

PROFESSIONAL MASTER "MARKETING" 60 ECTS

LEARNING OUTCOMES

Students upon completion of the Study Programme will be able to:

- Demonstrate expertise in theoretical aspects and especially in practical skills applicable in the field of markets, standards, marketing, advertising and promotion, etc.
- Demonstrate familiarity and apply knowledge that improve internal marketing efficiency and relevant functions.
- Recognize, interpret and use theoretical knowledge, contemporary international practice and experience in the Albanian context and environment, in the area of marketing, promotion and advertising, in various sectors of business and economy.
- Apply and use the analysis about operations in different national and international markets, analyze the psychology of consumers, and identify and satisfy the needs of them.

PROFILE: TOURISM

- Apply knowledge and demonstrate competence in destination management for a successful and sustainable tourism development.
- Identify and evaluate factors that dictate organization, financing, leadership, administration and development of touristic enterprises in a free market economy.
- Demonstrate expertise in theoretical aspects, and especially in practical skills applicable in the field of management and organization of services in tourism sector, development of tourism policy, and operation of different types of tourism organizations.

PROFILE: INNOVATION

- Demonstrate expertise due to the acquisition of in-depth theoretical and practical knowledge in particular in the field of innovation and its use to manage the marketing, promotion and sales.
- Apply and use theoretical knowledge, contemporary international practice, and the Albanian experience, in the field of innovation of different types of organizations, in regard with the organizations type, size and organizational culture.
- Apply and use main concepts in the field of the innovation.

PROFILE: PROJECT MANAGEMENT AND EVALUATION

- Demonstrate expertise due to acquisition of in-depth theoretical and practical knowledge in particular in the field of project management, administration, and evaluation.
- Use and apply the theoretical knowledge, contemporary international practice and the Albanian experience, in the field of international, national and local project design, planning, organization, management, implementation, evaluation and reporting of the investment projects in business and socio-economic development fields.
- Identify and implement different modes and techniques to assess productive and financial capacities of different enterprises, regardless of the field of activity.

PROFILE: TV - MULTIMEDIA

- Demonstrate operational understanding of the field of communication sciences by being able to analyze and research the media development and the new dynamics of the communication and image society.
- Apply their practical training in multimedia and TV, as well as use their abilities to mediate the action of different political actors in society through the new media and TV, providing thus a tool for the mediation of the public sphere with other sectors such as civil society or business.
- Apply and use main concepts in the field of the TV multimedia.

PROFILE: POLITICAL PUBLIC RELATIONS

- Demonstrate operational understanding of the field of communication sciences, by being able to apply and understand media operations and the new dynamics of the communication society.
- Apply their practical training in the journalism industry and use their abilities to mediate the action of different political actors in society, business, and civil society sectors, in order to grasp the possibilities of the mediated public sphere.
- Apply and use main concepts in the field of the political public relations.

CURRICULA

PROFESSIONAL MASTER IN "MARKETING" 60 ECTS			
No.	Term	Subject	ECTS
A - GENERAL SUBJECTS/ 5-10%/6 ECTS			
1	1	Marketing Research	6
B - CHARACTERIZING SUBJECTS 30%-40%/ 18 ECTS			
1	1	International Marketing	6
2	2	Services Marketing	6
3	1	Strategic Marketing	6
C - INTERDISCIPLINARY/INTEGRATING /20-30%/18 ECTS			
PROFILE		TOURISM	
1	2	Hospitality and Tourism Management	6
2	2	Sustainable Tourism	6
3	1	Integrated Marketing Communication	6
PROFILE		INNOVATION	
1	1	Innovation Management	6
2	2	Digital marketing and social media	6
3	2	Brand Management in Digital Economy	6



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No.	Term	Subject	ECTS
PROFILE		<i>PROJECTS MANAGEMENT AND EVALUATION</i>	
1	1	Projects Management and Evaluation	6
2	2	Managerial Skills	6
3	2	Economic Evaluation of Projects	6
PROFILE		<i>TV - MULTIMEDIA</i>	
1	2	3D Animation	6
2	1	Characters Digital Design	6
3	2	Audio and Video Media	6
PROFILE		<i>POLITICAL PUBLIC RELATIONS</i>	
1	2	Organizational Public Relations	6
2	1	Political Public Relations	6
3	2	Events Management	6
D - ADDITIONAL SUBJECTS 10%/ 6 ECTS			
1	2	Internship and Career Development	6
E - FINAL OBLIGATIONS 10-20%/12 ECTS			
1	2	Diploma thesis/Final Comprehensive Exam	12
TOTAL ECTS			60