Course Name : Information Technologies

Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 204	C	Spring	3.00	0.00	0.00	3.00	6.00

Lecturer	Krisien Xoxa, Msc
Assistant	
Course language	Albanian
Course level	Bachelor
Description	This course aims to provide knowledge on information and communication technologies, so that students can acquire the necessary knowledge and competencies in the use of ICT. The course explains how their work process becomes more functional and effective with the use of new technologies. The course will specifically aim to enable the student to integrate the main tools offered by ICT in the process of public relations and communication-marketing.
Objectives	Understanding the basic concepts of information and communication technology Effectiveness of using the latest technologies in the field of PR and marketing. Practice of information and communication systems in the network.
Core Concepts	

Course Outline

Week	Topic
1	General concepts on On-Line marketing methods
2	What has changed and what has not changed with the transition of Marketing from traditional methods to on-line
3	Web Design (Important rules to keep in mind before starting design)
4	Content (What we need to know and on-line strategies)
5	Different types of content and how to prepare them effectively
6	Different CMS with a more detailed look at wordpress
7	"Is it easy to work with a computer, does the computer simplify life? Work method and ICT,"
8	Semi-final exam
9	Promotion and promotion tools.
10	Marketing through email services.
11	Measuring results and effectiveness.
12	Practice with CMS platforms (WordPress).
13	Final project consultation 1.
14	Final project consultation 2.
15	Final project consultation 3.
16	Final Exam

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Content Marketing Masterclass - Brad Merill
References	• Teknologjia e informacionit dhe komunikimit në shkolla, E.Çipi, A. Hyso, E.Proko, D. Gjylapi.

Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	30
Quizzes	1	10
Projects	0	0
Term Projects	0	0
Laboratory	0	0
Class Participation	1	5
Total in-term evaluation percent		**45**
Final exam percent		**55**
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	10	10
Final Exam	1	10	10
Other	0	0	0
Total Work Load			**152**
Total Work Load / 25 (hours)			**6.08**
ECTS			**6.00**