



CIT

CANADIAN INSTITUTE
OF TECHNOLOGY

BACHELOR PROGRAM

DIGITAL MARKETING

PROFILE OF BUSINESS ADMINISTRATION

www.cit.edu.al

OUR BACHELOR PROGRAMS

Canadian Institute of Technology offers high quality educational programs ranging from Bachelor in Business Administration, Business Administration and IT, Finance & Accounting, Software Engineering, Telecommunication Engineering, Computer Engineering & IT, Robotics & Mechatronics Engineering and Electronics Engineering. Designed for students interested in pursuing a career in these fields, you will get a start in the job market, and may gain exemptions from professional qualifications.

You will develop a professional understanding of these programs, applicable to real world jobs.

Canadian Institute of Technology commits on delivering quality education through its highly qualified domestic academic staff with teaching experience abroad as well as international academic staff.



Study with McGraw Hill,
one of the biggest
educational publishers in
the world.

Improve your English skills
and increase employment
opportunities by gaining
access to an international
career.

A connected
and supportive
network

Teaching process is based on the best
international educational practices,
empowering graduates with creative,
innovative, entrepreneurial skills, and a
passion for knowledge.

WHY BACHELOR IN DIGITAL MARKETING

PROFILE OF BUSINESS ADMINISTRATION

The Bachelor in Business Administration (BBA) is a three-year undergraduate program (180 ECTS) offered by the Faculty of Economy. It is designed to provide students with a strong foundation in key areas of business and management, equipping them with both theoretical knowledge and practical skills essential for success in today's job market.

The program offers three areas of specialization: Business Analytics, and Digital Marketing. These profiles reflect the growing demand for professionals in emerging sectors of the economy and aim to prepare graduates for a wide range of career opportunities.

The BBA program also serves as a solid academic path for students who wish to pursue further studies at the graduate level. It is closely aligned with the Master of Science in Business Administration, while the Digital Marketing profile connects naturally with the Master of Science in Digital Marketing. In addition, the Business Analytics profile is related to the Master of Science in Information Technology in Business, which focuses on data analysis, information systems, and the application of technology in business decision-making.

Through a balanced approach that combines academic theory with real-world application, the program aims to develop students critical thinking, analytical skills, and leadership potential qualities that are essential for navigating the challenges of the modern business environment and contributing to economic development.



TARGET SKILLS



Core management skills in marketing, insurance, real estate, operations, and strategy



Basic and applied skills in business data analysis



Strong foundation in economics for business decision-making



Understanding of global trends and their impact on business



Operational management, negotiation, and leadership abilities



Effective communication and academic research skills



Digital marketing skills for online platforms



Critical thinking and problem-solving



Knowledge of real estate and insurance sectors



Risk management, investment, finance, and reporting skills



Use of technology and data tools in business

TYPICAL CAREER OPPORTUNITIES

There are many career opportunities available for business administration graduates who can find success in government, private sector, non-profit, and start-up organizations. Here are some job positions that are commonly available for Business Administration graduates:

