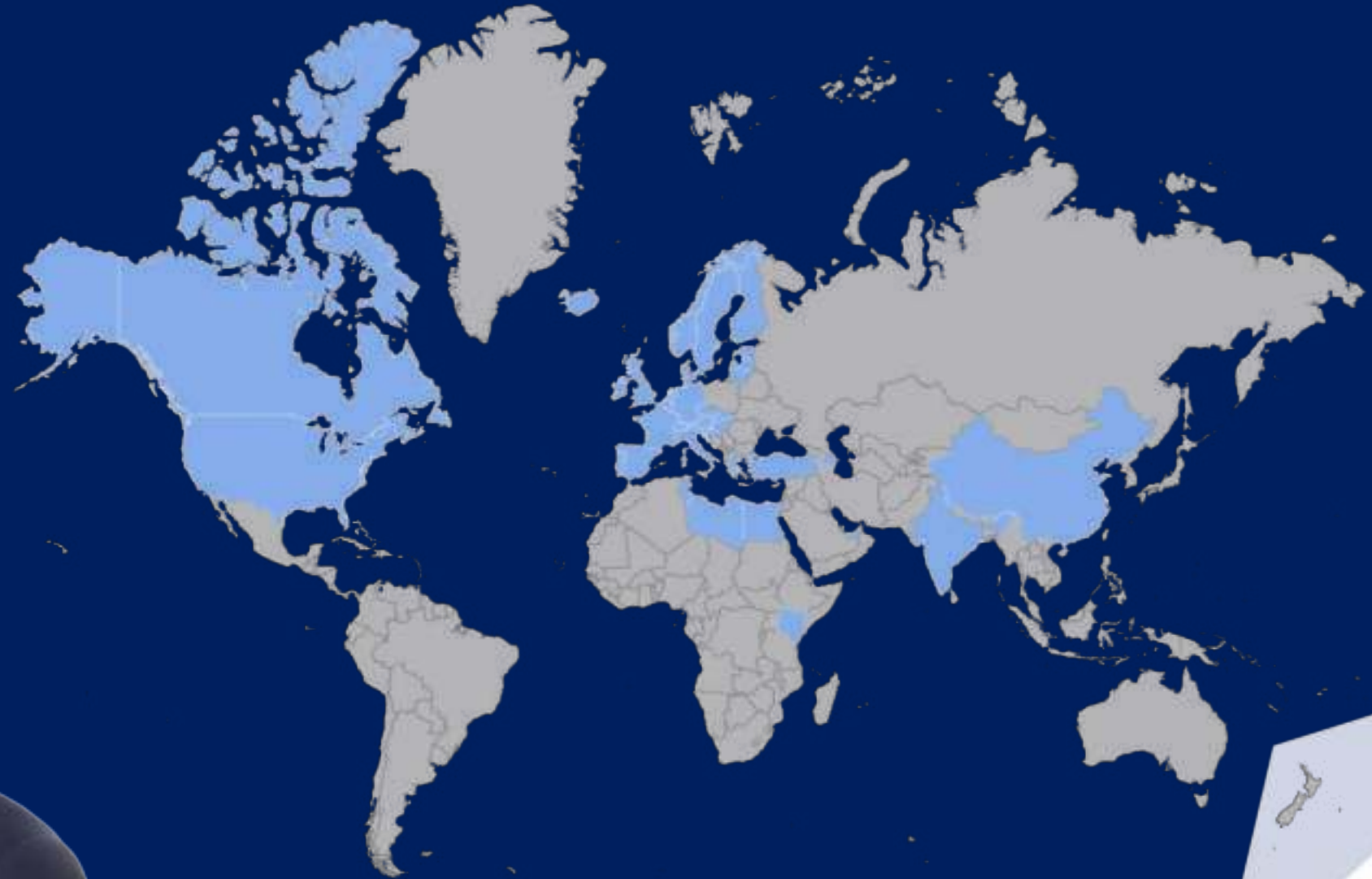
1. Where are you living in Malta?
2. Which city are you from?
3. Education/Work experience
4. Which is your favourite dish?
5. Which is your favourite sport?
6. Favourite pastime (hobby)?

