

THE TRAINING AND PROFESSIONAL DEVELOPMENT DEPARTMENT



“ EXCELLENCE IN PROFESSIONAL
DEVELOPMENT HAS BECOME
A WELL-ESTABLISHED TRADITION ”

1. REAL ESTATE BROKER

The Mediterranean University of Albania is licensed by Order of the Minister of Justice of the Republic of Albania No. 214, dated 22 April 2024, as one of the higher education institutions in the country authorized to deliver the mandatory training program for candidates who intend to become licensed real estate brokers. This program prepares candidates as qualified specialists capable of operating in the real estate market with comprehensive legal, economic, and practical knowledge. It includes modules on property valuation, purchase, sale, lease, and exchange procedures, as well as aspects related to registration with the Real Estate Registration Office.

The training introduces participants to relevant legislation, tax obligations, and the rules of professional ethics. The program provides instruction in negotiation and communication in real estate, tax legislation, civil and commercial law, professional ethics, mediation and liberal professions, practical training, basic principles of property valuation, management and maintenance, criminal offenses related to real estate, organized crime and money laundering, the legal regime of real estate, contract drafting, marketing, and sales.

Through the analysis of practical cases, participants learn how to manage relationships between parties and conduct transparent and effective mediations. At the end of the training, a final assessment is conducted, requiring candidates to achieve at least 80% of the total score in order to successfully complete the program. Upon passing the assessment, participants are eligible to apply for licensing at the Ministry of Justice in accordance with national legal requirements. In addition to providing the opportunity to become a licensed real estate broker, this mandatory training program offers a solid foundation for building a sustainable and professional career in the field of real estate.

TRAINING PROGRAMME - *“This training program includes a total of 60 hours.”*

MODULE 1. Knowledge of Civil and Commercial Law

Some of the topics that will be covered in this module include: Understanding the sources of civil law. Sources of civil law. The application of law over time. The application of law in space in relation to persons and property. The moment of acquisition and termination of legal capacity. Full legal capacity to act. The concept of a legal person. Methods of establishment of a legal person. Legal capacity and capacity to act of legal persons. Termination of legal persons. The concept of representation and its legal nature. Conditions of representation. The concept of legal acts. Invalidity of legal acts. Absolutely and relatively invalid legal acts. Limitation of actions and extinction of rights. Property as the object of rights. Types of property. Movable and immovable property. Individually determined property and property determined by genus. Merchants and commercial companies: The legal concept of a merchant. The distinction between merchants and commercial companies. General partnerships and limited partnerships. Limited liability companies: quotas and transfer of quotas; relationship between the company and partners; company bodies; the administrator; removal and exclusion of partners; dissolution of the company. Joint-stock companies: shares;

relationship between the company and shareholders; company bodies; board of directors; administrators; supervisory board; increase and decrease of capital; dissolution and liquidation of the company. Grouping of companies. Reorganization of commercial companies. Obligations of administrators in commercial companies.

6 hours of lectures and 2 hours of exercises/group work

MODULE 2. Negotiation and Communication in Real Estate

This module focuses on developing participants' negotiation and communication skills within the real estate sector. It introduces the definition of negotiation and examines negotiation both as an art and as a structured, strategic process grounded in theory and practice. Participants will explore the main negotiation methods and approaches, including distributive and integrative negotiation, with a particular emphasis on achieving mutually beneficial outcomes. The module covers the preparation and presentation of offers, including the identification of interests, assessment of alternatives, and setting realistic objectives during negotiations. Special attention is given to understanding the limits of integrative negotiation and managing situations where interests may conflict. Different negotiation styles are analyzed, along with their effectiveness in various real estate scenarios, such as property sales, leasing agreements, and mediation between buyers and sellers. In addition, the module addresses professional communication skills essential for real estate intermediaries, including verbal and non-verbal communication, active listening, persuasion techniques, and conflict management. The role, responsibilities, and ethical standards of the real estate intermediary are also examined, enabling participants to conduct negotiations in a professional, transparent, and effective manner.

2 hours of lectures and 1 hour of exercises/group work/role play/discussion

MODULE 3. Legal Regime of Real Estate

Some of the topics that will be covered in this module include: The concept and content of ownership rights. Functions of ownership rights. Powers arising from ownership rights. Limits on the enjoyment of ownership rights. Ownership as a fundamental real right. Rights and obligations of the owner under the Civil Code. Real rights exercised by third parties. Public and private ownership. Transfer of ownership. Methods of acquiring ownership. Protection of ownership: Action for recovery of property (*rei vindicatio*) and negatory action. Co-ownership: concept of co-ownership; methods of creation; types of co-ownership; co-ownership by shares; use and administration of common property; pre-emption right; division and alienation of common property; joint ownership as a whole; compulsory co-ownership. Specific features of the transfer of ownership of real estate. Registration of real estate. Special legislation governing the acquisition of real estate. Restitution and compensation of former owners. Legalization of illegal constructions. Acquisition of real estate by foreigners.

