



UNIVERSITETI I EVROPËS JUGLINDORE  
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА  
SOUTH EAST EUROPEAN UNIVERSITY

## Study program **Media Strategies (60 ECTS)**

Faculty Languages, Cultures and Communications

Study Cycle Second Cycle (Postgraduate)

ECTS 60

## Description of the program

Through this program students will gain advanced skills, knowledge and competencies in the field of communication with a special focus in media strategies. Generally, employment rates in communication related positions are on the increase and this trend is expected to continue in the future. With the programs offered, SEEU is on the way to becoming a leading institution in creating future professionals in the area of Media Strategies in Southeast Europe. The program has both a professional and an academic perspective, with the possibility of highlighting one of them, by allowing students to choose their own major and subjects.

## Career

Scientific research, professional communication, decision-making, solving problems / conflicts, public ethics, critical thinking - competencies for critical evaluation; designing effective media messages for various media, design and implementation of media campaigns and establishing the modules for their evaluation.

## Learning outcomes

### Knowledge and understanding

- The program incorporates a strategy to develop organizational communication and in particular explains the classified communication tools in the development and implementation of communication strategies and tactics.
- The program shows high professionalism and ability to create and analyze public opinion on important segments of the socio-political, economic and cultural life.

### Applying knowledge and understanding

- Managing communication campaigns and media strategies through the media and in the media, in different PR departments and PR and marketing agencies, political parties and government authorities through the services of public relations.
- Ability to create media plans for certain communication problems.
- Ability to create an elaborately organized and structured content of the communication strategy in its main segments: information, awareness and persuasion.

### Making judgement

- Identification of strengths and weaknesses in the management of certain media strategies.
- Ability to estimate and evaluate the most suitable strategies and tactics that should be applied to specific campaigns in local and global level.
- Leading the evaluation of specific problems related to international communication, relating to communication

planning, management processes, control and strategic management.

## Communication skills

- Ability to determine the time required for planning and broadcasting various media products: advertising, radio and TV spots, Internet ads, place and frequency of billboards, panels, etc. Ability to create and edit program schemes, to explore audience and analyze media market.

## Learning skills

- Students will be able to deepen their theoretical knowledge through exploring various communication situations, formulating research questions.
- Creating questionnaires as a scientific method and researching the audience.
- Critical thinking and analysis of media content strategies.
- Taking initiatives and responsibility for creating global communication policy in institutions.

## List of courses

### Semester 1

- [6.0 ECTS] **Research Methodology**
- [6.0 ECTS] **International Media**
- [6.0 ECTS] **Media Strategies**
- [6.0 ECTS] **Elective course 1**
- [6.0 ECTS] **Elective course 2**

### Semester 2

- [24.0 ECTS] **Master Thesis**
- [6.0 ECTS] **Free elective course 1**

## Description of courses

### Core courses

- **Research Methodology**  
This course focuses on quantitative and qualitative research methods and techniques needed to write a Master's thesis, as well as on its structure and standards. The selection of the needed literature, its analysis and scientific interpretation is also an important component of the course.
- **International Media**  
Gaining knowledge about the concept and power of international media, their social role and significance, the trends and challenges in their development, media effects, media policy, and international standards.
- **Media Strategies**  
Introduction to basic principles and laws in creating media strategies, similarities and differences between media relations and journalism, as well as ways to work with the media and the rules and guidelines for good media relations.
- **Master Thesis**  
After passing examinations, the student may begin the procedure of filing, making and public defense of thesis topic. The student chooses the mentor, who gives him instructions for preparation of the application of master theses. The application must be granted by the Graduate Studies Educational Collegium and the Scientific and Academic Council of the Faculty. After preparing the final version of Masters Thesis, Academic-Scientific Council of Faculty forms a three-member committee, which prepares the report, which is may be accepted or rejected. The positive report is approved by the Academic-Scientific Council and it is set the date of public defense. After successfully defending the thesis, the student gains the degree - Master of Communication Sciences / Field: Media Strategies.

## Elective courses

- **Advanced Public Communication**

This course provides advanced knowledge of the principles and practices of public speaking. The course focuses on the practice of public speaking and its thoughtful criticism. The students will be offered several options for giving public speeches inside the classroom, and to act as critics of the effectiveness of other famous speeches.

- **Media Criticism**

The aim of this subject is to learn the techniques and skills to analyze media content, according to the function of the media and the composition and structure of media products. Applied techniques of writing critiques of certain radio and TV reports, programs and specific programmatic belts, and determination of contemporary strategies for creating printed pages with media content in newspaper will also be covered.

- **Advanced Communication Theory**

Conversational process - Theory of anxiety - Nonverbal communication as a process - Theory of social penetration - Interaction of participants in the communication process.

- **Advanced Persuasion**

This course equips students with theory, application and practice of advanced public Speaking, and focuses on the value needed for communication decisions. The course will focus on how to effectively use the tools of persuasion with responsibility and respect for the audience.

- **Computer Mediated Communication**

The purpose of this course is to provide the students a comprehensive understanding of multiple tools and methodologies for solving problems related to issues of web communication. The course will also focus on analyzing the complex relationship between media and society, the role of mass media as mediating technology for mass and global communication.

- **Advanced Interviewing**

The subject is focused on the principles and practices of interviewing, using criteria for informative, consultative, evaluative job interviewing. The course also covers resumes, cover letters, job applications, job descriptions and other similar forms. Preparation of guidelines and protocols for different types of interviewing. Simulation of interviews, changing roles of participants in the communication process when interviewing. Research, preparation, conducting and evaluating interviews.

- **Applied Intercultural Communication**

Within the course there will be learnt the importance of the theory of culture, and culture in the communication view. Next Masters' students need to apprehend the theoretical and practical aspects of the intercultural communication and to be able to gain knowledge about culture in different contexts and environments from the viewpoint of communication and or epistemology.

- **Selected Topics in IT Applications for Preparing a Scientific Paper**

The aim of this subject is: \* To display the technical elements, the structure of the text and design of a scientific research. \* To enable students to acquire advanced knowledge and skills from selected chapters of IT applications that will be needed in preparation of the scientific and research paper. \* Practical application of these objectives in preparing student's individual research paper.

- **Applications for Statistical Data Processing**

The aim of this subject is: \* To display the technical elements in the field of statistics: organizing, processing, and comparing through analysis and publication of data. \* To enable students to acquire advanced knowledge and skills of the applications for statistical data processing. \* Practical application of these objectives in statistical processing of data obtained from questionnaires, reports, scientific studies and other documents.