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**UNIVERSITY OF PRISHTINA “HASAN PRISHTINA”
FACULTY OF PHILOLOGY
DEPARTMENT OF JOURNALISM**

JOURNALISM AND PUBLIC RELATIONS MA PROGRAM

RE-ACCREDITATION

REPORT OF THE EXPERT TEAM

8 May 2022, Zagreb, Croatia



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1. INTRODUCTION

1.1. Context

Date of site visit: 21 April 2022.

Expert Team (ET) members:

- *Dr. Damir Jugo*

Coordinators from Kosovo Accreditation Agency (KAA):

- *Ilirjane Ademaj Ahmeti, KAA Officer*
- *Flamur Abazaj, KAA Officer*

Sources of information for the Report:

- *Self-Evaluation Report University of Prishtina "Hasan Prishtina", Faculty of Philology, Department of Journalism, Journalism and Public Relations MA Program, April 2022.*
- *KAA Accreditation Manual, 2021.*
- *The Manual for External Evaluation of Higher Education Institutions, February 2021.*
- *Syllabi of the Study Programme Courses.*
- *Staff CV's (Full Time).*
- *Statuti i Universitetit të Prishtinës "Hasan Prishtina", March 2021.*
- *Regulation on Quality Assurance and Evaluation at the University Of Prishtina, December 2016.*
- *Regulation on personal income of academic staff, allowances according to functions and other compensations at the University of Prishtina "Hasan Prishtina", October 2021.*
- *Regulation of Evaluation Procedures for engagement of foreign Collaborators at the University Of Prishtina "Hasan Prishtina", June 2021.'*
- *Regulation on the Student Academic Mobility in the University of Prishtina "Hasan Prishtina", July 2017.*
- *Regulation on selection procedures regarding appointment, reappointment and advancement of the academic staff at the University Of Prishtina "Hasan Prishtina", October 2019.*
- *Guide to the Master Diploma Topic, Faculty of Philology, April 2021.*
- *Guide for the preparation of the Master's Thesis, Faculty of Philology, June 2019.*

Additional Documents:



- *Regulation on Establishment and Functioning Principles of the Advisory Board of Academic Units at the University of Prishtina "Hasan Prishtina", December 2014.*
- *Acceptance Exam for the Master Study Program Journalism & Public Relations, University of Prishtina "Hasan Prishtina", Faculty of Philology, October 2021.*
- *Memorandum of Cooperation between University of Prishtina "Hasan Prishtina", Faculty of Philology and Kosovo Chamber of Commerce, Unspecified Date, 2021.*
- *Questionnaire for collecting data on the employment of graduates of Faculty of Philology, University of Prishtina "Hasan Prishtina", Unspecified Date.*
- *Excerpt of the Research Results of the Survey among Graduates of the Faculty of Philology, University of Prishtina "Hasan Prishtina", Unspecified Date.*
- *Regulation on Selection Procedures Regarding Appointment, Reappointment and Advancement of the Academic Staff at the University of Prishtina "Hasan Prishtina", October 2019.*
- *Regulation on Selection Procedures Regarding Appointment, Reappointment and Advancement of the Academic Staff at the University of Prishtina "Hasan Prishtina", February 2021.*
- *Example of a Students' Survey Results at the Journalism & Public Relations Master Study Program, Faculty of Philology, University of Prishtina "Hasan Prishtina", Unspecified Date.*
- *Decision on Appointment of The Advisory Body of the Faculty of Philology, University of Prishtina "Hasan Prishtina", Unspecified Date, 2021.*

Criteria used for institutional and program evaluations

- *Standards and Performance Indicators for external quality assurance; Accreditation Manual of KAA, 2021.*



1.2. Site visit schedule

2. Programme Re-accreditation Procedure at University of Prishtina, Faculty of Philology	
Programme:	Journalism and Public Relation, MA, 60 ECTS
Online site visit on:	April 21, 2022
Expert Team:	Dr. Damir Jugo
Coordinators of the KAA:	Ilirjane Ademaj Ahmeti, KAA Officer Flamur Abazaj, KAA Officer