6 hours of lectures and 2 hours of exercises/group work/discussions

MODULE 4. Professional Ethics, Mediation, and Liberal Professions

This module addresses the fundamental principles of professional ethics and their application in professional practice, with particular relevance to real estate intermediaries and liberal professions. It examines core ethical values such as integrity, impartiality, confidentiality, responsibility, transparency, and avoidance of conflicts of interest. Participants will analyze ethical dilemmas commonly encountered in professional activities and learn how to apply ethical standards in compliance with legal and professional regulations. The module provides an introduction to mediation as an effective alternative dispute resolution mechanism. It explores the concept, objectives, and principles of mediation, as well as the mediator's role and responsibilities. Various forms of mediation are examined, including civil, commercial, and real estate mediation, highlighting their importance in resolving disputes efficiently while preserving professional and personal relationships. Special attention is given to cultural considerations in conflict management, emphasizing how cultural differences, communication styles, and social norms can influence negotiation and mediation processes. Participants will develop skills to manage conflicts in a respectful and constructive manner within diverse professional and social contexts. In addition, the module examines the organization and regulation of liberal professions, including their legal framework, professional autonomy, and ethical obligations. The different categories of liberal professions are analyzed, along with their role in the economy and society, enabling participants to better understand their professional responsibilities and positioning within the legal and institutional system.

6 hours of lectures and 2 hours of exercises/group work/discussions

MODULE 5. Contract Drafting

This module provides a comprehensive understanding of contract law and the skills required to draft and manage contracts effectively in professional practice. It begins with an in-depth examination of the legal obligation relationship, including its concept, essential elements, and content. Participants will explore the different types of subjective rights, the sanctions applicable to breaches of obligations, and the various sources and causes from which obligations arise. The module then introduces the concept of a contract, detailing its essential features, conditions for validity, and the legal requirements that ensure enforceability. Participants will study contract interpretation techniques, focusing on how to clarify ambiguous terms, resolve inconsistencies, and apply legal principles in practical contexts. The module also addresses the termination of contracts through resolution or withdrawal, as well as the suspension of contracts and the effects that such suspensions have on contractual obligations. Special emphasis is placed on contracts concluded for the benefit of third parties, including the rights, obligations, and limitations of all parties involved. Participants will also examine different stages of contract formation, from offer and acceptance to the moment of conclusion, including preliminary agreements, promises, and their legal enforceability. The module covers various types of contracts in detail, including unilateral and bilateral contracts, gratuitous and onerous contracts, principal and accessory contracts, formal and informal contracts, as well as consensual and real contracts. Key contract types are analyzed, including:

Sales contracts – elements, transfer of ownership, obligations of the parties, cases of termination, and suspension;

Exchange contracts – definition, distinctions from sales contracts;

Donation contracts – features, revocation, conditional or burdened donations;

Lease contracts – definition, rights and obligations of the parties, management of improvements, and types of leases;

Service/works contracts – features, obligations, and dispute resolution mechanisms.

Through practical examples and exercises, participants will learn to draft clear, enforceable contracts, anticipate potential legal issues, and apply professional and ethical standards in contract management. This module equips trainees with the necessary knowledge and skills to operate confidently in contractual negotiations and agreements in the real estate and business sectors.

6 hours of lectures and 2 hours of exercises/group work/discussions

MODULE 6. Tax Legislation

This module provides participants with a comprehensive understanding of public finance and the legal framework governing taxation. It begins with the definition and scope of public finance, explaining its role in funding public services and infrastructure, ensuring economic stability, and supporting social development. Participants will explore the fundamental concepts of taxation, including the meaning and distinction between taxes, fees, and public charges, and understand how these obligations are regulated under national law. The module covers the different types of taxes and fees, including direct and indirect taxes, and analyzes their objectives, mechanisms, and implications for individuals and businesses. Participants will learn about the definition of tax obligations, including the rights and responsibilities of taxpayers, and the distinction between resident and non-resident taxpayers, as well as the impact of residency status on tax liability. Special attention is given to value-added tax (VAT), including its concept, characteristics, calculation methods, and legal framework. The module also addresses income tax and corporate profit tax, exploring the sources of taxable income, allowable deductions, exemptions, and obligations of taxpayers. Comparative analysis between taxable and exempt income, as well as between taxable and exempt entities, is presented to provide clarity on compliance requirements. The module examines both national and local taxes, detailing their concepts, categories, rates, and methods of application. Participants will learn practical aspects of tax calculation, reporting, and compliance for different types of taxes, with particular focus on property tax, its legal basis, valuation, and application in practice. The module also highlights key tax administration principles, taxpayer rights, and enforcement mechanisms to ensure compliance with tax laws. Through case studies and exercises, participants will develop practical skills for managing tax obligations, understanding financial reporting requirements, and applying tax regulations in professional practice. This module equips participants with essential knowledge to navigate the fiscal and regulatory environment effectively, particularly in real estate and business transactions.

