

Course Name : Digital Communication Strategies							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 521	B	Fall	2.00	2.00	0.00	3.00	6.00
Lecturer		Erlis Çela, Prof. Asoc. Dr.					
Assistant		Edlira Mali, MSc					
Course language		Albanian					
Course level		Master					
Description		This course explores the strategies and principles of effective digital communication in today's fast-paced, technology-driven world. Students will examine various digital communication platforms, tools, and techniques, and develop a comprehensive understanding of how to engage, persuade, and connect with audiences through digital media. This is a course that is suitable for both classroom and online learning. Its content includes a combination of lectures, presentations, group discussions, individual and group assignments, case studies and semester projects. Current up-to-date materials are included in the recommended readings to supplement the recorded lectures.					
Objectives		The lectures aim to explain to students the theoretical basis and examples from everyday life on the basic concepts and strategies of digital communication. The assignments aim to provide students with practical experience and a deep understanding of digital communication strategies. The lectures aim to explain to students the theoretical basis and examples from everyday life on the basic concepts and strategies of digital communication.					
Core Concepts		digital communication communication strategy social media influencer marketing email marketing SEO the audience internet marketing content mobile marketing application online public relations					
Course Outline							
Week	Topic						
1	Introduction to Digital Communication • Overview of digital communication • The evolution of digital media • Key concepts and terminology						
2	Understanding Online Audiences • Audience analysis and segmentation • User personas and targeting • Behavioral analytics and insights						
3	Social Media Strategies • Social media platforms and their unique features • Content creation and curation • Managing online communities						
4	Email Marketing and Newsletters • Building email lists • Crafting effective email campaigns • Measuring email marketing success						
5	Search Engine Optimization (SEO) • Fundamentals of SEO • On-page and off-page SEO • SEO tools and techniques						
6	Content Marketing and Blogging • Content strategy • Blogging best practices • Guest posting and outreach						
7	Online Advertising and Pay-Per-Click (PPC) • Display advertising • Google AdWords and PPC campaigns • Ad targeting and optimization						
8	Midterm Exam						
9	Online Reputation Management • Reputation monitoring • Crisis management • Building a positive online presence						

10	Influencer Marketing • Identifying and collaborating with influencers • Measuring influencer marketing ROI • Ethical considerations
11	Analytics and Data-driven Decision Making • Web analytics tools • Data interpretation and insights • A/B testing and optimization
12	Mobile and App Marketing • Mobile marketing strategies • App store optimization (ASO) • Mobile ad formats
13	E-commerce and Digital Sales • E-commerce strategies • Conversion rate optimization (CRO) • Retargeting and cart abandonment
14	Social Responsibility and Ethical Digital Communication • Online ethics and responsible digital behavior • The impact of digital communication on society • Case studies and discussions
15	Final Project Presentation • Group project presentations • Reflection on the course and future trends
16	Final Exam
Prerequisites	
The student must attend the course at a minimum rate of 75%.	
Literature	
References	
Course Outcome	
1	- Learn how to measure digital marketing achievements and calculate ROI (Return of Investment).
2	- To be updated with the latest digital technologies.
3	- Learn to plan, develop, evaluate and implement a digital communication strategy.

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	10	
Term Projects	1	20	
Laboratory	0	0	
Class Participation	0	0	
Total in-term evaluation percent			60
Final exam percent			40
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	4	64
Study hours outside the classroom (Preparation, Practice, etc.)	14	4	56
Duties	2	6	12
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