

2ND CYCLE PROGRAM IN COMMUNICATION SCIENCES AT THE FACULTY FOR COMMUNICATION SCIENCES AND TECHNOLOGIES (CST)

The Faculty of Communication Sciences and Technologies is offering a 2nd cycle degree course of study leading to a Masters Degree in Communications. 2nd cycle studies in the faculty will be divided into two areas of concentration, to be chosen by the student, and each with its specific course of study. These concentrations are: 1) Corporate Communications and 2) Media Strategy.

I. GENERAL DESCRIPTION OF THE GRADUATE OF THE PROGRAM

The 2nd Cycle Program in Communication Sciences at the CST Faculty addresses the skills to be learned, the knowledge to be acquired, and the competences to be achieved in the field of Communication. Globally, communication related employment is growing and is expected to do so well into the future. SEEU can position itself as the premier producer of people with a Communication Science education in the South East European region, through the following degree programs. The program will incorporate and build both vocational and academic competencies with possibility to emphasize one of them by allowing the student to choose his programs and courses.

II. LEARNING OUTCOMES

Media Strategy

The graduate will be able to:

1. Design effective media messages in multiple mediums (audio, video, web)
2. Design media campaigns
3. Direct the execution of media campaign
4. Evaluate results
5. Do pre and post campaign assessment

Students who obtain this degree with these competencies would be expected to be employed in one of the following areas:

1. Public Relations (PR strategies are utilized globally by businesses, NGOs, government both in house and through consultancies)
2. Advertising (Advertising is also utilized by businesses, NGOs and government)
3. Political Campaigns (in democracies everywhere both campaign analysts and speech writers are engaged by candidates in election campaigns)

4. Public Service Campaigns (governments & NGOs engage in a variety of the campaigns for the public good, such as cancer prevention and treatment, age prevention, immunization)

The 2nd Cycle Degree in **Media Strategy** has the following curriculum.

Semester 1	<ul style="list-style-type: none"> • Research Methodology (6 credits) • Advanced Communication Theory (6 credits) • Media Strategies (6 credits) • Advanced Persuasion (6 credits) • Elective (6 credits)
Semester 2	<ul style="list-style-type: none"> • Media Criticism (6 credits) • Advanced Public Communication (6 credits) • Intercultural Media (6 credits) • Computer Mediated Communication (6 credits) • Elective Course (6 credits)
Semester 3	<ul style="list-style-type: none"> • Applied Learning Project and/or Thesis

Electives:

Media Training
 Advanced Interviewing
 Advanced Intercultural Communication

IV. Admission Requirements

In addition to general SEEU 2nd cycle program requirements, the perspective student must have:

- 1) 1st cycle (Bachelor Degree) in Communication or related fields (students with degrees in other disciplines may be required to take undergraduate prerequisites as part of their program)
- 2) Excellent English proficiency (TOEFL 550;IELTS 6.0)
- 3) Undergraduate GPA greater than 8.5
- 4) Approval from the Admission committee (Students with degrees in other disciplines may be required to take undergraduate prerequisites as part of their program).

V. Academic Staff

1. Michel Bourse, PhD
2. John Parrish-Sprawl, PhD
3. Kristy Sheeler, PhD
4. Kristine Karnick, PhD
5. Bashkim Gjergji, PhD
6. Vesel Memedi, PhD
7. Veton Latifi, PhD
8. Liljana Siljanovska, PhD
9. Linda Ziberi, MA
10. Elda Bagaviki-Berisha, MA
11. Aurora Ndrio, MA
12. Selvie Shaqiri, MA
13. Maja Muhic, MA