

UNIVERSITY "ALEKSANDER MOISIU" DURRES	BUSINESS FACULTY	MARKETING MANAGEMENT	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	Language
																semester I	semester II		
						2020-2023	2020-2021	First year	B	Principles of Marketing	5	45	80	125	1	3		no	English
					2020-2023	2020-2021	C		Economic Regionalization	4	45	55	100	1	3		no	Albanian	
					2020-2023	2020-2021	A		Microeconomics I	4	45	55	100	1	3		no	English	
					2020-2023	2020-2021	A		Introduction to Business	4	45	55	100	1	3		no	Albanian	
					2020-2023	2020-2021	A		Mathematics	4	45	55	100	1	3		no	Albanian	
					2020-2023	2020-2021	A		Principles of Accounting	4	45	55	100	1	3		no	English	
					2020-2023	2020-2021	B		Marketing Research	5	45	80	125	1	3		no	English	
					2020-2023	2020-2021	A		Macroeconomics I	4	45	55	100	2		3	no	English	
					2020-2023	2020-2021	C		History of the Albanian Economy	4	45	55	100	2		3	no	English	
					2020-2023	2020-2021	A		Principles of Management	4	45	55	100	2		3	no	Albanian	
					2020-2023	2020-2021	C		Academic Writing	4	45	55	100	2		3	no	Albanian	
					2020-2023	2020-2021	D		Informatics	4	45	55	100	2		3	no	English	
					2020-2023	2020-2021	B		International Marketing	5	45	80	125	2		3	no	English	
					2020-2023	2020-2021	B	Strategic Brand Management	5	45	80	125	2		3	no	English		
<b>Amount:</b>											<b>60</b>	<b>540</b>	<b>710</b>	<b>1250</b>		<b>21</b>	<b>21</b>		
					2020-2023	2021-2022	The second year	A	Microeconomics II	4	45	55	100	1	3		no	Albanian	
					2020-2023	2021-2022		A	Principles of Finance	4	45	55	100	1	3		no	English	
					2020-2023	2021-2022		A	Applied Mathematics	4	45	55	100	1	3		no	Albanian	
					2020-2023	2021-2022		B	Statistics	5	45	80	125	1	3		no	English	
					2020-2023	2021-2022		C	Organizational Behavior	4	45	55	100	1	3		no	Albanian	
					2020-2023	2021-2022		D	Introduction to Political Science	4	45	55	100	1	3		no	Albanian	
					2020-2023	2021-2022		B	Introduction to Metric Marketing	5	45	80	125	1	3		no	English	
					2020-2023	2021-2022		C	Macroeconomics II	4	45	55	100	2		3	no	English	
					2020-2023	2021-2022		C	Financial Management	4	45	55	100	2		3	no	English	
					2020-2023	2021-2022		B	Scientific Research Methods	5	45	80	125	2		3	no	English	
					2020-2023	2021-2022		D	Bussiness English	4	45	55	100	2		3	no	Albanian	
					2020-2023	2021-2022		D	Business Law	4	45	55	100	2		3	no	Albanian	
					2020-2023	2021-2022		B	Marketing Management	5	45	80	125	2		3	no	English	
					2020-2023	2021-2022	D	Financial Accounting	4	45	55	100	2		3	no	English		
<b>Amount:</b>											<b>60</b>	<b>630</b>	<b>870</b>	<b>1500</b>		<b>21</b>	<b>21</b>		
					2020-2023	2022-2023	Third year	C	Digital marketing through numbers	5	45	80	125	1	3		no	Albanian	
					2020-2023	2022-2023		B	Marketing Services	5	45	80	125	1	3		no	English	
					2020-2023	2022-2023		B	Consumer Behavior	5	45	80	125	1	3		no	English	
					2020-2023	2022-2023		B	Marketing of Financial Services	5	45	80	125	1	3		no	English	
					2020-2023	2022-2023		B	Price Policy	5	45	80	125	1	3		no	English	
					2020-2023	2022-2023		B	Human Resources Management	4	45	55	100	1	3		no	English	
					2020-2023	2022-2023		B	Promotion	5	45	80	125	2		3	no	English	
					2020-2023	2022-2023		B	Industrial Marketing	5	45	80	125	2		3	no	Albanian	
					2020-2023	2022-2023		B	Marketing Strategies	5	45	80	125	2		3	no	English	
					2020-2023	2022-2023		B	Publicity	5	45	80	125	2		3	no	English	
					2020-2023	2022-2023		B	Marketing of Nonprofit Organizations	5	45	80	125	2		3	no	Albanian	
					2020-2023	2022-2023		E	Closing Obligations	6		150	150	2			no	Albanian	
<b>Amount:</b>											<b>60</b>	<b>495</b>	<b>1005</b>	<b>1500</b>		<b>18</b>	<b>15</b>		