6 hours of lectures and 2 hours of exercises/group work

MODULE 7. Criminal Offenses Against Real Estate, Organized Crime, and Money Laundering

This module focuses on the legal framework and practical understanding of criminal offenses related to real estate, organized crime, and money laundering. Participants will gain an in-depth understanding of criminal law, including its fundamental concepts and sources of legislation. The module covers jurisdictional principles, including territoriality, active and passive nationality, universal jurisdiction, and extraterritorial application. It examines forms of international cooperation in criminal matters and the basic principles of international criminal law. Participants will also study criminal liability, its concept, importance, and nature, as well as the definition and essential elements of a criminal offense. Key aspects of guilt, including direct and indirect intent, motive, purpose, negligence, and error, are analyzed in detail. Specific attention is given to criminal offenses against property and the significance of criminal legal protection of property. These include theft, theft committed through abuse of office, fraud, and destruction of property. The module also examines corruption offenses, distinguishing between active and passive corruption, including cases involving public officials, senior state officials, and locally elected representatives. Illegal influence and various forms of abuse of office are explored, along with their legal consequences. The module further addresses criminal organizations, providing an understanding of their concept, characteristics, and organizational structures. Structured criminal groups, armed gangs, and criminal organizations are examined, along with the commission of offenses by these groups. Participants will study money laundering and the misappropriation of funds or goods derived from criminal offenses, as well as methods used to conceal and transfer criminal proceeds. Through case studies and practical examples, participants will develop the ability to identify, analyze, and respond to criminal offenses in the real estate sector, ensuring compliance with legal requirements and promoting transparency and accountability in professional practice.

6 hours of lectures and 2 hours of exercises/group work

MODULE 8. Fundamental Principles of Property Valuation, Management, and Maintenance

This module provides participants with a comprehensive understanding of the principles and practices of real estate valuation, management, and maintenance. It begins with the fundamental concepts of property valuation, explaining its purpose, importance, and role in real estate transactions, investment decisions, and legal compliance. Participants will explore the different methods of valuation, including the comparative market approach, income approach, and cost approach, as well as their appropriate applications depending on the type and purpose of the property. The module also covers the principles of effective property management, emphasizing the organization, planning, and administration of real estate assets. Participants will learn how to optimize property performance, maintain accurate records, and manage financial, legal, and operational aspects of real estate ownership or portfolio management. Attention is given to tenant relations, lease administration, risk management, and compliance with relevant regulations and standards. In addition, the module addresses the necessary and essential maintenance of real estate properties. Participants will learn how to develop maintenance plans, prioritize interventions, ensure the safety and functionality of buildings, and protect the long-term value of the property. Preventive and corrective maintenance strategies, as well as sustainable and cost-effective practices, are discussed to ensure that properties are well-maintained, secure, and compliant with legal and

technical requirements. Through case studies and practical exercises, participants will acquire the skills to assess, manage, and maintain real estate properties professionally, making informed decisions that maximize value and reduce risks. This module equips participants with the knowledge needed to operate effectively in property management and valuation roles within the real estate sector.

2 hours of lectures and 1 hour of exercises/group work

MODULE 9. Marketing and Sales

This module provides a comprehensive overview of marketing principles and sales techniques, with a particular emphasis on the real estate sector and the growing importance of digital marketing. Participants will explore the role of marketing in society, including how effective marketing strategies contribute to business growth, brand recognition, and customer engagement. The module covers concept development and the introduction of new products to the market, including market research, identifying target audiences, and positioning strategies. Participants will learn how to present and brand products effectively, develop competitive pricing strategies, and apply promotional tools such as advertising, sales promotion, and public relations to attract and retain customers. Special attention is given to personal selling and direct marketing techniques, emphasizing communication skills, negotiation, and relationship management. The module also explores the role of distribution networks in marketing, highlighting how efficient channels can enhance product availability and customer satisfaction. In addition, the module focuses on digital marketing strategies, including social media marketing, email campaigns, content marketing, search engine optimization (SEO), and online advertising. Participants will learn how to leverage digital tools to increase visibility, generate leads, and drive sales. The integration of traditional and digital marketing approaches is emphasized to create cohesive and effective marketing campaigns. Through case studies and practical exercises, participants will gain hands-on experience in developing marketing plans, managing campaigns, and applying sales techniques in real-world scenarios. This module equips participants with the skills to promote properties effectively, reach target audiences, and enhance business performance in a competitive market.

2 hours of lectures and 1 hours of exercises/group work

MODULE 10. Practical Training. “Real Estate Agency Operations”

This module provides participants with hands-on practical experience and an in-depth understanding of the day-to-day operations of a real estate agency. Participants will gain insights into how an agency is organized, the roles and responsibilities of each team member, and how effective leadership and management practices contribute to overall business performance. The module covers key aspects of office management, including the structure of a real estate office, the functions of various departments or roles, and the coordination required to ensure smooth operations. Special attention is given to leadership, highlighting the importance of guiding teams, setting clear objectives, motivating staff, and fostering a positive organizational culture. Recruitment and retention strategies are examined in detail, with participants learning how to attract, select, and

retain talented professionals to build a strong and competent team. Conflict management within the office is addressed, including techniques for resolving disputes among staff, maintaining professional relationships, and promoting collaboration. Participants will also learn how to manage client objections and complaints effectively, ensuring high levels of customer satisfaction and loyalty. The module explores the essential steps for building a successful and sustainable real estate business, including setting long-term goals, developing business strategies, and implementing effective processes. Participants will learn how to establish financial objectives, plan budgets, and monitor performance indicators to drive profitability and growth. Emphasis is placed on practical tools for managing resources, optimizing operations, and mitigating risks in the real estate sector. Through practical exercises, mentorship, and real-world case studies, participants will gain the knowledge and skills necessary to operate efficiently in a real estate agency, make informed business decisions, and contribute to long-term business success. By the end of this module, participants will understand how to integrate leadership, management, financial planning, and client relations to develop a resilient and competitive real estate business.

