

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	Management of Social Media		
Level:	Bachelor		
Status of the course:	Elective		
Year of studies:	III		
Number of hours per week:	2+1		
ECTS credits:	4		
Time/location:	Friday, room 6, 10h		
Tutor:	Prof.asoc. dr. Fatos Ukaj		
Tutor's contact details:	fatos.ukaj@uni-pr.edu		
Content of the course	To the Students will be introduced the basic knowledge about analyses, planning, organizing, managing and controlling marketing activities through Social Media as a tool for their Marketing. There will be acquainted the importance of application of marketing concept in business, and the role of the Marketing in establishing the image of Company. The course uses theory and models to analyse the above mentioned topics.		
Course's objectives:	The aim of the course is to acquaint students with the Social Media and Marketing used by business as contemporary social and economic phenomenon. This course aims at preparing students to better understand the functioning of the marketing in Media, and activities and its interactions with the rest of the economy.		
The expected outcomes:	Upon finishing this course, students are expected: -Understanding the basic principles on which the marketing function is developing activities in Media. -Understanding, the interaction of Social Media with other economic activities. -Modern way in which marketing is functioning, Media used in general in the market.		
The students' workload (hours per semester, ECTS)			
Activity	Activity	Activity	Total
Lectures	2	15	30
Seminars(theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor			
Field research			
Colloquiums	2		2
Homework	8		8
Individual study (at library or at home)	3	15	45
Final preparation for the exam			
Evaluation			
Projects, presentation etc.			
Totali			100
Teaching methods:	Lectures on Management of Social Media, use as a tool of Marketing will provide to students the theoretical and practical		

	knowledge about marketing as a generator of changes in market and in perception of it and consumers. Interactive lectures illustrated with Power Point presentations will be followed by Seminars, Debates, group work on specific issues (analyses, discussions). Interactive work, and work in cooperation, learning and repeating the subjects.																												
Assessment methods:	In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows: <table border="0" style="width: 100%;"> <tr> <td style="text-align: left;"><u>Full time study</u></td> <td style="text-align: right;"><u>Part time students</u></td> <td></td> <td></td> </tr> <tr> <td></td> <td style="text-align: center;">Seminars</td> <td style="text-align: right;">10%</td> <td></td> </tr> <tr> <td>Presentation-home work:</td> <td style="text-align: right;">15%</td> <td>Individual work</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Assessment-Test</td> <td style="text-align: right;">25%</td> <td>Final exam</td> <td style="text-align: right;"><u>80%</u></td> </tr> <tr> <td>Other-Seminars</td> <td style="text-align: right;">10%</td> <td></td> <td></td> </tr> <tr> <td>Final exam</td> <td style="text-align: right;"><u>50%</u></td> <td>Total</td> <td style="text-align: right;">100%</td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100%</td> <td></td> <td></td> </tr> </table>	<u>Full time study</u>	<u>Part time students</u>				Seminars	10%		Presentation-home work:	15%	Individual work	10%	Assessment-Test	25%	Final exam	<u>80%</u>	Other-Seminars	10%			Final exam	<u>50%</u>	Total	100%	Total	100%		
<u>Full time study</u>	<u>Part time students</u>																												
	Seminars	10%																											
Presentation-home work:	15%	Individual work	10%																										
Assessment-Test	25%	Final exam	<u>80%</u>																										
Other-Seminars	10%																												
Final exam	<u>50%</u>	Total	100%																										
Total	100%																												
Literature																													
Basic literature:	Prof. Dr.Fatos Ukaj, <i>Marketingu në Media</i> , dispensa, Prishtinë, 2013.																												
Additional literature:	Joseph R. Dominck,2010, <i>Dinamika e Komunikimit Masiv- Media ne Periudhën digjitale</i> , UET/Press, Tirane, Artan Fuga, 2008, “ <i>Media, politika, shoqëria</i> ”, Dudaj, Tirane. Philip Kotler & Kevin Lane 2. Keller, 2006, <i>Marketing Management</i> , Twelfth ed. Pearson Prentice - Hall, New Jersey. Fatos Ukaj, Internet as a media used for implementing marketing policies-case of distribucion,Business Sciences and Management Journal (BSMJ),2015, Volume 10, Issue 8, Pages 13-19, Oxford Academic Studies Press http://www.oaspjournal.org/engoj/index.php/paper/viewp/CRC5G-J3/1439463321 Fatos Ukaj, Internet marketing and online consumer behavior in the case of Kosovo market, European Scientific Journal, ESJ,2015, Volume 11, Issue 25. http://eujournal.org/index.php/esj/article/view/6204																												

The detailed plan of work:	
Week	Topic
Week 1	Introduction to Media Marketing. Key concepts and their analysis: -General knowledge of marketing, - the features of the media, the social media.
Week 2	- Types of Communication,,
Week 3	- Communication Models,,
Week 4	- Regulatory Aspects of Marketing Communications,,
Week 5	- Ethical Aspects of Marketing Communication,,
Week 6	- Work with the Media,,
Week 7	I. Intermediary assessment
Week 8	- Media planning,,
Week 9	- Media, types and formats,,
Week 10	- Verbal and non-verbal communication,
Week 11	- Practical advice on working with the media,
Week 12	- Marketing in Digital Media,
Week 13	- Social Media and Marketing,
Week 14	- Management of Marketing Information,

Academic policies and code of conduct:

Students are expected to participate in lectures, seminars and group discussions. Tutor is available for individual consultations as well. Students are required to read the literature before each lecture. Students are not obliged to undertake the intermediate assessments during the semester. They should respect the code of conduct during lectures and exams and in communication with the academic staff.