

ALEKSANDËR MOISIU UNIVERSITY DURRËS
FACULTY OF POLITICAL SCIENCES AND LAW
STUDY CYCLE: BACHELOR
PRGRAM: POLITICAL SCIENCES
PROFILE: PUBLIC RELATIONS
CURRICULUM FOR ACADEMIC YEAR 2018-2019

YEAR I

Type*	Subject	Teaching Hours	Sem	Credits / ECTS
O	English (annual subject)	90	I-II	10
O	Information and Communication Technology	45	I	6
O	Introduction to Political Science	45	I	6
O	Theories of mass communication (annual subject)	90	I-II	10
E	Introduction to Economy	45	I	5
	Academic Writing			
	History of Media			
O	Theories of Democracy	45	II	6
O	Political Thought	45	II	6
O	Research in Social Sciences	45	II	6
E	Constitutional Law	45	II	5
	Marketing			
	Standart Albanian laguage writing			

YEAR II

Type*	Subject	Teaching Hours	Sem	Credits/ ECTS
O	Communication in the Organisation	45	I	5
O	News reporting and studies in journalism (annual subject)	90	I-II	10
O	Public Relations	45	I	6
O	Political Communication	45	I	5
O	Contemporary History	45	I	5
E	Reporting on Bussines, Finances and the Economy	45	I	5
	Converged Media			
	Political Parties			
O	History of Government Systems	45	II	5

O	International Relations	45	II	5
O	Modern History of Albania	45	II	5
O	Public Administration	45	II	5
E	Public Speech	45	II	5
	The Right to Information			
	History of Institutions			

YEAR III

Type*	Subject		Sem	Credits / ECTS
O	Integrated Communication; Pr and online Marketing (annual subject)	90	I-II	10
O	Political Platforms and the Political American Institutions	45	I	5
O	International Organisations	45	I	5
E	Organisational Behaviour	45	I	6
	Mediatized Conficts			
	Reporting of international news			
O	Ethics and the media law	45	II	5
O	Public Diplomacy	45	II	5
O	Media Management	45	II	5
O	Internship	45	II	6
E	Dynamics of Globalisation	45	II	6
	European Integration			
	TV Spectacle (talk show)			
F	Degree Exam/Diploma		II	6

180 credits

*O - Obligatory courses

E - Elective courses