

STUDY PROGRAM OF THE FIRST CYCLE IN: COMMUNICATION AND PUBLIC RELATIONS

DURATION/ STUDY SYSTEM:
3 ACADEMIC YEARS- FULL TIME

Degree Designation:

BACHELOR IN COMMUNICATION AND PUBLIC RELATIONS

CURRICULA

FIRST-YEAR:

<i>Nr.</i>	<i>Courses</i>	<i>ECTS</i>
1	Academic Writing	6
2	Economics 2.1 Introduction to Economics 2.2 Introduction to Management	8 4 4
3	Social Interactivity	6
4	Basic Knowledge in Informatics	6
5	Foreign Language 5.1 Foreign Language I 5.2 Foreign Language II	8 4 4
6	Introduction to Communication 6.1 Elements of Communication 6.2 Theories of Communication	12 7 5
7	Knowledge of the Albanian and Mediterranean Cultural and Natural Heritage	6
8	Sociology- Social Anthropology 8.1 Sociology 8.2 Social Anthropology	8 4 4

SECOND YEAR:

<i>Nr.</i>	<i>Courses</i>	<i>ECTS</i>
1	Public Relations and Communication <i>1.1 Public Relations</i> <i>1.2 Public Speech</i>	10 5 5
2	Communication in Leadership	7
3	Psychology of Communication <i>3.1 Introduction to Psychology</i> <i>3.2 Freedom of Speech and Ethics in Communication</i>	10 5 5
4	Organisational and Politic Communication <i>4.1 Politic Communication</i> <i>4.2 Organizational Communication</i>	8 4 4
5	Communication and Society	7
6	Elective Courses <i>1. History of Europe</i> <i>2. Special Course</i>	4
7	Intercultural Communication	7
8	Visual Communication	7

THIRD-YEAR:

<i>Nr.</i>	<i>Courses</i>	<i>ECTS</i>
1	Principles of the Discourse <i>1.1 The Elements of Semiotics</i> <i>1.2 Discourse Analyses</i>	12 6 6
2	Introduction to Marketing	6
3	Media and Promotion	7
4	Negotiations and Conflict Resolutions	6
5	Organization of Society <i>5.1 Forms of Organizations of Society</i> <i>5.2 Forms of Organization of Commercial Companies</i>	10 5 5
6	Special Elective Courses <i>1 Logic and Reasoning</i> <i>2 Special Course in Informatics (Computer Programs in the Use of Communication)</i>	5
7	Practice/Internship	6
8	Final Comprehensive Exam	8

Total of Curricula: 180