

UNIVERSITY "ALEKSANDER MOISIU" DURRES

FACULTY OF BUSINESS

LECTURING CURRICULUM: BSC. COMMUNICATION AND DIGITAL MARKETING 2020-2023

UNIVERSITY "ALEKSANDER MOISIU" DURRES

BUSINESS FACULTY

BSC. COMMUNICATION AND DIGITAL MARKETING

BACHELOR LEVEL

Study Program	Study Cycle	Academic Cycle	Academic Year	Year	Category	Subjects	Credits	Hours in the auditorium	Student preparation	Total hours	It takes place in the semester	Weekly hours		With modules	Languages	
												semester I	semester II			
BSC. COMMUNICATION AND DIGITAL MARKETING	BACHELOR LEVEL	2020-2023	2020-2021	First year	A	Computer Applications I	5	45	80	125	1	3		no	English	
		2020-2023	2020-2021		B	Communication and Digital Marketing I	5	45	80	125	1	3		no	English	
					C	- Contemporary communication and marketing	4	45	55	100	1	3		no	Albania	
						- Business Basics										Albania
		2020-2023	2020-2021			- Economic Geography										Albania
		2020-2023	2020-2021		A	Principles of Communication	5	45	80	125	1	3		no	Albania	
		2020-2023	2020-2021		A	Principles of Marketing	5	45	80	125	1	3		no	English	
		2020-2023	2020-2021		A	Microeconomics	5	45	80	125	1	3		no	English	
		2020-2023	2020-2021		D	English I	4	45	55	100	1	3		no	Albania	
		2020-2023	2020-2021		A	Basis of Accounting	5	45	80	125	2		3	no	English	
		2020-2023	2020-2021		E	Basics of Management	4	45	55	100	2		3	no	Albania	
					C	- English II	4	45	55	100	1		3	no	Albania	
						- Business Law										Albania
						- Computer applications II										English
		2020-2023	2020-2021			- Mathematics I										Albania
		2020-2023	2020-2021		A	Macroeconomics	4	45	55	100	2		3	no	English	
		2020-2023	2020-2021	B	Communication and Digital Marketing II	5	45	80	125	2		3	no	English		
		2020-2023	2020-2021		B	Basics of Writing in Digital Media I	5	45	80	125	2		3	no	Albania	
		Amount:							60	585	915	1500		21	18	
		2020-2023	2021-2022		B	Marketing in Communication	5	45	80	125	1	3		no	Albania	
		2020-2023	2021-2022		B	Communication in Marketing through Media	4	45	55	100	1	3		no	Albania	
					C	- Customer Management	4	45	55	100	1	3		no	English	
						- International Organization									Albania	
						- Ethics and Law in Digital Marketing									Albania	
		2020-2023	2021-2022			- English III									Albania	
		2020-2023	2021-2022		B	Scientific Research Methods	5	45	80	125	1	3		no	English	
		2020-2023	2021-2022		A	Principles of Finance	4	45	55	100	1	3		no	English	
		2020-2023	2021-2022		B	Social Media Marketing	4	45	55	100	1	3		no	English	
		2020-2023	2021-2022		D	Introduction to programming	4	45	55	100	1	3		no	Albania	
		2020-2023	2021-2022		C	Marketing Research	5	45	80	125	2		3	no	English	
		2020-2023	2021-2022		C	Sales Management	5	45	80	125	2		3	no	English	
					C	- Java programing	5	45	80	125	2		3	no	Albania	
						English Business I									Albania	
						- Money and bank									Albania	
		2020-2023	2021-2022			- English IV									Albania	
		2020-2023	2021-2022		D	Developing a new product	5	45	80	125	2		3	no	English	
2020-2023	2021-2022		D	Statistics	5	45	80	125	2		3	no	English			
2020-2023	2021-2022		B	Marketing Management	5	45	80	125	2		3	no	English			
Amount:							60	585	915	1500		21	18			
2020-2023	2022-2023		B	Marketing via Mobile Phones	5	45	80	125	1	3		no	Albania			
2020-2023	2022-2023		B	Consumer Behavior	5	45	80	125	1	3		no	English			
			C	- Event Marketing	5	45	80	125	1	3		no	Albania			
				- International Business									Albania			
2020-2023	2022-2023		B	E-Marketing	5	45	80	125	1	3		no	Albania			
2020-2023	2022-2023		B	Programming	5	45	80	125	1	3		no	Albania			
2020-2023	2022-2023		D	Design Theory	5	45	80	125	1	3		no	Albania			

				2020-2023	2022-2023												
						B	Marketing Services	5	45	80	125	2		3	no	English	
						B	Promotion	5	45	80	125	2		3	no	English	
						D	- Sports Marketing	5	45	80	125	2		3	no	Albania	
							- Marketing of Non-Profit Organizations									Albania	
							- Public Relations									Albania	
Amount:								115	1080	1795	2875		39	33			

