

**Undergraduate Program of  
Faculty for Languages, Culture and Communication**

**DEPARTMENT OF COMMUNICATION SCIENCES**

Semester I	Credits	W/S	Theoretical hrs	Practical/ Tutorial hrs	Study load hrs	Class Size
Beginners/Pre Intermediate /Intermediate /Advanced English /Academic English	3	W	0.5	1	90	20-30
Albanian Language I/ Macedonian Language I	3	W	0.5	1	90	200/20-30
Advanced IT Skills	3	W	0.5	1	90	200/20-30
Academic Writing in Albanian/Macedonian (Optional)	3	W	1.5		90	20-30
Public Speaking	6	W	2	1	180	200/20-30
Introduction to Communication	6	W	2	1	180	80/20-30
Introduction to Media Studies	6	W	2	1	180	80/20-30
<b>Total</b>	<b>30</b>				<b>900</b>	

Semester II	Credits	W/S	Theoretical hrs	Practical / Tutorial hrs	Study load hrs	Class Size
Pre Intermediate /Intermediate /Advanced /Academic/ Advanced Academic English	3	S	0.5	1	90	20-30
Albanian language II/Macedonian language II	3	S	0.5	1	90	200/20-30
Media Writing	6	S	2	1	90	20-30
Computer Application in Communication	6	S	1	2	180	200/20-30
Theory of Communication I	6	S	2	1	180	80/20-30
Intercultural Communication	6	S	2	1	180	80/20-30
<b>Total</b>	<b>30</b>				<b>900</b>	

Semester III	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Advanced English 1 / English for Specific Purposes 1	3	W	0.5	1	180	20-30
Elective course or English language elective course	3	W	1	0.5	180	80/20-30
Theory of Communication II	6	W	2	1	180	80/20-30
Media and Society	6	W	2	1	180	80/20-30
Communication Research Methods	6	W	2	1	90	80/20-30
Communication Ethics	6	W	2	1	90	80/20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

Semester IV	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
English for Specific Purposes 2	3	S	0.5	1	180	20-30
<b>Elective course I</b> or English language elective course	3	S	1	0.5	180	80/20-30
Persuasion	6	S	2	1	180	80/20-30
Organizational Communication	6	S	2	1	180	80/20-30
Public Relations: Principles and Practices	6	S	2	1	90	80/20-30
<b>Elective Course II</b>	6	S	2	1	90	80/20-30
<b>Total</b>	<b>30</b>	<b>S</b>			<b>900</b>	

**Elective courses I:**

1. Foreign Language II
2. Communication and Audience
3. Political Terminology and Mass Communication
4. Interpersonal Communication
5. Web publishing

**Elective courses II:**

1. Journalistic Genres
2. Psychology of Comm.
3. Negotiation
4. Media Law and Regulation

Semester V	Credits	W/S	Theoretical hrs	Practical/ Tutorial hrs	Study load hrs	Class Size
Capstone Project	6	W	2	1	180	80/20-30
<b>Elective course 1</b>	6	W	2	1	180	80/20-30
<b>Elective course 2</b>	6	W	2	1	180	80/20-30
<b>Elective course 3</b>	6	W	2	1	90	80/20-30
<b>Free Elective course</b>	6	W	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

**Elective Courses:**

**Module 1 (Media and Journalism)**

1. Media Writing and Reporting
2. Principles and Practices of Interviewing
3. Media Studies
4. Mass Culture, Media and Entertainment
5. TV Workshop
6. Radio Workshop
7. Professional Career Development

**Module 2 (Organizational Communication and Public Relations)**

1. Group Communication
2. Intro to Political Communication
3. Communication and Conflict
4. Communication and Leadership
5. Organizational Culture
6. Writing for Public Relations
7. Career Search Strategies

**Free Elective Courses:**

1. Public Speaking
2. Argumentation and Debate
3. International Relations
4. Business and Professional Communication

Semester VI	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Professional Placement	6	S	1	2	180	80/20-30
<b>Elective course 1</b>	6	S	2	1	180	80/20-30
<b>Elective course 2</b>	6	S	2	1	180	80/20-30
<b>Elective course 3</b>	6	S	2	1	90	20-30
<b>Free Elective course</b>	6	S	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>S</b>			<b>900</b>	

**Elective Courses:**

**Module 1 (Media and Journalism)**

1. Media Production
2. Investigation journalism
3. TV Production
4. Photo Journalism
5. European Media
6. News Writing
7. Radio Production

**Module 2 (Organizational Communication and Public Relations)**

1. Training and Consulting
2. Human Resource Management
3. Health Communication
5. Contemporary Problems of Organizational Comm.
6. PR campaigns
7. Power and Politics in Organizations

**Free Elective Courses:**

1. Public Speaking
2. Information and Propaganda
3. Globalization and Cultural Identity
4. Introduction to Political Communication
5. Integrative Marketing Communication

