



**REPUBLIC OF ALBANIA  
UNIVERSITY OF TIRANA  
FACULTY OF FOREIGN LANGUAGES**

**FFL STRATEGY OF MARKETING POLICIES**

**Approved by the Deanery's Decision  
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**December 2021**

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The Faculty of Foreign Languages mission is to strengthen its position, as the main institution with the largest contribution in the country to the teaching of foreign languages, producing specialists and professionals of foreign languages, who provide assistance in the development of the country and European integration. The Faculty of Foreign Languages is playing an important role in realizing the institutional development strategy of the University of Tirana, as an integral part of it, interacting with its other structures and faculties.

One of the policies for the further strengthening of the basic units is also the Marketing Strategy of FFL. The development of basic units will focus specifically on communication policies in the context of today's information development.

**The points on which the Marketing Strategy will be based on are defined as follows:**

1. Establishment of the Student Career Counseling Office.
2. Projection of the Institution's Image.
3. Development of an electronic internal communication system.
4. Creating a wide effective network of contacts.
5. Promotion of students' life.
6. Close and effective relations with upper secondary schools.
7. Participation in fairs and promotional events.

### **1. Establishment of the Student Career Counseling Office.**

The establishment of the Student Career Counseling Office at FFL is playing a key role in informing, communicating, marketing and promoting of study programs and services offered by the Faculty to its students, to upper secondary school students, institutions, enterprises, as well as foreign actors in the region and beyond.

The Career Counseling Office at FFL has a full-time employee and several lecturers engaged in its operations, with a focus on placing students at the center of their work. They guide and help students to be successful in building their professional careers by

- connecting their interests, skills, values and personality with the work world;
- encouraging students to test their ideas through internships, informative interviews, volunteering and extracurricular activities organized at the FFL;
- paying special attention to the preparation of their presentation, CVs, letters of interest for work, as well as their preparation to be interviewed.

## **2. Projection of the Institution's Image**

Establishing a brand and identity is crucial for promoting the image of the faculty, as it helps define the core values of our institution and provides insight into its composition: what defines the spirit and experience of FFL, how can we distinguish it from other higher institutions?

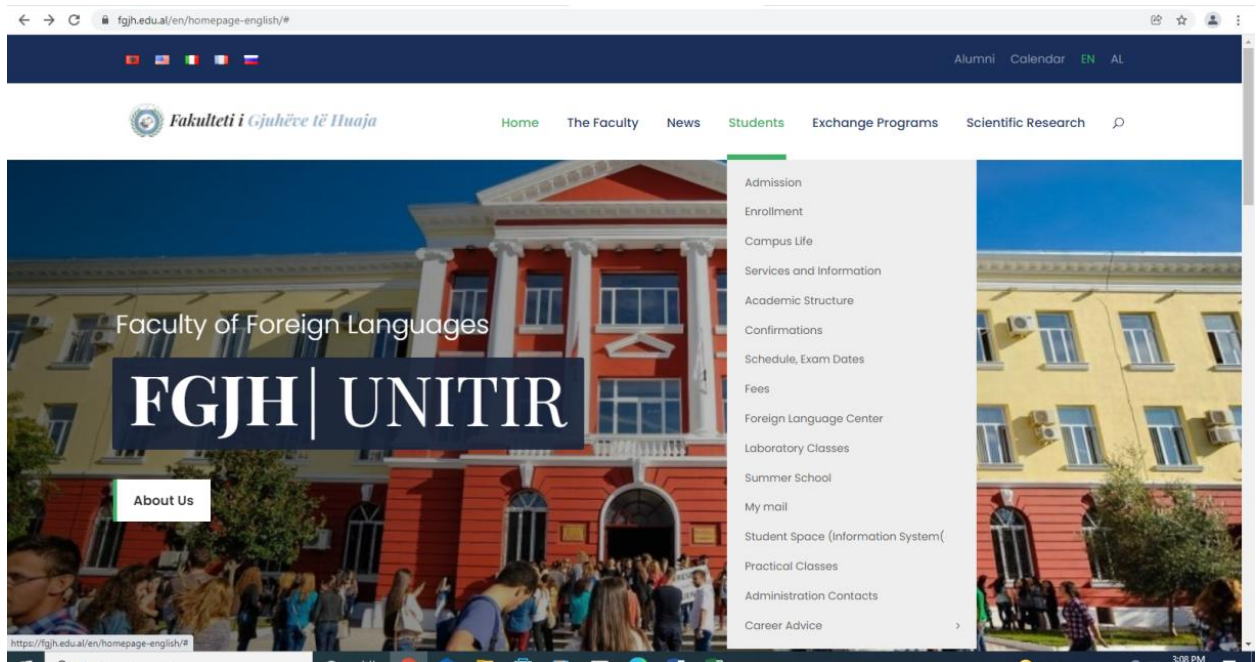
The projection of the institution's image serves to know the existing and potential target audience, to understand the demographics, to identify what motivates the decision-making process and to reach their minds and hearts.