3 hours of practical training in real estate agencies, including familiarization with the industry and work processes.

Online Schedule (Month 1–Month 2/Year 2026)

Dt	Day	Time	Module / Topic
1	Mon	16:00–18:30	Module “...”
2	Wed	16:00–18:30	Module “...”
3	Fri	16:00–18:30	Module “...”
4	Mon	16:00–18:30	Module “...”
5	Wed	16:00–18:30	Module “...”
6	Fri	16:00–18:30	Module “...”
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9	Fri	16:00–18:30	Module “...”
10	Mon	16:00–18:30	Module “...”
11	Wed	16:00–18:30	Module “...”
12	Fri	16:00–18:30	Module “...”
13	Mon	16:00–18:30	Module “...”
14	Wed	16:00–18:30	Module “...”
15	Fri	16:00–18:30	Module “...”
16	Mon	16:00–18:30	Module “...”
17	Wed	16:00–18:30	Module “...”
18	Fri	16:00–18:30	Module “...”
19	Mon	16:00–18:30	Module “...”

20	Wed	16:00–18:30	Module “...”
21	Fri	16:00–18:30	Module “...”
22	Mon	16:00–18:30	Module “...”
23	Wed	16:00–18:30	Module “...”
24	Fri	16:00–18:30	Module “...”

Summary:

- Total sessions: 24 × 2.5 hours = 60 hours
- Schedule: Monday, Wednesday, Friday
- Weekends off
- Covers all 10 modules + practical training + final assessment

“Note: This schedule is subject to change depending on the participants’ requests.”

2. PROFESSIONAL TRAINING “DATA SCIENCE & AI”

This professional training prepares qualified experts in the field of Data Science and Artificial Intelligence, providing in-depth knowledge of data analysis, statistical modeling, machine learning and practical applications of AI in the public and private sectors. The program includes the implementation of 40 hours in total and covers basic and advanced concepts of Data Science and AI, including data cleaning and processing, data visualization, building predictive models, analyzing big data (Big Data) and implementing machine learning and artificial intelligence algorithms. Participants are introduced to industry best practices for data analysis and management, ethics in the use of artificial intelligence, privacy protection and information security according to international standards (ISO, GDPR, IEEE).

The training also includes a discussion of the legal, ethical and social implications of the use of AI and data analysis, as well as practices for preventing bias and risks of algorithms. The program of this training combines theoretical lectures with practical exercises, real-world data analysis, design and testing of AI models, use of professional tools and platforms such as Python, R, TensorFlow, and other machine learning libraries. Participants develop applied skills in creating predictive models, making data-driven decisions, and optimizing processes using AI.

At the end of the training, relevant testing is conducted referring to the developed modules, and participants are provided with certification of recognized by the National Agency for Education, Vocational Training and Qualifications in the Republic of Albania. The training also offers the opportunity to build professional networks with experts in the field and colleagues from the public and private sectors, strengthening decision-making and managerial skills in the field of Data Science and Artificial Intelligence. Data Science and Artificial Intelligence are the future of technology, transforming the way organizations analyze data and make decisions. This course is the only program in Albania that prepares you to become among the first specialists in this field. A special

focus is placed on the use of AI in real-world practices, including the use of the latest tools such as ChatGPT for Data Science. This course is a unique opportunity to enter a global market dominated by data and artificial intelligence experts. Data Science and Artificial Intelligence are the future of technology, transforming how organizations analyze data and make decisions. The advanced part of the program introduces you to the world of Data Science and AI, including probability and statistics, Python fundamentals for advanced analysis, and the mathematics required to develop efficient models.

Through dedicated modules on Machine Learning and Deep Learning, you will learn how to handle complex projects with practical applications, focusing on algorithms and real-world problem-solving. A unique feature of the course is the module on the use of ChatGPT and other modern tools for Data Science, placing you at the forefront of the latest technologies. By the end of the course, you will be able to analyze and model data, create intelligent solutions, and position yourself as a highly demanded professional in the global Data Science and AI market. This is more than a course—it is a confident step toward your professional future.

TRAINING PROGRAMME - “This training program includes a total of 40 hours.”

