

Basic data of the subject	
Academic unit	Faculty of Management
Program	Business Management and Entrepreneurship
Subject	Social media and the digital economy
Level	Bachelor
Course status	Elective
Year of studies	III
Semester	VI
Number of hours per week	3
Value of credits - ECTS	4
Time/ Location	UASF
Course lecturer	
Contact details	
Course description	
	<p>This course will provide students with knowledge on the basic concepts of new media, as well as the role that digital media play in society, through topics from the scientific literature, the technological evolution of digital media will be examined, as well as their impact on communication, the economy digital and society, New media audiences, The concept of digital distribution and digital participation, E-commerce (definition, development, opportunities, models), Electronic marketing, The course also addresses key moments in the history of computing and social media, to obtain a broader perspective on the changes and nature of technological innovation and impacts on the digital economy.</p>
Course objectives	
	<p>The main objective of this course is for the student to learn mainly about best practices by exploring social media and the digital economy, how they affect profitability and the process of digitization of the product and its development. Students should also know the psychological side of consumers in order to create loyal customers during the process of mutual communication.</p> <p>Special emphasis is placed on the placement of products and services offered by these companies, but with the help of modern information technologies.</p>

Expected learning outcomes	<p>After successful completion of the module, students should:</p> <ul style="list-style-type: none"> • Gain knowledge about the role and importance of social media and digitization in the economy, in modern times in the context of enterprises, • They understand the great role that social media has nowadays in business development, • They know about the digital economy and its role for the development of the company. • Effectively implement the use of new media and social networks, • Differentiate new media from traditional newsrooms - for the benefit of the company, • Use social networks to report professionally, • Apply the basic knowledge of e-commerce related to the digital economy, • Create access to social media in function of the benefit of the enterprise in the target market, • Competent in teamwork to plan, design and create new media content.
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Contribution to the student load (which must correspond with learning outcomes)

Activity	Hours	Days/Weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15
Internship	5	1	5
Contacts with teacher / consultations			
Field exercises			
Midterm, seminars and projects.			
Homework	1	5	5
Studying (at the library or at home)			30
Final preparation for the exam	3	2	6
Time spent on evaluation (tests, quiz and final exam)	2	2	4
Projects and presentations	1	5	5
Total			100

Teaching methodology

Teaching methodology	Interactive lectures with students related to the taught topics, orientation in the elaboration of the material by taking study cases which will be discussed in the group, the lesson based on a presented problem, the
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	presentation of students for study cases, seminar-scientific papers, Essays or Research.
Assessment methods	Evaluation method (Criteria): <ul style="list-style-type: none"> ➤ 10 points - engagement in lectures and attendance, ➤ 20 points - seminar paper, essay, case study, research project, ➤ 70 points - final exam, Exam Test (written/oral test) - contains min. 5 questions, The student passes the exam if he collects 50 points from all evaluation criteria,
Teaching tools	Laptop, projector, whiteboard, wireless, the Internet, Kahoot!, Quizlet, MS Teams, instruments for skill evaluation, etc.
Theory vs. practice ratio	60% Theory 40% Practice work with case studies, examples and practical assignments.
Literature	
Basic literature	1. Ilir Doçi, E-biznesi, dispensë, Prishtinë, 2014. 2. Tim Jordan, 2020, The Digital Economy
Additional literature	1. Philip Kotler, Marketingu 4.0, 2016 2. Bill Kovach & Tom Rosentiel - "FLU si të njohësh të vërtetën në epokën e mbingarkesës së informacionit", 3. Keith Quesenberry, 2018, Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution 4. Eric Scherer. A na duhen më gazetarët?", "Digital Media and Society", (Sage Publications 2017),
Designated learning plan	
Week	Lecture
Week one	Syllabus presentation, familiarization with the basic concepts of new media.
Week two	The concept of new media and its relation to society and technology. Interactive discussions,
Week three	The rise of new media, the comparison between information capitalism and industrial capitalism, Interactive discussions,
Week four	New media audiences, Interactive discussions,

Week five	The use of new media, the concept of digital distribution and digital participation, Interactive discussions,
Week six	Economic decision-making perspective accepting or rejecting an innovation in technology, Interactive discussions,
Week seven	The main issues that are addressed in social psychology about the digital society Interactive discussions,
Week eight	Leadership, recognition, attraction, personal and social functions in the digital economy
Week nine	Information and the digital economy, Interactive discussions,
Week ten	Electronic operation (development, width, models) and distribution management, Interactive discussions,
Week eleven	E-commerce (definition, development, opportunities, models) Interactive discussions,
Week twelve	Electronic marketing, Interactive discussions,
Week thirteen	New perspectives, initiatives and implications in the digital economy, Interactive discussions,
Week fourteen	Internet Security, Interactive discussions,
Week fifteen	Presentations of seminar papers
Academic policies and rules of conduct	
The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.	