



UNIVERSITETI
BARLETI

FACULTY OF ECONOMICS, GOVERNMENT AND LAW

APPROVED

DEAN

Prof. Asoc. Dr. Arbi Agalliu

RECTOR

Prof. Dr. Suzana Guxholli



CURRICULUM

Program of Study BACHELOR in: MARKETING, PUBLICITY AND PUBLIC RELATIONSHIP
(Full Time)

Tirana, 2025

Curriculum: Bachelor in Marketing, Publicity and Public Relations (year I)

Nr.	Course	Module	Course Code	Type of Activity	Total Load in Hours						Weekly Load in Hours												Individual Hours				
					Total (credits)	Total (hours)	Lectures	Workshops	Laboratories / Exercises	Projects / Course	Assignments	Practice	Final Test	Semester 1						Semester 2							
														Lectures	Seminars / projects	Laboratories / exercises	Practice	Final Test	Exams	Lectures	Seminars / projects	Laboratories / exercises		Practice	Final Test	Exams	
1	English Language	English Language	63BA-0414-A-ENG	D	6	45	30	14	1					2	1				x							105	
2	Principles of Accounting	Principles of Accounting	63BA-0414-A-KMX	C	6	45	30	14	1					2	1				x							105	
3	Business Law	Business Law	63BA-0414-A-DBZ	A	6	45	30	14	1					2	1				x							105	
4	Management and Business Communication	Principles of Management	63BA-0414-A-BMX	B	6	45	30	14	1					2	1				x							105	
5	Math	Math	63BA-0414-A-MAT	A	6	45	30	14	1					2	1				x							105	
6	Information Technology	Information Technology	63BA-0414-A-INF	D	6	45	30	14	1												2	1			x	105	
7	Management and Business Communication	Communication in Business	63BA-0414-A-KOB	B	6	45	30	14	1												2	1			x	105	
8	Academic Writing	Academic Writing	63BA-0414-A-SHA	A	6	45	30	14	1												2	1			x	105	
9	International Marketing and the Consumer	Consumer Behaviour	63BA-0414-A-SKO	B	6	45	30	14	1												2	1			x	105	
10	Publicity Design	Publicity Design	63BA-0414-A-DPU	B	6	45	30	14	1												2	1			x	105	
Total					60	450	300	140	10	10	10			10	5						10	5					1050
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Curriculum: Bachelor in Marketing, Publicity and Public Relations (year II)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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11	Sales marketing and social media	Retail Marketing	63BA-0414-A-MSHP	B	6	45	30	14	1																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		



Curriculum: Bachelor in Marketing, Publicity and Public Relations (year III)																											
Nr.	Course	Module	Course Code	Type of Activity	Total Load in Hours							Weekly Load in Hours												Individual Hours			
					Total (credits)	Total (hours)	Lectures	Workshops	Laboratories / Exercises	Projects / Course Assignm	Practice	Final Test	Semester 1						Semester 2								
													Lectures	Seminars / projects	Laboratories / exercise	Practice	Final Test	Exams	Lectures	Seminars / projects	Laboratories / exercise	Practice	Final Test		Exams		
19	Logistics and supply chain management	Logistics and Supply Chain Management	63BA-0414-A-MLZ	C	6	45	30	14	1				2	1				x									105
20	Human Resources and Organizations	Human Resources Management	63BA-0414-A-MXB	C	6	45	30	14	1											2	1					x	105
		Organizational Behaviour	63BA-0414-A-ORG	C	6	45	30	14	1				2	1				x									105
		Business Ethics	63BA-0414-A-EBZ	A	6	45	30	14	1				2	1				x									105
21	Ethics and Decision Making in Business	The Creation of New Products	63BA-0414-A-KPR	C	6	45	30	14	1												2	1				x	105
		Public Relations	63BA-0414-A-MPS	B	6	45	30	14	1				2	1				x								105	
		News Writing and Reporting	63BA-0414-A-SHL	B	6	45	30	14	1				2	1				x								105	
22	Public Relations	Activity Management	63BA-0414-A-MXA	B	6	45	30	14	1											2	1				x	105	
		Internship	63BA-0414-A-X91	D	6	135					135												9.0			15	
		Final Assessment	63BA-0414-A-X99	E	6	21						21													1	x	129
23		Total		60	516	240	112	8	135	21		10	5						6	3		9	1			984	
										Hours per week							15					19					

