

# Curriculum - Professional Master in Marketing Communication

| Semester 1   |         |                                    |          |    |            |            |           |           |
|--------------|---------|------------------------------------|----------|----|------------|------------|-----------|-----------|
|              | Code    | Title                              | Lang     | CT | L/S        | IW         | Cr        | ECTS      |
| 1            | COM 401 | Advanced Research Methods I        | Albanian | A  | 48         | 100        | 3.00      | 6         |
| 2            | MAC 411 | Advertising and Promotion          | Albanian | B  | 64         | 90         | 3.50      | 6         |
| 3            | MAC 421 | Conception and Campaign Management | Albanian | B  | 64         | 90         | 3.50      | 6         |
| 4            | MAC 401 | Multimedia Applications            | Albanian | C  | 64         | 86         | 3.50      | 6         |
| 5            | MAC 423 | Creativity Strategy                | Albanian | B  | 64         | 86         | 3.50      | 6         |
| <b>Total</b> |         |                                    |          |    | <b>304</b> | <b>452</b> | <b>17</b> | <b>30</b> |

| Semester 2   |         |                               |          |    |            |            |             |           |
|--------------|---------|-------------------------------|----------|----|------------|------------|-------------|-----------|
|              | Code    | Title                         | Lang     | CT | L/S        | IW         | Cr          | ECTS      |
| 1            | MAC 422 | Strategy and Brand Management | Albanian | B  | 64         | 86         | 3.50        | 6         |
| 2            | MAC 424 | Professional practice         | Albanian | D  | 80         | 0          | 3.00        | 3         |
| 3            | MAC 426 | Master Thesis                 | Albanian | E  | 48         | 252        | 3.00        | 12        |
| 4            |         | Albanian Elective             | Albanian | D  | 0          | 0          | 3.00        | 6         |
| <b>Total</b> |         |                               |          |    | <b>192</b> | <b>338</b> | <b>12,5</b> | <b>27</b> |

| Elective Courses |         |  |          |    |     |    |      |      |
|------------------|---------|--|----------|----|-----|----|------|------|
|                  | Code    | Title  | Lang     | CT | L/S | IW | Cr   | ECTS |
|                  | MAC 412 | Corporate Communication                        | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 428 | Direct marketing and social media              | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 414 | Customer Relationships                         | Albanian | C  | 64  | 90 | 3.50 | 6    |
|                  | MAC 416 | Corporate Social Responsibility                | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 440 | Developing a New Product                       | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 418 | Consumer Behavior                              | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 442 | Advertising Management                         | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 444 | Market research                                | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 446 | Retail Marketing                               | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 402 | Writing Techniques in Integrated Communication | Albanian | C  | 64  | 86 | 3.50 | 6    |
|                  | MAC 430 | Crisis management                              | Albanian | C  | 64  | 90 | 3.50 | 6    |
|                  | MAC 448 | Digital Marketing                              | Albanian | D  | 48  | 28 | 3.00 | 3    |
|                  | MAC 432 | Event management                               | Albanian | C  | 64  | 90 | 3.50 | 6    |
|                  | MAC 460 | Planning and buying media space                | Albanian | C  | 64  | 82 | 3.50 | 6    |