MODULE 1. Fundamentals of data structures

- Introduction to Computer Science and Data Science
- Data processing and practical projects
- Fundamentals of data structures
- Introduction to data structures and their importance
- Linear structures: Arrays, Linked Lists, and Stacks
- Queues and their variations
- Non-linear structures: Trees and Graphs
- Practical projects in data processing

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 2. Ethics in data science & AI

- Fundamental ethical principles in Data Science and AI
- Data privacy and protection
- Responsibility in automated decision-making

- AI development for public good and sustainability
- The role of ethics in professional environments
- Importance of ethics in Data Science & AI
- International ethical standards
- Prevention of conflicts of interest
- Role of contracting authorities in ethics
- Documentation and ethics
- Ethics and communication
- Responsibilities of marketing officers
- National and international practical cases

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 3. Working with SQL and databases

- Introduction to databases and Database Management Systems (DBMS)
- Fundamentals of SQL (Structured Query Language)
- Database structuring and normalization
- Using SQL for advanced queries
- Practical SQL projects and integration with applications

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 4. Data analysis and visualization

- Data analysis and visualization using various tools
- Introduction to data analysis and the decision-making process
- Data cleaning and transformation
- Statistical analysis and summary metrics
- Data visualization: principles and tools

- Data reporting and presentation

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 5. Introduction to data science and PYTHON

- Introduction to Data Science: what it is, basic concepts, and applications
- Introduction to Python for Data Science
- Using Python libraries for data analysis
- Data cleaning and preparation
- Practical project: initial analysis of a real dataset

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 6. Probability and statistics for data science

- Advanced statistical methods in Python
- Basic mathematical concepts for Data Science
- Fundamental probability concepts
- Distributions and random variables
- Descriptive statistics and data visualization
- Statistical tests and inference
- Advanced statistical methods in Python

4 hours of lectures / exercises / group work / case studies, discussions

MODULE 7. Machine learning and real-world project applications

- Artificial Intelligence and its applications
- Machine Learning tools and their applications
- Introduction to Machine Learning
- Core Machine Learning algorithms

- Use of Python libraries (scikit-learn, pandas, NumPy, matplotlib)
- Model performance evaluation
- Practical applications in real projects

4 hours of lectures / exercises / group work / discussions and practical cases

MODULE 8. Deep learning and advanced algorithms

- Introduction to Deep Learning and neural network architectures
- Deep Neural Networks (DNN)
- Convolutional Neural Networks (CNN) for image processing
- Recurrent Neural Networks (RNN) and advanced models for sequential data
- Generative algorithms and advanced forward models

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 9. Using ChatGPT and AI for Data Science

- ChatGPT for Data Science
- ChatGPT as an assistant for data analysis
- Automating insights and reporting with AI
- Prompt engineering for Data Science
- Integrating ChatGPT with other Data Science tools
- Limitations, ethics, and security in using AI for Data Science

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 10. Practical training in data science & AI

- Data preprocessing and data cleaning
- Exploratory Data Analysis (EDA)
- Implementation of Machine Learning models

- Implementation of Deep Learning algorithms with Keras/TensorFlow
- Automating analysis and reporting with Python & AI tools
- Practical projects and preparation for final certification

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

Online Schedule (Month 1–Month 2/Year 2026)

Dt	Day	Time	Module / Topic
1	Mon	16:00–18:00	Module “...”
2	Wed	16:00–18:00	Module “...”
3	Fri	16:00–18:00	Module “...”
4	Mon	16:00–18:00	Module “...”
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13	Mon	16:00–18:00	Module “...”
14	Wed	16:00–18:00	Module “...”
15	Fri	16:00–18:00	Module “...”
16	Mon	16:00–18:00	Module “...”
17	Wed	16:00–18:00	Module “...”
18	Fri	16:00–18:00	Module “...”
19	Mon	16:00–18:00	Module “...”
20	Wed	16:00–18:00	Module “...”

Summary:

- Total sessions: 20 × 2 hours = 40 hours
- Schedule: Monday, Wednesday, Friday
- Weekends off
- Covers all 10 modules + practical training + final assessment

“Note: This schedule is subject to change depending on the participants’ requests.”

3. PROFESSIONAL TRAINING “DIGITAL MARKETING”

In the digital era, Digital Marketing has become a necessity for every business, standing at the core of every successful strategy. Today, there is no company that does not require a strong online presence, making this profession one of the most in-demand in the market. This one-year program prepares participants to master the key skills of digital marketing, from website development and SEO optimization to the strategic use of platforms such as Google, Facebook, Instagram, and LinkedIn to create successful marketing campaigns. Through hands-on projects and modern tools, participants will learn how to effectively reach their target audience and create real impact, preparing them for a successful career in the global digital market.

During the digital transformation, Digital Marketing has become the main pillar of success for every business without exception. No company today can operate efficiently without a strong digital marketing strategy, making this profession not only essential but also one of the most sought-after in the business world. This one-year course is designed to equip participants with all the knowledge and skills required to build and successfully manage a comprehensive digital marketing strategy. Throughout the course, participants will gain a solid understanding of the fundamentals of Digital Marketing and Market Research, learning how to analyze consumer behavior and create effective audience personas. Ethics in Digital Marketing and AI focuses on the fair, transparent, and responsible use of data and technology, ensuring respect for consumer privacy and rights. Participants will develop key skills such as data analysis using Excel, website creation, and SEO optimization to improve search engine rankings.

