

Curriculum - Bachelor in Public Relations and Marketing Communications

| Semester 1 | | | | | | | | |
|--------------|---------|------------------------------------|----------|----|------------|------------|-----------|-----------|
| | Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| 1 | ALB 101 | Albanian Language I | Albanian | A | 64 | 64 | 4.00 | 5 |
| 2 | SOC 101 | Introduction to Sociology | Albanian | C | 48 | 56 | 3.00 | 4 |
| 3 | COM 101 | Introduction in Mass Communication | Albanian | A | 48 | 52 | 3.00 | 4 |
| 4 | COM 121 | Public Relations | Albanian | B | 48 | 52 | 3.00 | 4 |
| 5 | IMC 121 | Introduction to Marketing | Albanian | B | 32 | 35 | 2.00 | 3 |
| 6 | LAW 111 | Public Law | Albanian | C | 48 | 72 | 3.00 | 5 |
| 7 | | Albanian Elective | Albanian | D | 0 | 0 | 3.00 | 6 |
| Total | | | | | 288 | 331 | 21 | 31 |

| Semester 2 | | | | | | | | |
|--------------|---------|---------------------------|----------|----|------------|------------|-----------|-----------|
| | Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| 1 | ALB 102 | Albanian Language II | Albanian | A | 64 | 62 | 4.00 | 5 |
| 2 | CMP 102 | Basic Informatics | Albanian | E | 48 | 77 | 3.00 | 5 |
| 3 | COM 102 | Communication Theories | Albanian | A | 48 | 81 | 3.00 | 5 |
| 4 | IMC 122 | Advertising and Promotion | Albanian | B | 64 | 72 | 3.00 | 5 |
| 5 | LAW 106 | Business Law | Albanian | C | 48 | 76 | 3.00 | 5 |
| 6 | | Albanian Elective | Albanian | D | 0 | 0 | 3.00 | 6 |
| Total | | | | | 272 | 368 | 19 | 31 |

| Semester 3 | | | | | | | | |
|--------------|---------|--|----------|----|------------|------------|-----------|-----------|
| | Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| 1 | COM 305 | Research Methods and Academic Writing | Albanian | A | 48 | 84 | 3.00 | 5 |
| 2 | HST 101 | History of Albania | Albanian | C | 48 | 52 | 3.00 | 4 |
| 3 | COM 201 | Bases of Semiotics | Albanian | A | 48 | 76 | 3.00 | 5 |
| 4 | IMC 203 | Introduction to Principles of Management | Albanian | B | 48 | 67 | 3.00 | 5 |
| Total | | | | | 192 | 279 | 12 | 19 |

| Semester 4 | | | | | | | | |
|--------------|---------|----------------------------------|----------|----|------------|------------|-----------|-----------|
| | Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| 1 | IMC 222 | Management of Consumer Relations | Albanian | B | 48 | 86 | 3.00 | 5 |
| 2 | SOC 202 | Statistics for Social Sciences | Albanian | A | 48 | 77 | 3.00 | 5 |
| 3 | IMC 212 | Event Management | Albanian | B | 64 | 61 | 4.00 | 5 |
| 4 | | Albanian Elective | Albanian | D | 0 | 0 | 3.00 | 6 |
| Total | | | | | 160 | 224 | 13 | 21 |

| Semester 5 | | | | | | | | |
|--------------|---------|------------------------------|----------|----|------------|------------|-----------|-----------|
| | Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| 1 | IMC 301 | Multimedia | Albanian | B | 48 | 67 | 3.00 | 5 |
| 2 | IMC 303 | Market Research | Albanian | B | 64 | 61 | 4.00 | 5 |
| 3 | COM 303 | Media Ethics and Legislation | Albanian | B | 48 | 74 | 3.00 | 5 |
| 4 | IMC 321 | Strategic Marketing | Albanian | B | 64 | 71 | 4.00 | 5 |
| 5 | COM 307 | Professional Practice | Albanian | E | 48 | 72 | 3.00 | 5 |
| 6 | | Albanian Elective | Albanian | D | 0 | 0 | 3.00 | 6 |
| Total | | | | | 272 | 345 | 20 | 31 |

| Semester 6 | | | | | | | | |
|--------------|---------|---------------------|----------|----|------------|------------|-----------|-----------|
| | Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| 1 | COM 398 | Dissertation | Albanian | F | 48 | 106 | 3.00 | 6 |
| 2 | IMC 302 | Audiences | Albanian | B | 48 | 91 | 3.00 | 6 |
| 3 | IMC 316 | Creativity Strategy | Albanian | B | 64 | 86 | 4.00 | 6 |
| 4 | IMC 312 | Brand Management | Albanian | B | 64 | 86 | 3.00 | 6 |
| 5 | | Albanian Elective | Albanian | D | 0 | 0 | 3.00 | 6 |
| Total | | | | | 224 | 369 | 16 | 30 |

| Elective Courses | | | | | | | | |
|------------------|---------|--|----------|----|-----|----|------|------|
| | Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| | IMC 224 | Business Communication | Albanian | D | 48 | 69 | 3.00 | 5 |
| | COM 351 | Organization Communication | Albanian | D | 48 | 77 | 3.00 | 5 |
| | PLS 101 | Introduction to Political Sciences | Albanian | D | 48 | 77 | 3.00 | 5 |
| | COM 353 | Intercultural and Interpersonal Communication | Albanian | D | 48 | 77 | 3.00 | 5 |
| | PLS 301 | European Integration History and EU institutions | Albanian | D | 48 | 77 | 3.00 | 5 |
| | IMC 314 | Crisis Management | Albanian | D | 48 | 90 | 3.00 | 6 |

| Elective Courses | | | | | | | |
|------------------|----------------------------|----------|----|-----|-----|------|------|
| Code | Title | Lang | CT | L/S | IW | Cr | ECTS |
| COM 352 | Political Communication | Albanian | D | 48 | 102 | 3.00 | 6 |
| IMC 322 | Retail Marketing | Albanian | D | 64 | 82 | 4.00 | 6 |
| EFL 101 | English I | English | E | 80 | 45 | 5.00 | 5 |
| EFL 103 | Advanced English I | English | E | 80 | 45 | 5.00 | 5 |
| COM 304 | Public Speaking | Albanian | D | 48 | 101 | 3.00 | 6 |
| IMC 324 | New Product Development | Albanian | D | 64 | 86 | 4.00 | 6 |
| COM 306 | Translation Theories | Albanian | D | 48 | 97 | 3.00 | 6 |
| COM 312 | Interviewing | Albanian | D | 48 | 109 | 3.00 | 6 |
| COM 354 | Human Resources Management | Albanian | D | 48 | 102 | 3.00 | 6 |
| EFL 102 | English Language II | English | E | 128 | 1 | 8.00 | 5 |
| EFL 104 | Advanced English II | English | C | 80 | 40 | 5.00 | 5 |
| IMC 122 | Advertising and Promotion | Albanian | B | 64 | 72 | 3.00 | 5 |