

Course Name : Communication and Management of Institution Brand Identity							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 422	B	Spring	3.00	0.00	0.00	3.00	6.00
Lecturer		Mirela Mersini, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description							
Objectives							
Core Concepts							
Course Outline							
Week	Topic						
Prerequisites		The student must attend the course at a minimum rate of 75%.					
Literature		• Leksione të përgatitura nga lektori					
References							

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	20	
Quizzes	4	20	
Projects	0	0	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
Total in-term evaluation percent			50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	6	84
Duties	0	0	0
Midterms	1	8	8
Final Exam	1	10	10
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00