

Course Title :							
Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 401	A	1	3	0	0	3.00	6
<b>Lecturer and Office Hours</b>			Rahim Ombashi, Prof. Asoc. Dr.				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Master				
<b>Description</b>							
<b>Objectives</b>							
Course Outline							
Week	Topics						
<b>Prerequisites</b>							
<b>Textbook</b>			<ul style="list-style-type: none"> <li>• Bruce L. Berg (2004) Qualitative Research Methods For The Social Sciences, Pearson Education, Inc, Boston.</li> <li>• Christine Daymon ve Immy Holloëay (2004) Qualitative Research Methods in Public Relations and Marketing Communications, Routledge, Neë York</li> <li>• Klaus Krippendorff (2004) Content Analysis; An Introduction to Its Methodology, Sage Publications, USA</li> </ul>				
<b>Other References</b>			<ul style="list-style-type: none"> <li>• Arthur Asa Berger (1998) Media Research Techniques, Sage Publication, USA.</li> <li>• Morgan, D. (1998) The Focus Group Guidebook, London: Sage Publications.</li> </ul>				
<b>Laboratory Work</b>							
<b>Computer Usage</b>							
<b>Other</b>							
Learning Outcomes and Competences							
Course Evaluation Methods							
<b>In-term studies</b>					<b>Quantity</b>	<b>Percentage</b>	
Midterms					1	20	
Quizzes					2	20	
Projects					2	20	
Term Projects					0	0	
Laboratory					0	0	
Attendance					0	0	
<b>Contribution of in-term studies to overall grade</b>						<b>60</b>	
<b>Contribution of final examination to overall grade</b>						<b>40</b>	
<b>Total</b>						<b>100</b>	
ECTS (Allocated Based on Student) Workload							
<b>Activities</b>				<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total Workload (hours)</b>	
Course Duration (Including the exam week : 16 x Total course hours)				16	3	48	

Hours for off-the-classroom study (Pre-study, practice)	14	5	70
Assignments	2	6	12
Midterms	1	10	10
Final examination	1	10	10
Other	0	0	0
<b>Total Work Load</b>			<b>150</b>
<b>Total Work Load / 25 (hours)</b>			<b>6</b>
<b>ECTS</b>			<b>6</b>