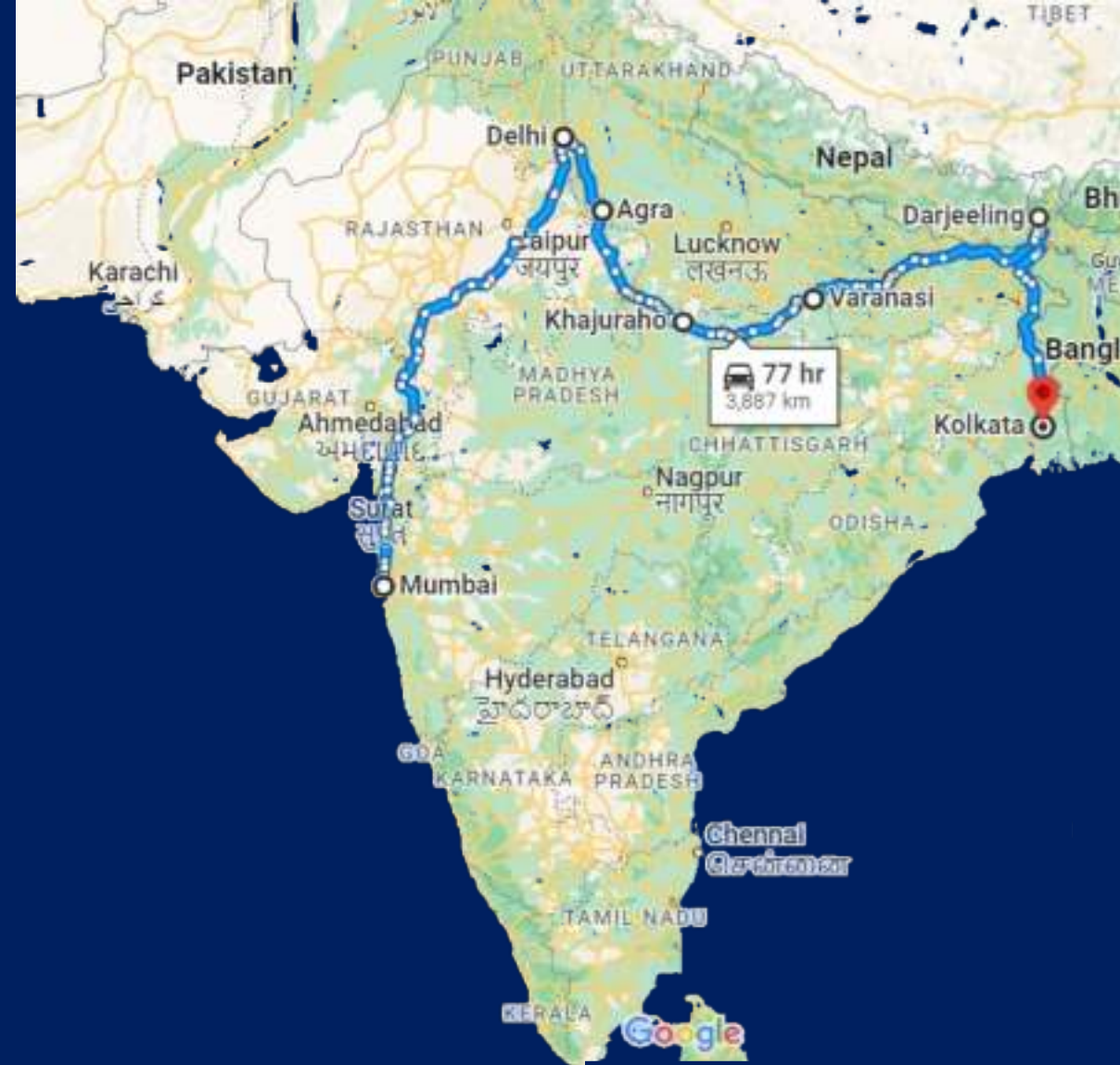




1. Naxxar
2. San Gwann
3. MBA/Head of Academy
4. Fried Rabbit
5. Formula 1 & Football
6. Travelling









07:21



Angelito Sciberras

- *Worked in the Health Care, Journalism, Marketing, Sports, and Administration fields.*
- *Vast experience in Human Resources, Customer Care and Event Management.*
- *Developed and delivered training programmes for employees in the IT field and in Data Privacy particularly GDPR.*
- *Director at Advisory 21.*
- *Advises on data privacy and lectures at the University of Malta on the subject.*
- *Acts as an external Data Protection Officer to a number of Public Authorities and private organisations.*
- *August 2021, appointed as a member of the Maltese Electoral Commission.*
- *Co-authored the book GDPR for HR Professionals which was published in May 2018.*
- *Master in Business Administration from the University of Suffolk.*