Site Visit Programme

Time	Meeting	Participants
09:00 – 09:45	Meeting with the management of the faculty where the programme is integrated	Lindita Rugova-Dean Milote Sadiku-Vice dean Avdi Visoka – Vice Dean Isa Memishi – Vice dean
09.50 – 10.35	Meeting with quality assurance representatives and administrative staff	Besnik Loxha – Head of ADO Alban Zeneli-Development officer Emanuel Gjoleka - administration
10:40 – 11:40	Meeting with the heads of the study programme:	Arben Fetoshi Alban Zeneli Dren Gërguri
11:40 – 12.25	Lunch break (provided at the evaluation site)	
12:25 – 13:10	Meeting with teaching staff	Muhamet Jahiri Remzie Shahini-Hoxhaj Gëzim Qerimi Faton Ismajli Sadete Tërnavë Jeta Abazi Blerta Blakaj
13:15 – 14:00	Meeting with students	Gresa Nitaj Ermir Bujupaj Albijona Hoxhaj
14:05 – 14:50	Meeting with graduates	Blerta Dibrani Artinë Muçiqi Valon Fana



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14:55 – 15:40	Meeting with employers of graduates and external stakeholders	Shkëlzen Osmani Flaka Zogu Ilir Berisha
15:40 – 15:50	Internal meeting of KAA staff and experts	
15:50 – 16:00	Closing meeting with the management of the faculty and program	



2.1. A brief overview of the institution under evaluation

The Faculty of Philology operates as an integral part of the University of Prishtina “Hasan Prishtina”. Its tradition dates to the academic year 1960/1961 when its Department of Albanian Language and Literature was established. Departments of Serbo-Croatian Language and Yugoslav Literature, Department of English Language and Literature and Russian Language and Literature followed. First post-graduate studies in the field of Linguistics and Literature were started in the academic year 1970/71. The Faculty became an independent institution within the University in 1989 under its current name (until then the departments functioned within the Faculty of Philosophy). The Department of Journalism was opened in 2005/06. In 2010 the Faculty has undergone accreditation process of all its programs, including doctoral studies with the pre-Bologna system (<https://filologjia.uni-pr.edu/page.aspx?id=1,9>, 16 April 2022).

Within the organizational structure of the Faculty of Philology there are 8 departments which offer 18 study programs at the Bachelor, Master and PhD levels. There are 8 BA programs: 1. The Albanian Language, 2. The Albanian Literature, 3. The English Language and Literature, 4. The German Language and Literature, 5. The French Language and Literature, 6. The Turkish Language and Literature, 7. Orientalistics and 8. Journalism. There are four MA programs in total: 1. Albanian Language, 2. Albanian Literature, 3. English language and Literature, 4. German Language and Literature, 5. The French Language and Literature, 6. The Turkish Language and Literature, 7. Oriental Cultural Studies and 8. Journalism and Public Relations. There are two study programs at the level of PhD which are organized in two main study fields: Linguistics and Literature.

According to its webpage, the Faculty of Philology is focused to achieve these conditions within the period of 2020-2024 (<https://filologjia.uni-pr.edu/page.aspx?id=1,9>, 16 April 2022):

- Raising the quality of teaching and learning at all levels of study through the continuous reform of study programs and syllabi, modernization of teaching methodology and more pronounced academic mobility among teachers of fields close to the countries of others in the region, Europe and beyond;
- Meeting market demands through the expected results of study programs and course syllabi;



- Organization of continuous trainings of the academic staff in order to improve the quality of teaching and engagement of teachers with high professional and scientific experience;
- The establishment of the Language Center at the Faculty of Philology and its full functioning, the certification of the Center and the teachers of the Center for training, organization and evaluation of international exams, such as TOEFL, TESOL, etc .;
- Continuous improvement of the infrastructure and necessary working conditions in the faculty;
- Increase the quantity and quality of scientific research activity, the publication of books and scientific journals, to continue the indexing of current journals on other platforms, to publish journals in foreign languages (English), etc .;
- Organization of debates, tribunes and scientific conferences on various issues relevant to the study programs offered by the faculty, to hold regular meetings with the Advisory Body of the Faculty on a monthly basis;
- Initiating and participating in joint projects with sister faculties of the region and beyond in the field of teaching, excellence in scientific research and vocational training;
- The most effective orientation of the digitized infrastructure (SEMS) to avoid the current administrative bureaucracy of student reception in the corridors;
- Development of an interdisciplinary master program (as part of an international project) with English language teaching for languages and cultures in the Balkans, which would motivate the arrival of foreign students from Europe and the region to study at UP;
- Continuing with the studies of the professional Master cycle for translation and interpretation, as a great need and demand of the labor market (public administration and official languages in KS, NGOs), etc .;
- Continuing to create opportunities for a doctoral study program in the field of communication sciences related to journalism as well as in the field of foreign language teaching;
- Creating and ensuring an institutional culture of quality development, which would not depend only on the accreditation process but also on the internal need to develop as much as possible and to be in line with international trends;



