

PROFESSIONAL MASTER IN “MARKETING”

STUDY PROGRAMME OBJECTIVES

The Professional Master's study program in "Marketing" aims to equip the student with:

1. The formation of qualified experts and specialists through the acquisition of in-depth theoretical and especially practical knowledge in the field of innovation and its use, for the management of marketing, promotion, and sales.
2. Preparation of specialists capable of studying media phenomena and new communication dynamics to mediate the action of social actors, business, and more widely with the public and the media, for the presentation or advertising of the product in the market or in the public space.
3. Formation of experts with in-depth theoretical and practical skills in the field of management, administration, and evaluation of projects at the local, national, and international level, both for business and for those of economic and social development.
4. Formation in the theoretical and practical aspect in the field of tourism services by tourism specialists, drafters and monitors of tourism development policies, business managers of different categories of tourism.
5. To convey to the students the very good skills in the field of communication, television, and multimedia capable of studying, understanding, and analysing marketing problems from the media, communication, and image perspective.

LEARNING OUTCOMES

- Demonstrate expertise in theoretical aspects and especially in practical skills applicable in the field of markets, standards, marketing, advertising and promotion, etc.
- the implementation of a new marketing method involving significant changes in product design or packaging, product placement, promotion and pricing product.
- 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.
- To be able to collaborative action between government, academia, business, small, medium and large enterprises and stakeholders for development sustainable tourism.
- Demonstrate outstanding skills in driving creativity and product or process improvements.
- To know and use theoretical and practical knowledge to increase competition, identify and exploit new market opportunities, etc.
- Using the knowledge gained for the efficient use of resources and the creation of a culture of innovation within a company.

JOB OPPORTUNITIES

Employment opportunities after graduation:



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- Employees and managers of the policy of development, research and innovation in the field of marketing, sales, promotion, etc.
- Communication specialist or manager in the public administration
- Journalist in various media: TV, newspaper, radio, online
- Head of communication and event organizer in large private enterprises
- Employees and project managers of various business areas
- Specialist or head of communications in public administration or public enterprises.

PROFFESIONAL MASTER IN "MARKETING" 60 ECTS

No.	Sem	Course name	ECTS
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A - GENERAL COURSES/ 5-10%/6 ECTS

1	1	Marketing Research	6
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B - CORE COURSES 30%-40%/ 18 ECTS

1	1	Strategic Marketing	6
2	2	International Marketing	6
3	2	Services Marketing	6

C - INTERDISCIPLINARY/INTEGRATIVE COURSES /20-30%/18 ECTS

1	1	Integrated Marketing Communication	6
2	2	Digital Marketing Analytics	6
3	2	Innovation Management	6
4	2	Brand Management in Digital Economy	6
5	1	Digital Marketing and Social Media	6
6	1	Projects Management and Evaluation	6
7	2	Communication Strategies for New Media	6

D- ADDITIONAL COURSES 10%/ 6 ECTS

1	1	Internship	6
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E - FINAL OBLIGATIONS 10-20%/12 ECTS

1	2	Master Thesis/Final Comprehensive Exam	12
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Total 60