The design of publicity and marketing materials, aimed at promoting the distinctive value and appropriate image of the brand both internally and externally, will utilize contemporary methods outlined in the following action plans.

### **2.1. The new model of the official website of FFL.**

Reconstructing the official website of the FFL with a focus on providing easy access to convey information to as many interested parties as possible like students, upper secondary students and their parents, local institutions, as well as foreign counterparts, developing the website to support all the languages corresponding to the study programs offered by each department: Albanian, English, French, Italian, German, Spanish, Greek, Russian, and Turkish.

Presenting the website in several foreign languages not only enhances the image of the faculty as an international institution but also provides access to other countries and institutions interested in cooperation.



## 2.2 Updating the official Facebook page of FFL.

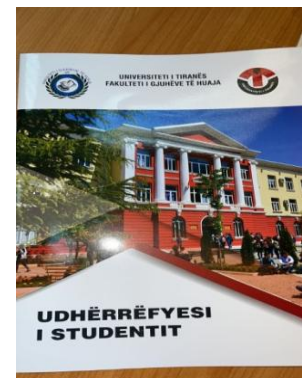
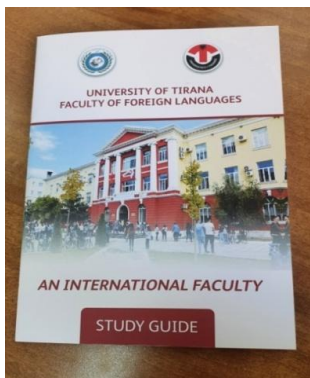
The official Facebook page of the FFL is updated daily with all activities and announcements of events taking place in the faculty. This is done to stimulate interest and encourage students participation in the academic and scientific life of the faculty.



The FFL Facebook page serves as a contemporary platform for transmitting information, especially to the younger generation, who are the primary (though not exclusive) followers of this application. It provides real-time updates to students about faculty activities and important academic information, including announcements on training sessions, cultural events, program openings, relevant schedules, project calls, and more.

### 2.3 Student's Guide.

At the beginning of the 2021-2022 academic year, the 'Student's Guide' was published as a dedicated resource for FFL students, providing extensive information to facilitate the adaptation of new students to academic life. This guide is also available in English to cater to foreign collaborators. Additionally, promotional materials such as bags, pens, and notebooks/agendas have been created as part of the FFL's image, which are distributed to new students, collaborators, and various guests.

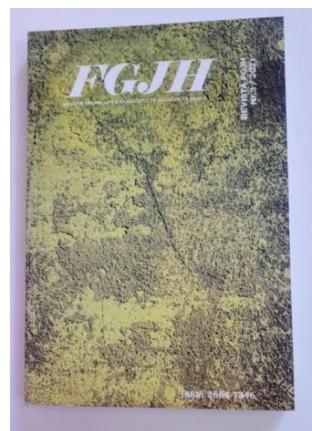
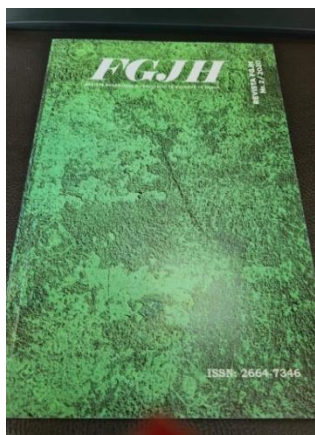