- Twinning with international institutions of philological sciences in order to integrate in philological scientific networks;
- Implementation of individual and team research projects, supported by the University of Prishtina;
- Regular and institutional involvement of foreign lecturers at the beginning of each academic year in each branch that offers studies in foreign languages through the relevant Cooperation Agreements with relevant institutions (this request is currently being reviewed by the SC);
- Greater financial autonomy and greater flexibility from the University of Prishtina in more efficient planning and management of academic affairs and budget priorities at the faculty level.

It is worthy of noting that the HE institution's SER missed the Section 1.1. (A brief overview of the institution and the program under evaluation). After the expert's warning during the site visit, the HE institution promptly, via KAA's staff, delivered the missing part of the SER, apparently omitted by mistake during its submission to the KAA.



3. PROGRAM EVALUATION

3.1. Mission, Objectives and Administration

The HE institution's SER describes the mission of the program as to "prepare graduates for a professional career on the field of journalism and media through a curriculum based on studying media, communication sciences, mass communication, media technology and other interdisciplinary fields related to media study". The SER further explains that the program has two main objectives; (1) Students acquiring the main concepts of the field through which they are going to be able to solve problems related to the requirements of mass and audience mediums as well as enable them to pursue their doctoral studies and (2) Graduates are going to develop critical thinking skills, communication skills, team-work skills, and professional etiquette, all of which will ease the process of their integration in the labour market as well as life-long learning.

The mission of the program is described in the SER as "to prepare graduates for a professional career on the field of journalism and media through a curriculum based on studying media, communication sciences, mass communication, media technology and other interdisciplinary fields related to media study". When describing the HE institution's mission, the SER refers to the Statute of the University of Prishtina which contains a very general and broad mission statement which is customary and usual for public higher education institutions.

The expert panel can also note that it is quite unusual for Journalism and Public Relations as scientific and professional field to be taught at a Faculty of Philology. Although these are without a doubt scientific and research disciplines, the expert panel considers them quite practical and at the same time quite distant from other fields and study programs being taught at the Faculty. The expert panel suggests to the University of Prishtina as well as to the Faculty of Philology to consider secluding the Department of Journalism and its study programs into a separate HE institution within the UP.

When addressing the consistency of the program with the National Qualifications Framework and the Framework for Qualifications of the European Higher Education Area, no relevant information was provided in the SER on how the HE institution considers relevant academic or professional advice regarding the learning outcomes of the program. The SER contains only general references to the level 7 of the NQF and Erasmus SAC points 15, 15.0, 15.1, 15.2, 15.3, 15.9. and offers no explanation on a procedure how the institution harmonizes its study



program to the mentioned references. During the site visit, the heads of the study program and its academic staff explained that the Department of Journalism maintains close relationships with relevant stakeholders within the media industry in Kosovo and regularly consults them regarding the study program content, as well as invites them to give guest lectures to the students. The expert panel considers this a noteworthy and a very useful practice, however it should be formalized and institutionalized instead being practiced in a rather informal way.

The HE institution's SER contains very general statements on the didactical approaches and research activities. The section that addresses the Standard 1.3. of the SER is quite abstract, normative, and general. It also provides no information how they are implemented in the study program itself. The feedback received during the site visit regarding this issue was equally general and offered no coherent concept or approach. The syllabuses provided together with the SER were not completely uniformed, some did not contain structured learning outcomes but were rather focused on the detailed content of the courses instead.