The program also includes essential tools such as Google Analytics for campaign performance analysis and Google Ads for creating targeted and effective advertising campaigns. A special emphasis is placed on marketing across major social media platforms, including Facebook, Instagram, TikTok, and LinkedIn, teaching participants how to design campaigns that engage audiences and create business value. In addition, the course covers Email Marketing, Influencer Marketing, and the effective use of YouTube Ads to maximize visibility and impact. A unique feature of this program is the inclusion of ChatGPT Prompt Engineering for Marketing, enabling participants to leverage artificial intelligence to accelerate content creation and optimize marketing strategies. With a curriculum rich in practical knowledge and real-world projects, this course prepares participants to build a successful career in one of the most dynamic and impactful professions of our time.

TRAINING PROGRAMME - “This training program includes a total of 40 hours.”

MODULE 1. Introduction to Digital Marketing

- Understanding the foundations and importance of digital marketing in modern businesses
- Market Research
- Definition of digital marketing
- Main digital channels
- Advantages over traditional marketing
- Market research steps
- Qualitative and quantitative research methods
- Identification of target markets

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 2. Ethics in digital marketing & AI

- Importance of ethics in digital communication
- Data privacy and protection
- Algorithms and potential bias
- Use of AI for personalization: ethical boundaries
- Marketing and AI legislation
- Importance of ethics in digital marketing
- International ethical standards
- Prevention of conflicts of interest
- Documentation and ethics
- Ethics and communication
- Responsibilities of marketing professionals
- National and international case studies

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 3. Consumer behavior and audience targeting

- Consumer behavior

- Market analysis, consumer behavior, and persona development
- Factors influencing consumer behavior
- Customer journey
- Market segmentation
- Buyer persona development
- Targeting and market positioning

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 4. Data analysis in excel and google analytics

- Google Analytics, data analysis, and Power BI
- Data analysis and interpretation of results
- Data import and organization in Excel
- Charts, pivot tables, and analytical functions
- Traffic and behavior tracking in Google Analytics
- Key digital KPIs
- Interpreting results for decision-making

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 5. SEO and website development

- Website development and SEO
- Creating effective websites and search engine optimization
- Importance of SEO for Google rankings
- On-page and off-page SEO techniques
- Keyword research and competitive analysis
- SEO optimization tools
- Website creation platforms (WordPress, Wix, etc.)

2 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 6. GOOGLE ADS and advertising strategies

- Advertising with Google Ads and Facebook Ads
- Strategies for targeted advertising and ROI maximization
- How Google Ads works
- Ad types: Search, Display, Video
- Creating effective advertising campaigns
- Performance measurement (CTR, CPC, CPA)
- ROI optimization strategies

4 hours of lectures / exercises / group work / case studies, discussions

MODULE 7. MARKETING ON FACEBOOK, INSTAGRAM, LINKEDIN, TIKTOK & YOUTUBE

- Social media marketing
- Strategies for Instagram, TikTok, LinkedIn, and YouTube
- Video marketing strategies and content creation
- Platform selection based on audience
- Visual and written content creation
- Editorial calendars and content scheduling
- Advertising on each platform
- Engagement and performance analysis

4 hours of lectures / exercises / group work / discussions and practical cases

MODULE 8. E-mail marketing and influencer marketing

- Email marketing and automation
- Creating and optimizing email campaigns
- Influencer marketing: leveraging creators to build brands and increase engagement

- Email marketing platforms (Mailchimp, Brevo)
- Targeted list creation and segmentation
- Email campaign automation
- Influencer selection by industry
- Measuring influencer impact and ROI

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 9. ChatGPT for content creation and optimization

- Artificial Intelligence in Digital Marketing
- Using ChatGPT and other AI tools for content optimization and automation
- Content idea generation
- Using ChatGPT for posts, emails, blogs, and more
- SEO optimization with AI support
- Message personalization by target audience
- Integration with tools such as Canva, WordPress, and Zapier

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

MODULE 10. Practical training in digital marketing

- Understanding core digital marketing workflows
- Building a marketing campaign from scratch
- Website creation using WordPress or Shopify with basic SEO
- Social media content creation and publishing
- Performance analysis using Google Analytics
- Presentation of a marketing strategy for a product or service
- Practical projects and preparation for final certification

4 hours of lectures / exercises / group work / case studies, discussions, and practical examples

Online Schedule (Month 1–Month 2/Year 2026)

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6	Fri	16:00–18:00	Module “...”
7	Mon	16:00–18:00	Module “...”
8	Wed	16:00–18:00	Module “...”
9	Fri	16:00–18:00	Module “...”
10	Mon	16:00–18:00	Module “...”
11	Wed	16:00–18:00	Module “...”
12	Fri	16:00–18:00	Module “...”
13	Mon	16:00–18:00	Module “...”
14	Wed	16:00–18:00	Module “...”
15	Fri	16:00–18:00	Module “...”
16	Mon	16:00–18:00	Module “...”
17	Wed	16:00–18:00	Module “...”
18	Fri	16:00–18:00	Module “...”
19	Mon	16:00–18:00	Module “...”
20	Wed	16:00–18:00	Module “...”

Summary:

- Total sessions: 20 × 2 hours = 40 hours
- Schedule: Monday, Wednesday, Friday
- Weekends off
- Covers all 10 modules + practical training + final assessment

“Note: This schedule is subject to change depending on the participants’ requests.”