## 2.4 Publication of/in Scientific Journals and Student's Journal

The publication of the FFL Scientific Journal provides an opportunity to showcase the scientific research potential of FFL professors. These periodicals feature scientific research and various information in fields such as didactics, translation, syntax, etc. They present contributions from authors in linguistics, translation, literature, communication, culture, civilization, and related areas.



So far, three scientific journals have been published with significant content by Albanian or foreign collaborators, and you can find in their pages significant content of open scientific conversation, of achievements and points of reference to maximize the benefit of further and deeper research. The field of contributions will always be wider in the publication of scientific journals.



Student-centered strategy of the FFL as part of the marketing strategy is the publication of the Student Journal, which basically promotes the scientific activity of the faculty's students, with articles on various researches. The publication of this journal comes as an initiative of Student Literary Club headed by students and lecturers who help and guide students to produce quality materials. Initially, it will be published on the official web and Facebook of the FFL.

### **3. Development of an electronic internal communication system.**

The development of a powerful and efficient internal communication system at the technical level of computerization and the creation of the intranet system will help standardize internal communication and maintain an efficient communication line.

#### **3.1. Use of the unifying domain unitir.edu.al**



As a first step, the internal communication between academic and administrative staff and students has been standardized, through the use of the official email address in the domain: unitir.edu.al. This way has made it easier to find contacts for all parties and has made it possible to formalize communication and convey information in a faster time.

### **3.2. Setting up the e-Student system**

The joint project of the University of Tirana with all its faculties, for the establishment of the electronic e-Student information management system, has started to function. FFL, as a promoter of this process, is already at an advanced stage for the implementation of the electronic system within the academic year 2021-2022. This system will facilitate the maintenance of the data of both the teaching secretariat and the lecturers, will standardize the information to the students, maintaining the principles of confidentiality and information storage. Also, the electronic system will facilitate periodic reporting to MAS or authorities within the faculty.

## **4. Creation of a wide effective network of contacts**

Creation of a wide effective network of contacts, mutual support and acquaintance with other foreign units on the basis of cooperation, joint projects, student exchange programs and other collaborations.

### **4.1. Expanding the cooperation of FFL with institutions and businesses**

In the realization of this point, a database is being built for the agreements signed between FFL and the institutions of various companies within the country, with the aim of mutual cooperation and providing many opportunities for the development of the professional practice of our students.

Also, every year the business forum will be held at the Faculty of Foreign Languages to better orient students to the labor market and to recognize the professional skills that the labor market requires today. This will lead to the improvement of the curricula and study programs will be better adapted to the labor market.

The development of new research relations with businesses and other academic institutions at the national and international level requires the joining of the internal energies of the academic staff, administrative staff and students in cooperation with the UT Rectorate, Faculties and other structures of UT, as well as the support of numerous national and international partners from the university, civil society, community and business sector.

#### **4.2. Focus on EU Projects and Foreign Partners**

The Projects Office was established and strengthened, as a dedicated unit within the faculty, for providing opportunities for cooperation and partnership in national and international projects, which increase the professional level of our personnel and provide opportunities for the further development of scientific research within the faculty.

Financial support for scientific research requires diversification of the faculty's financial resources, not relying only on internal resources. Encouraging applications in international projects that focus on research and are financed by the EU or various national and international foundations, close cooperation with the private sector by orienting scientific research from the market, are some of the instruments that will be used to increase cooperation with foreign partners.

#### **4.3. Creation of the FFL Alumni network**

The establishment of the FFL Alumni network, also known as the network of brand ambassadors, adds a new dimension to FFL's influence among distinguished individuals nationally and internationally. This network offers opportunities for involvement in various activities, including open lectures, webinars, conferences, and training sessions. It also facilitates the promotion of their businesses or enterprises. Moreover, it provides students with opportunities to learn about work practices, engage with significant businesses, institutions, and organizations, and potentially secure internships, professional practice opportunities, or employment in the future.