When formal policies, guidelines and regulations are addressed, it can be noted that some of the relevant documents such as regulation of this study level, regulations on staff election, reelection and advancement, ethical code, syllabi, and other relevant documents are made publicly available online on the institution's website, as well as the website of the University it belongs to. However, the HE institution should invest more attention into the formats of the documents made available to the public on its webpage. The documents are mostly scanned in a format that makes it very difficult for users to navigate through them or to search for specific information or content.

Regarding reviewing policies, regulations, terms of reference and statements of responsibilities, it is possible to state that the institution publishes all relevant documents and regulations on its website, primarily the website of the University. When addressing the regular review process of the key documents and procedures, the SER notes them being "monitored by adequate mechanisms of the faculty and the university, such as: Quality Assurance Coordinator (Development Coordinator) at the faculty level, Vice-Dean of Studies, Vice-Rector of Studies, Faculty Council, the Senate, and other mechanisms which make decisions on eventual changes in accordance to their competences" without disclosing any additional information.



Standard	Compliance	
	Yes	No
<i>Standard 1.1. The study program mission is in compliance with the overall mission statement of the institution.</i>		X
<i>Standard 1.2. Relevant academic and professional advice is considered when defining the intended learning outcomes which are consistent with the National Qualifications Framework and the Framework for Qualifications of the European Higher Education Area.</i>	X	
<i>Standard 1.3. The study program has a well-defined overarching didactic and research concept.</i>		X
<i>Standard 1.4. There are formal policies, guidelines and regulations dealing with recurring procedural or academic issues. These are made available publicly to all staff and students.</i>	X	
<i>Standard 1.5. All staff and students comply with the internal regulations relating to ethical conduct in research, teaching, assessment in all academic and administrative activities.</i>	X	
<i>Standard 1.6. All policies, regulations, terms of reference and statements of responsibility relating to the management and delivery of the program are reviewed at least once every two years and amended as required in the light of changing circumstances.</i>	X	

Compliance level: Substantially compliant.

ET recommendations:



- 1. The expert panel considers quite unusual for Journalism and Public Relations studies to be taught at a Faculty of Philology. Both of these practical and professional disciplines are quite distant from other fields and study programs being taught at the Faculty. Therefore, the expert panel suggests to the University of Prishtina as well as to the Faculty of Philology to consider secluding the Department of Journalism and its study programs into a separate HE institution within the UP.*
- 2. The institution should adopt an official procedure (detailed by a formal regulation) of checking, testing, and harmonizing the study program, its courses, and the learning outcomes with similar study programs in the EHEA as well as the labour market in Kosovo and the region. This regulation should precise the exact procedure, intervals, and stakeholders (employers, experts, institution's alumni) that would be included in the process of the study program harmonization.*
- 3. The study program should develop, verbalize, and have in written the didactic and research concept of the study program and make in publicly available to (potential) students and external stakeholders of the HE institution as well as the study program. Although prepared in a time of a global pandemic, the SER in this section does not even mention the concept of e-learning which was expected to be used during the last two years.*
- 4. The HE institution's website needs to be improved, primarily in sense of availability and organization of documents as well as their format. The documents should be much more easily accessible and available in a format that enables users/readers to navigate through its content much more easily that it is currently possible. The documents that regulate a certain issue on a University level should at least be mentioned on the Faculty's webpage and a corresponding link should be provided.*



3.2. Quality Management

The SER contains very brief and general descriptions of how quality management at the Faculty and the University works and which procedures it contains. However, the site visit provided the experts with detailed explanations and descriptions about the QA procedures. The QA process is relatively centralized and managed at the level of the UP's rectorate. Recently the UP introduces a SIMO system for Quality Assurance which enabled anonymous student evaluation of their professors and the teaching process and serves as a platform for automated delivery of the evaluation (feedback) to the professors. Since this was not the case before the introduction of the SIMO system, when the evaluation results were delivered to the Deans of the UP's faculties, this can be considered as a strong step forward in improving QA processes.

