

Course Name : Social Media and Digital Platforms							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
JMC 106	B	Spring	2.00	1.00	0.00	3.00	4.00
Lecturer Esmeralda Pashollari, MSc							
Assistant							
Course language Albanian							
Course level Bachelor							
Description Social media and digital platforms are an integral part of the era we are living in. This course elaborates on the basic concepts of social media, digital platforms and the practical importance of their professional use. This course focuses not only on technological features of social media, but it also summarizes a analysis of social, political and economic contexts, within it to which these media have appeared.							
Objectives The course aims to help students understand the connections that exist between social media, economics and politics, role that these media have in social construction and identity, behaviors to man as an audience in virtuality. The subject also has an objective combine the theoretical and practical aspects so that students to become skilled in the professional use of digital platforms.							
Core Concepts Social media Social networks Economization of social networks Digital Platforms Influencer							
Course Outline							
Week	Topic						
1	Introduction, presentation of the subject						
2	Understanding social media						
3	The economics of social media						
4	Mobile devices						
5	Visualization of social media						
6	Influencer marketing						
7	Marketing strategies on digital platforms						
8	Semi-final exam						
9	The art of socializing on social media						
10	Algorithms in digital platforms						
11	Social media and mixed reality						
12	The impact of social networks on democracy						
13	The online gaming industry						
14	Privacy in the digital space						
15	Presentation of projects						
16	Final Exam						

Prerequisites	The student must attend the course at a minimum rate of 75%.
Literature	• Hjorth Laritha, Hinton Sam, "Understanding Social Media", botimi i dytë (Sage Publications 2019)
References	• Lingren Simon, "Digital Media and Society", (Sage Publications 2017) □ Fuchs Christian, "Social Media: A Critical Intoduction", botimi i dytë (Sage Publications 2017)

Course Outcome

1	At the end of this course, students will be able to know the concepts related to social media. Students will acquire knowledge on the role of social media and their economization. Students will be able to apply the knowledge gained about social media, online media, algorithms, data and digital media.
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Course Evaluation

In-term Studies	Quantity	Percentage
Midterms	1	20
Quizzes	0	0
Projects	1	30
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	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	3	42
Duties	1	6	6
Midterms	1	4	4
Final Exam	1	5	5
Other	0	0	0
Total Work Load			105
Total Work Load / 25 (hours)			4.20
ECTS			4.00