We will efficiently identify and track our alumni, ensuring that our partnerships with them align with our priorities. Establishing a permanent forum with employers and creating a database for graduates will provide a solid foundation for supporting new students.

## **5. Promoting Students life**

We promote student life within FFL through cultural, sports, artistic, social, and volunteering activities organized by Students Clubs. Additionally, we are creating a center for extracurricular activities, encouraging students to spend more time near the campus and find support within FFL for career development and employability skills. This initiative aims to be accessible to all students throughout their time studying with us.

Promoting students life within FFL through cultural, sports, artistic, social and volunteering activities by Students Clubs, as well as creating a center for extracurricular activities, which will encourage students to spend more time near the student campus and find support within FFL for orientations related to their career development and employability skills, in a way that is accessible to all students, throughout their time studying with us.

### **5.1. Creation of Students Clubs**

Student Clubs can facilitate connections between students and a network of people, including professionals who may potentially become their future employers.

Actually, there are 10 clubs with artistic, sportive, voluntary and innovative content which are:

- ✓ Environmentalists Club
- ✓ Theater Club
- ✓ Literary Club
- ✓ Sports Club

- ✓ Debate Club
- ✓ ICT Club
- ✓ Music Club
- ✓ Journal Club
- ✓ Volunteer Club
- ✓ Art Club

FFL fully supports and encourages students to actively engage in university life through participation in students clubs and academic and social events. The number of participants has increased in each club, and the students are well-organized among themselves. They also respond to calls for projects within FFL, resulting in the emergence of three winning projects from student clubs.

## **5.2. Summer / Winter Schools**

FFL gives students full support and encouragement to be fully involved in university life through students clubs and academic and social events. The number of participants has increased in each club. The students are well-organized among themselves , apply to calls for projects within FFL, where 3 winning projects from student clubs emerged.

Simultaneously, students participating in these schools gain additional knowledge through lectures and presentations delivered by university professors and researchers from foreign countries. These sessions cover various aspects such as historical, linguistic, literary relations, and cultural heritage of the country of origin etc.

As part of these summer schools, some of the following were carried out:

- Summer program for HSK1 and HSK2 level for learning Chinese language through the ZOOM platform.
- Summer School of Ottoman, organized for the fourth year in a row by the Department of Slavic and Balkan Languages, Turkish Language Branch, in cooperation with Aydin University of Istanbul, Bartin University of Turkey, Department of Turkish Dialects with which the University of Tirana has an agreement Erasmus+.
- Bulgarian summer school organized by the Department of Slavic-Balkan Languages and the Center of Foreign Languages within the Erasmus+ program that the University of Tirana has with Veliko Tërnovo University " Saints Cyril and Methodius" of Bulgaria.
- The winter school of the Chinese language, which is expected to start on 11.02.2022 and which will be a 20-day course with 2 hours of lessons per day. The purpose of this winter school is to open a small window of Chinese language, history and literature; to arouse students' interest in Chinese language and culture. This course will help you learn about Chinese literature, practice Chinese language and be part of field trips.





Regjistrimi në kursin e gjuhës dhe kulturës Kineze pranë Institutit Konfuci-UT - Semestri i parë 2021-2022 (Në auditor ose online, në varësi të udhëzimeve në vijim nga UT dhe MASR)

## **6. Close and effective relations with upper secondary schools**

Maintaining relations with the pedagogical staff and students of upper secondary schools, keeps awake the interest to get to know FFL closely, both in the continuation of studies, and in participating in didactic, informative or cultural activities.

### **6.1. Continuous training of upper secondary school teachers**

Professional development through training modules will assist teachers in updating their skills and acquiring new ones, thereby encouraging them to continually innovate and improve their teaching methods for their students.

Teachers training will enable students preparation to be more successful in a world that is developing every day. Students will be able to use new technologies, to get the right education with the aim of fulfilling the demands of the market, they will be able to communicate efficiently and think critically to solve the problems that will face and envision their future.