○ Digital Marketing Specialist

○ Content Manager

○ SEO/SEM Specialist

○ Social Media Manager

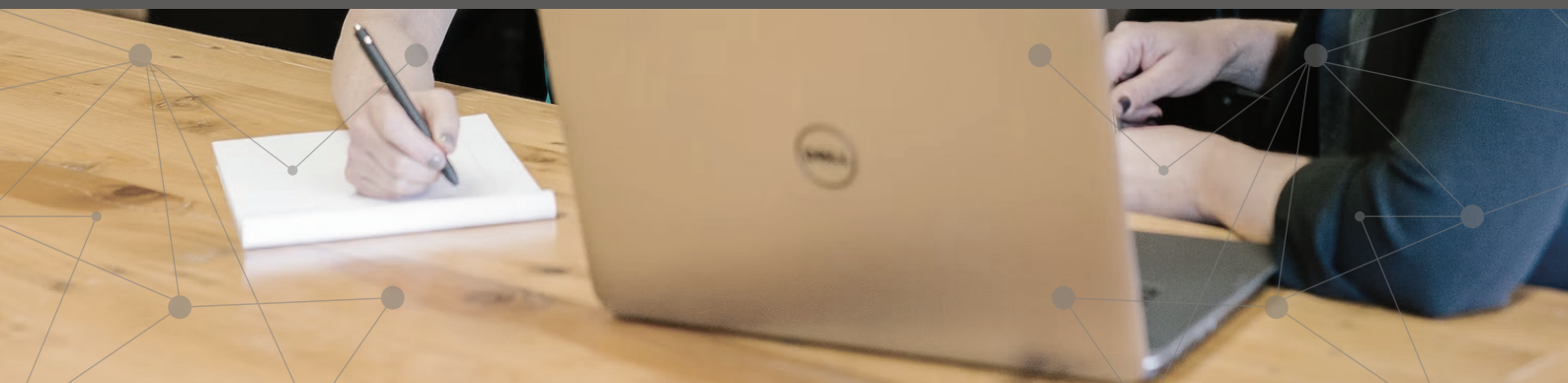
○ E-commerce Coordinator

○ Digital Campaign Analyst

○ Marketing Manager

○ Operations Manager

○ Entrepreneur



BACHELOR IN BUSINESS ADMINISTRATION

We empower every student to achieve their best academic outcome. Our range of internationally recognized qualifications has been developed to give students opportunities that suit their individual needs and aspirations and reach their university goals.

First Year

FIRST SEMESTER COURSES

- Academic Reading & Writing
- Microeconomics
- Calculus I
- Computer Applications
- Elective

SECOND SEMESTER COURSES

- Introduction to Finance
- Introduction to Business
- Macroeconomics
- Marketing
- Information Systems in Business and Finance

Second Year

THIRD SEMESTER COURSES

- Business Communication and Leadership
- Introduction to Accounting
- Business Statistics
- Business Law and Ethics
- Principles of Management

FOURTH SEMESTER COURSES

- Organizational Behavior
- Managerial Accounting
- Strategic Management
- International Business
- Elective Subjects

Third Year

FIFTH SEMESTER COURSES

- E-Commerce and Online Retail
- Consumer Behavior and Market Research
- Human Resource Management
- Research Methods
- Operations and Supply Chain Management

SIXTH SEMESTER COURSES

- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Digital Marketing Strategy and Social Media
- Entrepreneurship and Innovation

• **Internship**

The Internship Course takes place in the third year of bachelor studies, spanning 4 weeks (120 hours) and earning 6 ECTS credits. It offers practical experience in real-world scenarios, enhancing critical thinking, innovation, and design skills. Through collaboration with professionals, students learn to address challenges, meet objectives, and explore novel ideas in commercial devices, systems, or software. The internship should align closely with their field of study.

Objectives of the Internship Course:

- a. Bridge the gap between theory and practical implementation.
- b. Cultivate skills within a professional work environment.
- c. Provide valuable job market experience.
- d. Contribute to market-related opportunities.

• **Thesis**

The undergraduate diploma thesis is a vital part of the final semester in the Business Administration first-cycle program, worth 6 credits. It can be completed alongside other third-year requirements and serves as the ultimate step in the first-cycle studies upon submission and defense. Fulfilling the thesis requirement is essential for obtaining the diploma and involves individual research during the final year. This thesis also has the potential to influence future master's studies and career choices.

● HOW TO APPLY

● Bachelor's Programs (National Students)

The first step to become a student at CIT is to complete the application form, which is available at **www.cit.edu.al**. An Admissions Officer will then contact you to provide further details about the pre-registration process and the required documents for this stage.

NOTE: Completing the A1/A1Z form on e-Albania portal and the online form in U-Albania portal are fundamental steps for your enrollment.

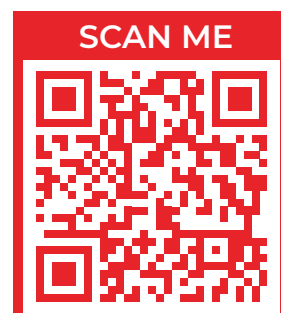
Admission Criteria

To be admitted to the bachelor's study programs, the candidate must have:

- Successfully completed high school;
- A high school GPA of 6.5 and above;
- Demonstrated English language proficiency at the B1 level or higher.

All high school students must include University College "Canadian Institute of Technology" as one of their 10 choices in the U-Albania System to register at our university.

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● Bachelor's Programs (International Students)

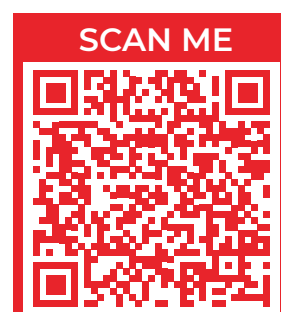
The first step to become a student at CIT is to complete the application form, which is available at **www.cit.edu.al**. An Admissions Officer will then contact you to provide further details about the pre-registration process and the required documents for this stage.

Admission Criteria

To be admitted to the bachelor's study programs, international candidates must meet the following requirements:

- Hold a high school diploma recognized by the Albanian Education Service Center;
- A high school GPA of 6.5 and above;
- Demonstrated English language proficiency at the B1 level or higher.

International students are required to apply to the Albanian Education Service Center (QSHA) for the recognition of their high school diplomas.





**OPEN YOUR DOOR
TO THE WORLD**

Canadian Institute of Technology

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