

**THE CURRICULUM OF STUDY PROGRAM: PROFESSIONAL MASTER IN “MARKETING”,
ACADEMIC YEAR 2016-2017**

First year

| Nr. | The discipline or the activity title | Activity type | Credits | Classroom hours | Lectures | Seminars | Laboratories | Total | The semester | The professor |
|------|---|---------------|-----------|-----------------|----------|----------|--------------|------------|--------------|--|
| 1 . | Economy and global integration policies | A | 6 | | | | | 60 | I | Prof. as. dr. Ledina Alolli |
| 2 . | Marketing Research and Mass Media | B | 6 | | | | | 60 | I | Prof. as. dr. Stela Stratoberdha |
| 3 . | Brand Management | B | 6 | | | | | 60 | I | Prof. as. dr. Oriola Theodhori |
| 4 . | Excel for Marketing managers | B | 6 | | | | | 60 | I | Dr. Rafael Prodani Msc. Erjon Nexhipi |
| 5 . | Political Marketing | B | 6 | | | | | 60 | I | Prof. as. dr. Stela Stratoberdha Msc. Erjon Nexhipi |
| 6. | International Finance | A | 6 | | | | | 75 | II | Prof. as. dr. Frederik Çuçllari |
| 7 . | International Marketing and Export Strategies | B | 6 | | | | | 60 | II | Prof. as. dr. Mamica Nene Msc. Maringlena Hoxhaj |
| 8 . | Total Quality in Marketing | B | 6 | | | | | 60 | II | Prof. as. dr. Mamica Nene |
| 9. | Management Information Systems | B | 6 | | | | | 60 | II | Doc. Dr. Marinela Teneqexhi |
| 10 . | Business and Marketing Management | B | 6 | | | | | 60 | II | Prof. as. dr. Ledina Alolli |
| | Total 1st year | | 60 | | | | | 615 | | |

Second year

| Nr. | The discipline or the activity title | Activity type | Credits | Classroom hours | Lectures | Seminars | Laboratories | Total | The semester | The professor |
|-----|---|---------------|-----------|-----------------|----------|----------|--------------|------------|--------------|---|
| 1 . | Public Relations / Managerial Decision Making Process * | D | 6 | | | | | 60 | III | Prof. as. dr. Oriola Theodhori Msc. Maringlena Hoxhaj / Prof. as. dr. Mirela Cini |
| 2 . | Foreign Language | E | 4 | | | | | 40 | III | Dr. Alma Karasaliu |
| 3 . | Professional Practice | E | 6 | | | | | 60 | | |
| 4. | Micro thesis | F | 14 | | | | | 150 | | |
| | Total 2nd year | | 30 | | | | | 310 | | |

* Note: From 2 (two) elective subjects the students should choose 1 (one) of them.

HEAD OF DEPARTMENT

Prof. as. dr. Stella Stratobërdha

DEAN

Prof. as. dr. Frederik Çuçllari