The Department of Journalism holds regular monthly meetings of staff members in which they share and discuss their monthly plans and activities. Although the SER provided no explanation about how the process looks like and what its implications are, the HE's management and members of the teaching staff explained that regular meetings are being held, with discussions about possible improvements being their focus. There were several mentions of final meeting being organized at the end of the semester where the HEI and the Department's management discussing next steps / follow up after the evaluation process. The expert panel considers there is significant space for improving this procedure, primarily in making it more formalized, but the fact that UP introduced the SIMO system show the institution's commitment to invest in its QA capacities.

There is no detailed description in the SER about how the evaluation processes and planning for improvement looks like. Besides very brief explanations, the SER offers only the reference to the University of Prishtina's Regulation on Quality Assurance and Evaluation from December 2016. This regulation explains the procedure at the University level, but it provides no insight on how this is being addressed at the evaluated HE institution itself. The website of the Faculty shows no public disclosure of the evaluation results, but this is the practice of the whole UP. The teaching staff expressed its complete willingness to support their teaching's evaluations being published online which is commendable.

The SER further explains that the Department of Journalism, when developing quality issues, operates in coordination with other parts of the UP's academic system. The SER offered no detailed explanation or proof how this is done, but this issue was explained to the expert panel



during the site visit. The additional material (Section 1.1. of the SER) that was provided to the expert panel during the site visit explained that the Faculty of Philology does not possess any official information regarding the employment of its graduates. Both the SER and discussions during the site visit provided the information about a survey among the Department's graduates being conducted in 2021 which showed 92 percent of the Department's graduates being employed "in the media industry and in the field of PR in public and private institutions in Kosovo". After the site visit, the HE institution provided the expert panel with documentation that provided additional insight into this valuable analysis for the Department's future development; the Questionnaire that the Faculty used as well as the Excerpt of the Research Results. It can only be said that surveys and analysis such as these should become a regular activity within the QA system of the HE institution.

From the available documents and the discussions on site, it can be concluded that certain activities were implemented with the aim of developing and improving the study program. The Department has implemented most of the suggestions from previous reaccreditations and the institution has established a chain in control of the QA process (Department, Faculty, EDC, Quality Commission, Vice Rector for Learning). The SER also explains that an Advisory Body has been formed within the Faculty that provides with advice on how to refresh the program and help it being harmonized with the contemporary trends and the labour market. During the site visit, it was explained to the expert panel that this body unfortunately consists of only one or two experts from the field of media and communication. It would be very helpful that should the institution decide to form an additional advisory body at the level of the Department.

Survey data is being regularly gathered for each program at the Faculty. The surveys primarily consist of evaluation of professors by students through electronic questionnaires through the mentioned SIMO system. From the available documents and the discussion on site, it is obvious that the collected data is used for continuous development of the study program. At the same time, previous evaluations have led to corresponding adjustments to the study programs, including the study program contents.

Although the Department of Journalism notes that it continuously improves its quality by focusing on its weaknesses, no explanation was provided in the SER regarding preparation of regular reports on the overall quality of the program. The Department initiated several positive initiatives to improve the level of gaining professional experience of its students; various collaborations with media outlets have been started, a radio station (RadioUP) was established



within the Department in 2020, along with various projects supported by the US Embassy. However, it seems that these initiatives are not part of a broader plan but instead very valuable individual projects and initiatives that do improve the quality of the HE institution, that at the same time lacks a holistic approach to enhancing the level of quality.

Standard	Compliance	
	Yes	No
<i>Standard 2.1. All staff participate in self-evaluations and cooperate with reporting and improvement processes in their sphere of activity.</i>	X	
<i>Standard 2.2. Evaluation processes and planning for improvement are integrated into normal planning processes.</i>		X
<i>Standard 2.3. Quality assurance processes deal with all aspects of program planning and delivery, including services and resources provided by other parts of the institution.</i>		X
<i>Standard 2.4. Quality evaluations provide an overview of quality issues for the overall program as well as of different components within it; the evaluations consider inputs, processes and outputs, with particular attention given to learning outcomes for students.</i>	X	
<i>Standard 2.5. Quality assurance processes ensure both that required standards are met and that there is continuing improvement in performance.</i>	X	