4. HEALTH ADMINISTRATOR (HOSPITAL ADMINISTRATION & MANAGEMENT)

The Health Administration Training Program is designed to prepare qualified professionals capable of managing, administering, and leading healthcare institutions in accordance with national legislation, international standards, and best practices in healthcare management. This program equips participants with comprehensive knowledge of healthcare systems, hospital operations, health law, medical ethics, financial management, quality assurance, and patient-centered care. The program is structured to develop healthcare administrators who can effectively manage hospitals, clinics, and healthcare organizations, ensuring efficiency, compliance, transparency, and high-quality healthcare service delivery.

Participants will gain both theoretical knowledge and practical skills required to operate in complex healthcare environments, addressing administrative, legal, financial, and ethical challenges. The training introduces participants to healthcare legislation, organizational management, hospital governance, health economics, medical ethics, patient rights, healthcare quality standards, risk management, digital health systems, and leadership in healthcare. Through case studies, simulations, and practical training, participants learn how to manage healthcare institutions professionally and responsibly. In addition, the program emphasizes strategic planning, performance evaluation, and continuous improvement within healthcare organizations, enabling participants to respond effectively to evolving healthcare demands and regulatory requirements.

Special attention is given to interdisciplinary collaboration, patient safety, and the integration of innovation and technology in healthcare management. At the end of the training, a final assessment is conducted. Participants must achieve at least 80% of the total score to successfully complete the program. Upon completion, participants will be qualified to pursue professional roles as Health Administrators, Hospital Managers, Healthcare Coordinators, Medical Office Directors, or related leadership positions within public and private healthcare institutions.

TRAINING PROGRAMME - *“This training program includes a total of 60 hours.”*

MODULE 1. Healthcare Systems and Health Policy

This module provides a comprehensive overview of healthcare systems and health policy frameworks at national and international levels. Participants will gain an understanding of how healthcare systems are organized, financed, and regulated, as well as the role of public and private healthcare providers.

Topics include:

- Introduction to healthcare systems
- Public vs. private healthcare models
- Health policy development and implementation

- Governance of healthcare institutions
- Roles of ministries, regulators, and accreditation bodies
- International healthcare systems and comparative models
- Universal health coverage and access to care

6 hours of lectures and 2 hours of exercises/group work

MODULE 2. Health Law, Patient Rights, and Medical Ethics

This module focuses on the legal and ethical framework governing healthcare services. Participants will explore patient rights, healthcare regulations, professional responsibilities, and ethical decision-making in medical settings.

Topics include:

- Fundamentals of health law
- Legal responsibilities of healthcare administrators
- Patient rights and informed consent
- Medical confidentiality and data protection
- Ethical principles in healthcare (autonomy, beneficence, non-maleficence, justice)
- Professional ethics and codes of conduct
- Ethical dilemmas in hospital administration
- National and international health regulations

6 hours of lectures and 2 hours of exercises/case studies/discussions

MODULE 3. Hospital Organization and Operations Management

This module examines the internal structure and operational management of hospitals and healthcare facilities. Participants learn how departments function and how administrative coordination ensures effective service delivery.

Topics include:

- Hospital organizational structures
- Clinical and non-clinical departments
- Workflow and operational efficiency
- Resource allocation and scheduling
- Coordination between medical and administrative staff
- Facility management and logistics
- Emergency and crisis management in hospitals

6 hours of lectures and 2 hours of exercises/group work

MODULE 4. Healthcare Human Resource Management

This module focuses on managing human resources in healthcare institutions, emphasizing leadership, workforce planning, and staff development. It explores recruitment and retention strategies for healthcare professionals, performance evaluation systems, and staff motivation in high-pressure medical environments. Participants will learn how to manage multidisciplinary teams, address workplace conflicts, and promote a positive organizational culture. The module also highlights compliance with labor laws, professional standards, and occupational health and safety regulations within healthcare settings.

Topics include:

- Recruitment and selection of healthcare staff
- Workforce planning and performance management
- Leadership in healthcare organizations
- Motivation and retention strategies
- Conflict management in healthcare environments
- Training and professional development
- Occupational health and safety

6 hours of lectures and 2 hours of exercises/role play/group discussions

MODULE 5. Financial Management and Health Economics

This module provides participants with essential knowledge of financial management and economic principles in healthcare settings. It covers healthcare financing models, hospital budgeting, and financial planning to ensure sustainable operations. Participants will learn how to manage costs, analyze financial performance, and optimize the use of resources within healthcare organizations. The module also explores insurance systems, reimbursement mechanisms, and the economic evaluation of healthcare services to support informed managerial decision-making.

Topics include:

- Basics of health economics
- Healthcare financing models
- Hospital budgeting and financial planning
- Cost control and efficiency analysis
- Revenue cycle management
- Insurance systems and reimbursement mechanisms
- Financial reporting and auditing in healthcare

6 hours of lectures and 2 hours of exercises/group work

MODULE 6. Quality Management and Patient Safety

This module focuses on quality assurance, patient safety, and continuous improvement in healthcare institutions. It introduces quality management systems, accreditation standards, and regulatory requirements applicable to healthcare organizations. Participants will learn how to identify risks, prevent medical errors, and implement patient safety protocols across clinical and administrative processes. The module emphasizes the use of performance indicators, audits, and incident reporting systems to monitor and improve healthcare outcomes. Through case studies and practical examples, participants will develop strategies for fostering a culture of safety, accountability, and excellence in healthcare delivery.

