

Course Title : Media Marketing

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 521	B	3	4	0	0	4.00	6
Lecturer and Office Hours			Edlira Mali, Msc				
Teaching Assistant and Office Hours							
Language			Albanian				
Course Level			Master				
Description			In this course students will be acquainted with the functioning ways of media marketing. It is understood that marketing is an important element in the media. In the end of this course students will be able of knowing media marketing				
Objectives			Students will examine various theories of the media and their influence on social change strategies. Also, students will study and use marketing methods.				

Course Outline

Week	Topics
1	What is media? Development of the media world. Media in the Marketing contest.
2	The audience and the influencers.
3	Discussions on the Course Project on the Media Marketing of a comapaign - the camapign subject to be selected by the students.
4	Objectives and strategy of Media Marketing
5	Media and the Marketing of Messages
6	Operation of Media Agencies
7	Understanding the segmentation of the media market.
8	Midterm Exam
9	Changes in the media world. Interactivity
10	Digital Media. E-commerce.
11	Social Media Marketing
12	Mobile Marketing
13	Multi-Media
14	Measuring the effectiveness of Media Marketing
15	Submission and presentation of the course project.
16	Final Exam
Prerequisites	
Textbook	<ul style="list-style-type: none"> • Strategic Media Decisions, by Marian Azzarro • Emarketing (5th edition), by Rob Stokes, 2011 Quirk Education (http://www.quirk.biz/emarketingtextbook/download) • Leksione të parapërgatitura nga Lektor
Other References	<ul style="list-style-type: none"> • The Advertising Business, by John Philip Jones • http://www.emarketer.com
Laboratory Work	
Computer Usage	

Other			
Learning Outcomes and Competences			
1	Students will be provided with the various types of media and the ways of delivering marketing messages.		
2	Students will be able to establish the media marketing objectives and analyze the effective use of media.		
3	Students will be capable to plan a media campaign to achieve measurable results and to use various tools to analyze the expectation achievement and the results of using the media marketing.		
Course Evaluation Methods			
In-term studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	2	10	
Projects	0	0	
Term Projects	1	30	
Laboratory	0	0	
Attendance	0	0	
Contribution of in-term studies to overall grade		70	
Contribution of final examination to overall grade		30	
Total		100	
ECTS (Allocated Based on Student) Workload			
Activities	Quantity	Duration (hours)	Total Workload (hours)
Course Duration (Including the exam week : 16 x Total course hours)	16	4	64
Hours for off-the-classroom study (Pre-study, practice)	14	3	42
Assignments	1	0	0
Midterms	1	14	14
Final examination	1	30	30
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6
ECTS			6