Ingrid Eomois

Director of Studies



Alexia Gatt

Administrative Assistant



Pierre Sciberras

Administration & Finance



21 Academy

“

*Empowering
Students with
Cutting-Edge
Skills*

”



21 Academy

- **Founded:** 2018
- **Licence No.:** 2018-017
- **Ownership:** Advisory 21 Ltd.
- **Company No.:** C81866
- **Head of Academy:** Mr. Angelito Sciberras
- **Website:** www.21academy.education



Advisory 21 Ltd



Advisory 21 Ltd

“

*Our business
is your future*

”



Advisory 21 Ltd



Data Protection & Data Privacy

Management of Funded Projects

Debt Collection



21 Academy



21 Academy



21 Academy



21 Academy



21 Academy

- All Courses delivered by the Academy to date have been designed by the Academy and accredited by the Malta Further and Higher Education Authority.
- The Academy has been licensed as a Higher Education Institution to deliver both face to face and online education
- All courses have been designed to be delivered in English and have been accredited for both online and face to face delivery
- Study Programmes designed and delivered
 - Master
 - Diploma
 - Awards at 5 to 7 EQF Level



21 Academy

Fields:

- Banking
- Business Administration
- Compliance
- Digital Marketing
- Education (Educators)
- Finance
- Gaming
- Human Resources
- Information Technology
- Law



21 Academy

Student Population:

2021/22

- 18 Diploma
- 50 Awards
- 30 Non-Accredited DPO Course
- 165 Monthly webinars

2022/23

- 75 Diploma
- 80 Awards
- 30 Non-Accredited DPO Course
- 225 Monthly webinars



21 Academy

Academic Staff

- The tutors delivering courses and training are professionals in their respective fields and have been delivering training for a number of years.
- Our Academic staff include reputable local public figures such as former EU Commissioner Prof Tonio Borg among others.
- A list of all our current academic staff is available [here](#).



21 Academy



Flagship Study Programmes: Masters

Target Group:
Delivery:

Third Country Nationals
In-Class

21 Academy



Flagship Study Programmes: Diploma

Target Group:
Delivery:

Locals
Online



21 Academy



UNDERGRADUATE
DIPLOMA

BUSINESS
ADMINISTRATION

Enhance Your Career
MQF Level 5
60 ECTS
Delivered in 12 months
Saturday Sessions

www.21Academy.education

The advertisement features a central circular image of three business professionals in a meeting. The text is arranged in a clean, professional layout with a blue and white color scheme. A small 21 Academy logo is positioned in the bottom right corner of the ad.

Flagship Study Programmes: Diploma

Target Group:
Delivery:

Third Country Nationals
In-Class

21 Academy



UNDERGRADUATE
DIPLOMA

DIGITAL
MARKETING

Enhance Your Career
MQF Level 5
60 ECTS
Delivered in 12 months
Saturday Sessions

www.21Academy.education

The advertisement features a central circular image of a man in a white shirt presenting data on a large screen. The background is dark blue with white text and a 21 Academy logo in the bottom right corner of the ad.

Flagship Study Programmes: Diploma

Target Group:
Delivery:

Third Country Nationals
In-Class

21 Academy



Course

Online Evening Sessions

Award in
Payroll Fundamentals

MOF Level 5 (4 ECTS) Get 70% of your course fee back

www.21academy.education ☎ 2099 5486

21 Academy logo and MOF logo are also visible.

Flagship Study Programmes: Awards

Target Group:

Locals

Delivery:

Online



**UNDERGRADUATE
DIPLOMA**

**BUSINESS
ADMINISTRATION**



Enhance Your Career

*MQF Level 5
60 ECTS*

Delivered in 12 months



www.21Academy.education



- *MQF Level 5, 60 ECTS*
- *6 Modules (Exit Awards - 8 ECTS) - Certificate for Each*
- *1 Project*



