

BACHELOR IN “COMMUNICATION”

STUDY PROGRAMME OBJECTIVES

This program aims to give students a foundation in communication studies and a comprehensive understanding of the theories and practices related to the study of media and public relations. Therefore, students will be able to demonstrate a critical, well-grounded understanding of media power and practices, ethical and cultural positions related to contemporary communication practices in society and demonstrate a comprehensive understanding of either public relations or journalism, digital media, marketing, and advertising practices.

LEARNING OUTCOMES

Upon successful completion of this study program, students will be able:

- To conceptualize foundations of the discipline in line with their theoretical, critical, and ethical implications.
- To use inquiry and research methodologies in the study of communication.
- To use applications of communication foundations and methods in professionally applied contexts.
- To demonstrate competency in applied communication activities by designing and conducting communication activities and scholarly writing.
- To make effective oral presentations on a variety of topics in public settings.
- To create and analyse messages appropriate to the audience, purpose, and context.
- To understand and analyse the public discourse.

SPECIALISATION: JOURNALISM

- To carry out journalistic research and interviews.
- To prepare content for news media outlets.
- To use technology appropriate to the medium.
- To write a variety of mass media content, including news stories, press releases, and advertising copy, following contextual journalistic practices and standards.
- To create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

SPECIALISATION: PUBLIC RELATIONS

- To understand the discipline of PR and its central issues.
- To create and analyse PR content appropriate to audience, purpose, and context.
- To write a variety of mass media content, including news stories, press releases, and advertising copy, following contextual journalistic practices and standards.

SPECIALISATION: MARKETING

- Understand a company and its marketing communications activities.
- Use a range of media and methods available to marketers.
- Demonstrate a comprehensive understanding of marketing communications theories and concepts.

JOB OPPORTUNITIES

Graduates who complete the program of study can be employed as:

- Communication expert in national and international institutions.
- Communication expert in non-governmental organizations.
- Spokesperson or communication and PR consultant
- Public relations Specialist.
- Journalist/ Reporter in print or digital media, Television, Radio, etc.
- Event organiser/manager
- Communication expert in media
- Analyst of communication and PR issues.
- Analyst of media issues
- Analyst of marketing issues
- Marketing specialist in a private business company
- Researcher in the field of communication studies.
- Project designer and coordinator.
- Communication consultant for government institutions and non-governmental organizations.
- Moderator in audiovisual media, podcasts, etc.

BACHELOR IN "COMMUNICATION" 180 ECTS

No.	Year	Term	Course's name	ECTS
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A -GENERAL COURSES/ 15% - 20%/ 32 ECTS

1	I	1	Introduction to Philosophy	6
2	I	1	Introduction to Sociology	6
3	II	1	Introduction to Psychology	6
4	I	2	Academic Writing and Research Methods	8
5	II	1	Introduction to Economics	6
				32

B - CORE COURSES/ 50% - 55%/ 97 ECTS

1	I	1	Introduction to Communication	6
2	III	1	Intercultural Communication	6
3	II	2	Theories of Communication	8
4	I	2	History of Art and Visual Communication	10
5	I	1	Albanian Language	8
6	II	1	Public Relations	8
7	I	2	Public Speaking	6
8	I	2	Introduction to Political Science	8
9	III	1	Basics of Semiotics	6
10	II	2	Introduction to Discourse Analysis	5
11	III	2	Aesthetics	6
12	II	1	Principles of Marketing	6
13	III	1	Political Communication	8
14	III	2	Organizational Communication	6
				97

C - INTERDISCIPLINARY/INTEGRATIVE COURSES/ 12% - 15%/ 24 ECTS

SPECIALISATION I:			PUBLIC RELATIONS	
1	II	2	Practicum of Public Relations	6
2	III	1	Ethics	6
3	III	1	Advertising	6
4	II	2	Writing, Editing Information	6
SPECIALISATION II:			JOURNALISM	
1	II	2	Writing, Editing Information	6
2	III	1	Fundamentals of Multimedia	6
3	III	1	Script Writing Techniques	6
4	II	2	Photography	6
SPECIALISATION IV:			MARKETING	
1	III	1	E- services	6
2	II	2	Principles of Market Research	6
3	III	1	Principles of Distribution and Sales	6
4	II	2	Consumer Behaviour	6
				24

D - ADDITIONAL COURSES/ 10% - 15%/ 18 ECTS

1	II	1	English Language B1	5
2	I	1	Basics of Informatics	4
3	II	2	Project Design and Management	6
4	II	2	Statistics	6
5	II	2	Contemporary History	6
6	III	2	Internship and Career Development	5
				20

E - FINAL OBLIGATIONS/ 3% - 5%/ 7 ECTS

1	III	2	Diploma Thesis/Final Comprehensive Exam	7
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