

Course Name : Thesis							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
COM 610	E	Spring	2.00	0.00	0.00	2.00	18.00
Lecturer		Suela Musta, PhD					
Assistant							
Course language		Albanian					
Course level		Master					
Description		Master degree thesis course aims to provide orientation and consultation on scientific methodology, structure development, literature, etc. The main focus is on the search for empirical data from online and physical fields, sources of documentation, studies, scientific journals and articles, interviews and theoretical theses in the drafting of the thesis.					
Objectives		1- To train students in the preparation of the structure of scientific research 2- To orient and make abble effectively in the methodology of collecting quantitative and qualitative data from sources of empirical, practical field work and in finding appropriate theoretical theses 3- To train students in the best way. the presentation of the diploma thesis in front of the jury of professors					
Core Concepts		Master's thesis, methodology, scientific research, empirical data, theoretical thesis, google form questionnaire, field interviews, digital marketing, social networks, diagrams, graphics					
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	• Kapitan, J. W., & Silvera, D. H. (2016). From digital influencers to consumer trust: The psychological impact of endorsements (pp. 22–25). [Revista/Publikimi]. 13)Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. Business Horizons, 53(1), 59. 14)Keller, K. L. (2013). Strategic brand management (pp. 188–192). [Botuesi]. 15)Kotler, P., & Keller, K. L. (2022). Marketing management McKinsey & Company. (n.d.). The state of fashion.		
References	• Don A. Dillman: The pioneer of the Total Design Method (outlined in "Internet, Phone, Mail, and Mixed-Mode Surveys"), which revolutionized how modern, multi-modal surveys are constructed to maximize response rates.Robert M. Groves: Former director of the U.S. Census Bureau and co-author of "Survey Methodology", focusing on modern data collection errors and statistical representation.Paul F. Lazarsfeld: Widely considered the "father of modern research surveys", having laid the empirical and quantitative groundwork for applied social surveys		
Course Outcome			
1	Capable Students of preparing and presenting a thesis with a high level of fulfillment of scientific criteria and ethics		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		0	0
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Class Participation		0	0
Total in-term evaluation percent			0
Final exam percent			100
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	2	32
Study hours outside the classroom (Preparation, Practice, etc.)	14	27	378
Duties	0	0	0
Midterms	0	0	0
Final Exam	1	40	40
Other	0	0	0
Total Work Load			450
Total Work Load / 25 (hours)			18.00
ECTS			18.00