

Course Name : Information Technologies							
Course Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab. (hours/week)	Credits	ECTS
IMC 204	A	Spring	3.00	0.00	0.00	2.50	5.00
Lecturer		Krisien Xoxa, Msc					
Assistant							
Course language		Albanian					
Course level		Bachelor					
Description							
Objectives							
Course Outline							
Week	Topic						
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16	Final Exam						

Prerequisites			
Literature		• Content Marketing Masterclass - Brad Merill	
References		• Teknologjia e informacionit dhe komunikimit në shkolla, E.Çipi, A. Hyso, E.Proko, D. Gjylapi.	
Laboratory work			
Use of comp.			
Other			
Course Outcome			
1	Në përfundim të këtij kursi studentët do të jenë në gjendje të kuptojnë konceptet themelore që lidhen me teknologjinë e mediave te promovimit.		
2	Të kuptojnë teknikat dhe strategjite efektive qe mundeson marketingu on-line.		
3	Njohin ndikimin që ka TIK-u në fushën e marrëdhënieve me publikun dhe komunikim-marketingut.		
Course Evaluation			
In-term Studies		Quantity	Percentage
Midterms		1	50
Quizzes		0	0
Projects		0	0
Term Projects		0	0
Laboratory		0	0
Class Participation		0	0
Total in-term evaluation percent			50
Final exam percent			50
Total			100
ECTS Workload (Based on Student Workload)			
Activities	Quantity	Duration (hours)	Total (hours)
Course duration (Including the exam week: 16x Total hours of the course)	16	3	48
Study hours outside the classroom (Preparation, Practice, etc.)	14	5	70
Duties	0	0	0
Midterms	1	1	1
Final Exam	1	1	1
Other	0	0	0
Total Work Load			120
Total Work Load / 25 (hours)			4.80
ECTS			5.00