Our modules aim to develop key skills for lifelong learning such as: a) the ability to communicate and express yourself; b) ability to think; c) ability to learn; ç) personal skills; dh) civic skills; e) digital skills.

- The modules selected in the field of Curriculum help the teachers to have a different approach to the lesson, focusing on students centered teaching methods, both physically and linguistically.
- The modules that will be offered for Teaching - Learning - Student Assessment aim not only to motivate teachers but also train them in the assessment of speaking skills.
- The modules to be offered in the field of Ethics, Communication and Pedagogy will update teachers with cross skills (soft skills) to prepare worthy citizens for the 21st century who are able to connect theory and practice; will equip teachers with new ideas, methods and activities that will help them how to integrate these skills in their daily life at school and beyond.
- "Teacher Education and Training for Inclusion - Profile of the Inclusive Teacher" aims to highlight the essential skills, knowledge, attitudes and values that every teacher should have, both the one preparing to join the ranks of the teaching profession and the one who is in an internship, regardless of the subject he teaches, the specialization or the age group he teaches.

## **6.2. Joint projects with upper secondary schools**

The focus of the marketing strategy is upper secondary school graduates, as the first target group, with the aim of constant and stable growth in the number of students interested in choosing FFL study programs. Additionally, it suggests one method for informing upper secondary schools, which is engaging their students in various projects.

Various projects which include upper secondary schools with joint activities, such as the winning project "Earth Voice calls us" which is a project of FFL Environmentalists Club. The main objective of this project is the protection of the environment and the final goal is to sensitize and educate upper secondary school students. Most of the activities of this project are related to numerous visits, which will take place in upper secondary schools, as well as organizing olympiads for the active involvement of students. This helps in familiarization and close recognition of the academic potential of the Faculty of Foreign Languages.



## **7.Participation in fairs and promotional events.**

### **7.1. Participation in the "Work & Study" Fair**

Part of the FFL's marketing strategy is the participation in the "Work & Study" Fair, which is organized by the Municipality of Tirana, Tirana Chamber of Commerce and Industry as well as the Ministry of Education and Sports. Public and private universities, companies and various institutions participate in this fair. This is an important event where Universities provide graduates with detailed information on the study programs they offer, where especially FFL orients graduates/potential students on the opportunities offered by the choice of studies at our faculty. Recruitment companies and other institutions provide information on the activity and services they offer and at the same time announce vacancies.

### **7.2. Participation in the " Information Days for Matura Students" fair.**

The Ministry of Education and Sports, in collaboration with the Local Educational Directorates and institutions of higher education, organizes "**Information Days for Matura Students**" as part of career planning initiatives. Throughout the month of March, upper secondary school students have the opportunity to meet directly with representatives from universities. These representatives provide information about the programs and opportunities available to new students who are about to embark on their academic journey.

### **7.3. FFL "Open Day"**

The Faculty of Foreign Languages will open its doors in an "Open day" for all senior students who want to visit the premises of the FFL, as well as get as much information as possible about the programs offered in each branch and cycle, about the different disciplines we offer, as well as

the reasons why they should choose this faculty. They will gain a clear overview of our faculty and receive advice and information from our current students about student life, artistic and sports activities, clubs, cultural events, competitions, excursions, projects, seminars, national and international conferences. Additionally, this guidance will help them make informed choices and pursue a more secure career with abundant employment opportunities, both domestically and internationally.

Enhancing the 'Open Days' activity for senior students introduces them to modern environments equipped with innovative technology, including computer translation laboratories, which assist in the teaching and learning process. Senior students have the opportunity to closely explore the rich and updated physical library, featuring contemporary titles from popular authors, as well as the digital library, and gain insights into its functionality. Additionally, they can engage in discussions with our experienced lecturers, who are dedicated to meeting the demands and needs of students at all times through their extensive teaching and scientific research experience.

**Approved by the Dean of the Faculty of Foreign Languages,**

Prof. Dr. Esmeralda KROMIDHA