Topics include:

- Quality management systems in healthcare
- Accreditation and certification standards
- Patient safety principles and risk management
- Clinical governance
- Monitoring healthcare outcomes and performance indicators
- Incident reporting and corrective actions
- Continuous quality improvement strategies

6 hours of lectures and 2 hours of exercises/case studies

MODULE 7. Digital Health, Health Information Systems, and Data Protection

This module introduces participants to digital transformation in healthcare and the use of information systems for hospital management. It covers Hospital Information Systems (HIS), Electronic Health Records (EHR), and digital tools that support clinical and administrative decision-making. Participants will gain an understanding of health data management, reporting, and analytics to improve operational efficiency and quality of care. The module also addresses data protection, cybersecurity, and privacy regulations, ensuring compliance with national and international standards. In addition, emerging technologies such as telemedicine, artificial intelligence, and digital health platforms are explored, highlighting their role in modern healthcare administration.

Topics include:

- Hospital Information Systems (HIS)
- Electronic Health Records (EHR)
- Health data analytics and reporting
- Data protection and cybersecurity in healthcare
- Telemedicine and digital health services
- AI applications in healthcare administration

Ethical and legal considerations in digital health

6 hours of lectures and 2 hours of exercises/group work

MODULE 8. Risk Management, Compliance, and Healthcare Regulation

This module provides an understanding of compliance requirements and risk management strategies in healthcare institutions. It examines regulatory frameworks, healthcare laws, and standards that govern hospital operations and service delivery. Participants will learn how to identify, assess, and mitigate clinical, operational, financial, and legal risks within healthcare organizations. The module also covers internal controls, audit processes, and compliance monitoring to ensure accountability and transparency. Special attention is given to infection control, emergency preparedness, and crisis management, enabling participants to respond effectively to unforeseen risks and regulatory challenges.

Topics include:

- Regulatory compliance in healthcare
- Risk identification and assessment
- Legal and operational risk management
- Infection control and safety regulations
- Emergency preparedness and disaster planning
- Internal controls and audits
- Fraud prevention and ethical compliance

6 hours of lectures and 2 hours of exercises/group work

MODULE 9. Communication, Leadership, and Patient-Centered Care

This module develops communication and leadership skills essential for effective healthcare administration. Participants will learn strategies for leading multidisciplinary teams, fostering collaboration, and motivating staff in complex healthcare environments. The module emphasizes the importance of effective communication with patients, families, and healthcare professionals to ensure high-quality care and positive patient experiences. Topics include conflict resolution, emotional intelligence, decision-making, and ethical leadership in healthcare settings. Participants will also explore methods to promote patient-centered care, enhance patient engagement, and build trust within the healthcare community.

Topics include:

- Professional communication in healthcare settings
- Leadership styles in healthcare organizations
- Patient-centered care models
- Managing patient complaints and feedback
- Interdisciplinary teamwork
- Stakeholder communication
- Public relations and institutional reputation

2 hours of lectures and 1 hour of exercises/group work

MODULE 10. Practical Training – Hospital Administration Operations

This module provides hands-on practical experience in hospital or healthcare institution settings. Participants will observe and participate in administrative processes under professional supervision. They will gain experience in coordinating daily operations, managing patient flow, and supporting clinical and non-clinical staff. The module includes exposure to hospital departments such as admissions, finance, human resources, and quality management, allowing participants to understand the interconnectivity of hospital functions. Participants will also practice implementing policies, handling real-world challenges, and applying problem-solving skills in dynamic healthcare environments. This practical training ensures that participants are prepared to transition seamlessly into professional roles in healthcare administration.

Topics include:

- Overview of hospital administrative operations
- Exposure to daily management workflows
- Patient admission and discharge processes
- Coordination with medical staff and departments
- Documentation and reporting procedures
- Performance monitoring and improvement initiatives
- Final project and professional evaluation

3 hours of practical training led by a specialist in healthcare institutions

Online Schedule (Month 1–Month 2/Year 2026)

Dt	Day	Time	Module / Topic
1	Mon	16:00–18:30	Module “...”
2	Wed	16:00–18:30	Module “...”
3	Fri	16:00–18:30	Module “...”
4	Mon	16:00–18:30	Module “...”
5	Wed	16:00–18:30	Module “...”
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20	Wed	16:00–18:30	Module “...”
21	Fri	16:00–18:30	Module “...”
22	Mon	16:00–18:30	Module “...”
23	Wed	16:00–18:30	Module “...”
24	Fri	16:00–18:30	Module “...”

Summary:

- Total sessions: 24 × 2.5 hours = 60 hours
- Schedule: Monday, Wednesday, Friday
- Weekends off

- Covers all 10 modules + practical training + final assessment

“Note: This schedule is subject to change depending on the participants’ requests.”

“Excellence in training and professional development”

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