

BACHELOR IN “COMMUNICATION” – 180 ECTS

PROGRAMME OBJECTIVES

This program gives students a foundation in communication studies and a comprehensive understanding of the theories and practices related to the study of media and public relations. The Department of Human Sciences and Communication is committed to providing undergraduate students with an innovative, dynamic learning environment and an interdisciplinary curriculum. In addition to the core subjects, students can also choose these profiles: Public Relations, Journalism, Marketing and Graphic Design. 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

The following learning outcomes are expected of students graduating with a bachelor's degree in communication:

- Conceptual foundations of the discipline with theoretical, critical and ethical implications.
- Use of inquiry and research methodologies in the study of communication
- Professional practice and application of communication foundations and methods in professionally applied contexts.
- Able to demonstrate competency in applied communication activities by designing and conducting communication activities and scholarly writing.
- Make effective oral presentations on a variety of topics in public settings.
- Create and analyze messages appropriate to the audience, purpose, and context
- Understanding of the public discourse
- Students of Journalism and PR will be able to write a variety of mass media content, including news stories, press releases, and advertising copy, following contextual journalistic practices and standards.
- Students of Graphic Design will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- Students of Marketing Communication will be able to understand a company and its marketing communications activities and demonstrate a comprehensive understanding of Marketing Communications theories and concepts.

PROFILE: PUBLIC RELATIONS

- Describe the discipline of PR and its central questions.
- Create and analyze PR content appropriate to audience, purpose, and context.
- Understand and influence public discourse.

PROFILE: JOURNALISM

- Carry out journalistic research and interviews.
- Prepare content for news media outlets.
- Use technology appropriate to the medium.

PROFILE: 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

PROFILE: GRAPHIC DESIGN

- Understand, evaluate and apply design, video, and content creation.
- Select creative and appropriate modalities and technologies to accomplish communicative goals related to graphic design, photography, publishing, video, audio, animation and web design.
- Present messages in multiple communication modalities and contexts.

CURRICULUM

BACHELOR IN "COMMUNICATION" 180 ECTS				
No.	Year	Sem	Course Name	ECTS
A – GENERAL COURSES / 15% - 20%/ 35 ECTS				
1	I	1	Introduction to Philosophy	6
2	I	1	Introduction to Sociology	5
3	I	2	Introduction to Psychology	6
4	I	1	Academic Writing	4
5	I	2	Research Methods	4
6	I	2	Applied Statistics	4
7	II	1	Introduction to Economics	6
B – SPECIALIZATION COURSES / 50% - 55%/ 96 ECTS				
1	I	1	Introduction to Communication	6
2	I	1	Intercultural Communication	6
3	I	2	Communication theories	6
4	I	2	History of Art	6
5	I	2	Albanian Language	6
6	II	1	Logic	6
7	II	1	Public Speaking	6
8	II	1	Basics of Semiotics	6
9	II	2	Introduction to Discourse Analysis	6
10	II	2	Contemporary History	6
11	II	2	Theories of Visual Communication	6
12	II	2	Introduction to Political Science	6
13	III	1	Principles of Marketing	6
14	III	1	Advertising	6
15	III	1	Political Communication	6
16	III	2	Organizational Communication	6
C - INTERDISCIPLINARY/INTEGRATIVE COURSES/ 12% - 15%/ 24 ECTS				

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No.	Year	Sem	Course Name	ECTS
PROFILE I:			PUBLIC RELATIONS	
1	III	1	Public Relations	6
2	III	1	Ethics	6
3	III	2	Practicum of Press Office	6
4	II	2	News Writing and Reporting	6
PROFILE II:			JOURNALISM	
1	II	2	News Writing and Reporting	6
2	III	1	Fundamentals of Multimedia	6
3	III	2	Script Writing Techniques / Practicum of Press Office	6
4	III	1	Photography	6
PROFILE III:			GRAPHIC - DESIGN	
1	III	1	Applied Design Programs	6
2	II	2	Visual Composition	6
3	III	1	Web Design and Applications	6
4	III	2	Personal Style Development	6
PROFILE IV:			MARKETING	
1	III	1	E-services	6
2	III	2	Principles of Market Research	6
3	III	1	Principles of Distribution and Sale	6
4	II	2	Consumer Behavior	6
				24
D -ADDITIONAL COURSES/ 10% - 15%/ 18 ECTS				
1	II	1	English	5
2	I	1	Basics of informatics	4
3	III	2	Project Design and Management	4
3	III	2	Internship and Career Development	5
				18
E -FINAL OBLIGATIONS/ 3% - 5%/ 7 ECTS				
1	III	2	Diploma Thesis / Final Comprehensive Exam	7