

Course Name : Public Relations: Theory and Practice							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 414	B	Spring	2.00	2.00	0.00	3.00	6.00
Lecturer		Suela Musta, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description							
Objectives							
Core Concepts							
Course Outline							
Week	Topic						
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16	Final Exam						
Prerequisites		The student must attend the course at a minimum rate of 75%.					
Literature		•					
References		•					
Course Outcome							
1							

Course Evaluation			
In-term Studies	Quantity	Percentage	
Midterms	1	30	
Quizzes	0	0	
Projects	1	20	
Term Projects	0	0	
Laboratory	0	0	
Class Participation	1	10	
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	1	8	8
Midterms	1	10	10
Final Exam	1	12	12
Other	0	0	0
Total Work Load			150
Total Work Load / 25 (hours)			6.00
ECTS			6.00