**SECOND CYCLE (Post graduate studies)****Program: MEDIA STUDIES**

<b>Semester I</b>	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Research methodology	6	W	2	1	180	80/20-30
Communication and Media Systems	6	W	2	1	180	80/20-30
Media Analyses	6	W	2	1	180	80/20-30
Advanced Theory of Communication	6	W	2	1	90	80/20-30
<b>Elective course</b>	6	W	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

### Media Studies

Semester II	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Media Criticism	6	S	2	1	180	80/20-30
International Media	6	S	2	1	180	80/20-30
Advanced Public Speaking	6	S	2	1	180	80/20-30
Media and Politics	6	S	1	2	90	20-30
<b>Elective course</b>	6	S	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>S</b>			<b>900</b>	

### Media Studies

Semester III	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Online Journalism: Theories and Practices	6	W	2	1	180	80/20-30
Advanced Principles and Practices of Interviewing	6	W	2	1	180	80/20-30
Media Effects and Functions	6	W	2	1	180	80/20-30
Media Strategies	6	W	1	2	90	20-30
<b>Elective course</b>	6	W	1	2	90	20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

### Media Studies

Semester IV	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
MA final work	30	S	1	2		80/20-30

### Elective Courses:

- Media Culture
- Media Training
- Advanced Persuasion
- New Media
- Media Management
- Advanced Media production

**SECOND CYCLE (Post graduate studies)**

**Program: CORPORATIVE COMMUNICATION**

Semester I	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Research methodology	6	W	2	1	180	80/20-30
Advanced Theory of Communication	6	W	2	1	180	80/20-30
Advanced Organizational Communication	6	W	2	1	180	80/20-30
Communication and conflicts in organizations	6	W	2	1	90	80/20-30
<b>Elective course</b>	6	W	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

### Corporative Communication

Semester II	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Communication training in organizations	6	S	2	1	180	80/20-30
Interpersonal communication	6	S	2	1	180	80/20-30
Groups and organizations	6	S	2	1	180	80/20-30
Business and professional communication	6	S	1	2	90	20-30
<b>Elective course</b>	6	S	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>S</b>			<b>900</b>	

### Corporative Communication

Semester III	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Management of organizational changes	6	W	2	1	180	80/20-30
Analyses of cases in organizational communication	6	W	2	1	180	80/20-30
Organizational Communication Systems	6	W	2	1	180	80/20-30
Advanced persuasion	6	W	1	2	90	20-30
<b>Elective course</b>	6	W	1	2	90	20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

### Corporative Communication

Semester IV	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
MA final work	30	S	1	2		80/20-30

### Elective Courses:

- Power and Influence in Organizations
- International Corporative Communication
- Negotiations: Theory and Practice
- Advanced Communication of Health
- Management of Human Resources
- Communication consulting

**Program: PUBLIC RELATIONS AND MARKETING COMMUNICATION**

Semester I	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Research methodology	6	W	2	1	180	80/20-30
Communication Campaigns Strategies	6	W	2	1	180	80/20-30
Marketing Communication	6	W	2	1	180	80/20-30
Advanced Theory of Communication	6	W	2	1	90	80/20-30
<b>Elective course</b>	6	W	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

**Elective Courses:**

Advanced Public Speaking  
 Advertising and PR Workshop  
 Negotiations: Theory and Practice

### Public Relations and Marketing Communication

Semester II	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Public Relations Planning	6	S	2	1	180	80/20-30
Political Communication	6	S	2	1	180	80/20-30
Advertising	6	S	2	1	180	80/20-30
Advanced Writing for Public Relations	6	S	1	2	90	20-30
<b>Elective course</b>	6	S	2	1	90	20-30
<b>Total</b>	<b>30</b>	<b>S</b>			<b>900</b>	

#### Elective Courses:

Visual Culture

Communication Approach to Semiotics

Advertising and Gender

### Public Relations and Marketing Communication

Semester III	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
Advanced Principles and Practices of Interviewing	6	W	2	1	180	80/20-30
Narratives and Textuality in Advertising and PR	6	W	2	1	180	80/20-30
Media Analyses	6	W	2	1	180	80/20-30
PR case study	6	W	1	2	90	20-30
<b>Elective course</b>	6	W	1	2	90	20-30
<b>Total</b>	<b>30</b>	<b>W</b>			<b>900</b>	

#### Elective Courses:

Integrative Marketing Communication

Advanced Public Opinion

Advanced Persuasion

### Public Relations and Marketing Communication

Semester IV	<i>Credits</i>	<i>W/S</i>	<i>Theoretical hrs</i>	<i>Practical/ Tutorial hrs</i>	<i>Study load hrs</i>	<i>Class Size</i>
MA final work	30	S	1	2		80/20-30