Undergraduate Diploma in Digital Marketing

8	Doctoral Degree	
7	Master's Degree Post-graduate Diploma Post-graduate Certificate	
6	Bachelor's Degree	
5	Undergraduate Diploma Undergraduate Certificate	VET Higher Diploma Foundation Degree
4	Matriculation Certificate Advanced Level Intermediate Level	VET Diploma (IV)
3	General Education SEC Grade 1-5	VET Level 3 (III)
2	General Education Level 2 SEC Grade 6-7	VET Level 2 (II)
1	General Education Level 1 School Leaving Certificate	VET Level 1 (I)
B	Introductory Level B*	
A	Introductory Level A*	



ECTS (European Credit Transfer System)

Diploma - 60 ECTS

*1 ECTS = 25 Learning Hours
minimum of 5 contact hours*

*Diploma - 1,500 Learning Hours
- minimum 300 contact hours*



This Undergraduate Diploma - 60 ECTS

306 contact hours

836 self-study hours

48 supervised hours

310 assessment hours



- *Lecture Days*

- *Tuesdays* *17.30 to 20.30 - Naxxar*
- *Saturdays* *09.00 to 17.00 - Tarxien*
- *Thursdays* *09.30 to 12.30 - Naxxar*

- *Holiday periods*

- *Christmas*
- *Easter*
- *Summer*



Delivery

- *In-Class*
- *21 Business Centre, Naxxar*
- *St Joseph School, Triq Mater Boni Cinsilii, Tarxien - Saturdays only*



Delivery

- *October 2023 Intake + former Business Administration*
- *February 2024 Intake*



Delivery

- *Punctuality*
 - *Fingerprint (exact time of arrival) (Naxxar only)*
 - *Class attendance (immediate identification of absentees)*
- *Breaks*
- *Absenteeism*
 - *Pre notification*
 - *Request for WhatsApp location*
 - *Certificate if longer than 2 days*



Lecturers

- *Ms Aysel Schembri - Marketing and Research*
- *Mr Pierre Portelli - Digital Marketing Basics*
- *Mr Pierre Portelli - Basics of Search Engine Optimisation & Content Creation in CRM*
- *Mr Angelito Sciberras - Creating a Business*
- *Mr Pierre Portelli - Social Media Marketing & Digital Advertising*
- *Ms Mary Anne Puli - Academic Writing*
- *Mr Pierre Portelli - Corporate Digital Marketing*



Lecturers



Pierre Portelli



Mary Anne Puli



Aysel Schembri



Angelito Sciberras





Your Visa

 The only document which allows you to be in Malta

 NOT valid for travel

 Expires

Getting a residency permit

- <https://expatriates.identita.gov.mt>
- Non-eu applicants
 - Alternative login
 - Register here!
 - Create Account (including copy of passport)



Getting a residency permit

- Documents
 - Print Form ID 1A - Identity Registration form, Details of landlord and tenant and Academy stamp
 - Original copy of passport - all pages
 - Original scanned copy of the official acceptance and/or endorsement letter citing the start and finish dates of the course from the Educational Establishment
 - Proof of financial means of subsistence
 - Original copy of comprehensive health insurance - biometric stage



Getting a residency permit

- Other Documents
 - Parental declaration (if applicable)
 - Proof of coverage for sickness (if applicable)
 - Proof of acceptance by the educational establishment (if applicable)
 - Proof of financial subsistence (if applicable)
 - (including balance on card)



Getting a residency permit

- Accommodation Documents
 - Copy of original contract is to be presented with original signatures of both landlord and tenant.
 - Details of landlord and tenant on the contract include name, ID card number and address being rented out
 - Purchase agreement of the same premises (if Landlord is not Maltese)
 - Housing Authority Confirmation Letter





Getting a residency permit

- Valid until the end of the course
- Allowed to work for 20-hours a week (authorisation from academy)
- Travel (authorisation from academy)



Work

- Recruitment agencies
-  Konnekt - <https://www.konnekt.com>
-  jobs in malta - <https://jobsinmalta.com>
- recommendation by the academy

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