<i>Standard 2.6. Survey data is being collected from students, graduates and employers; the results of these evaluations are made publicly available.</i>	<i>X</i>	
<i>Standard 2.7. Results of the internal quality assurance system are taken into account for further development of the study program. This includes evaluation results, investigation of the student workload, academic success and employment of graduates.</i>	<i>X</i>	
<i>Standard 2.8. The institution ensures that reports on the overall quality of the program are prepared periodically (eg. every three years) for consideration within the institution indicating its strengths and weaknesses.</i>		<i>X</i>
<i>Standard 2.9. The quality assurance arrangements for the program are themselves regularly evaluated and improved.</i>	<i>X</i>	

Compliance level: Partially compliant

ET recommendations:

- 1. The Department, the Faculty and the University should make efforts to develop strategic development plans to enhance quality on different levels of the whole system. Although the development strategy exists on the University level, from the perspective of the Department and its study programs is very broad and general and has no direct and concrete implications on the level of quality.*
- 2. The Department should develop a document (maybe in a form of a handbook) that would list, plan and follow the execution of various internal activities aimed at improvement of the general quality level.*



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3. *The Department should develop and initiate a survey among employers of the institution's graduates which would enable regular feedback regarding the content of the study program as well as the knowledge and set of skills that could be included / removed from the syllabi and the learning outcomes of particular courses.*
4. *The Department should publish the evaluation results from the general surveys to its teaching staff and its students, and a summary of these results to the public. The students who the institution is relying on to provide feedback on the teaching process need to know what the institution is doing to address their concerns, praises, criticism, and suggestions. Discussing the results with the students is also necessary.*



3.3. Academic Staff

It is evident from the SER and from the discussions during the site visit that the Department of Journalism and therefore the study program in Journalism and Public Relations can deliver the level of teaching and learning experience for students which is required for level 7 NQF and EQF study program.

Most staff have professional titles and a proven track record of academic and professional activities in the chosen specialist area. The discussions with the staff during the site visit showed a high level of motivation for interaction with students, as well as different forms of research related to the fields of journalism and public relations.

The tabular form data included in the SER provided most of the necessary information about the academic staff profiles and their workload. The staff formally consists of more than enough full, associate, and assistant professors, as well as two assistants. It is clear that the institution is harmonized with the Administrative instruction on Accreditation which requires an HEI to have 1 fully employed full time professor for every 60 ECTS within the study program.

The SER also notes that none of the teaching staff members has a teaching engagement in another HE institution. Only one member of the teaching staff, Prof. Asoc. Bajram Kosumi holds a position of Rector of the University of Gjilan "Kadri Zeka" and gives lectures in BA and MA programs of the Department of Journalism at the same time.

In order to enhance the academic strengths of the teaching staff, they are constantly supported in their development, mostly through different forms of available education provided through the University of Pristina' Centre for Teaching Excellence as well as different possibilities in ERASMUS+ and CEEPUS programs.

Detailed explanations of workshops and educations that the teaching staff was provided with were given to the Expert Panel during the site visit. Besides teaching, the academic staff holds obligatory student consultations twice a week and some of them are engaged within the Faculty by holding different academic functions such as Director of Institute of Media, Secretary of the "Media" Journal, Faculty's Coordinator for Academic Development etc.



Standard	Compliance	
	Yes	No
<i>Standard 3.1. Candidates for employment are provided with full position descriptions and conditions for employment. To be presented in tabular form data about full time (FT) and part time (PT) academic / artistic staff, such as: name, qualification, academic title, duration of official (valid) contract, workload for teaching, exams, consulting, administrative services, research, etc. for the study program under evaluation.</i>	X	
<i>Standard 3.2. The teaching staff must comply with legal requirements concerning the occupation of teaching positions included in the Administrative instruction on Accreditation.</i>	X	
<i>Standard 3.3. Academic staff do not cover, within an academic year, more than two teaching positions (one full time, one part time), regardless of the educational institution where they carry out their activity.</i>	X	
<i>Standard 3.4. At least 50% of the academic staff in the study program are full time employees, and account for at least 50% of the classes of the study program.</i>	X	
<i>Standard 3.5. For each student group (defined by the statute of the institution) and for every 60 ECTS credits in the study program, the institution has employed at least one full time staff with Ph.D. title or equivalent title in the case of artistic / applied science institutions.</i>	X	
<i>Standard 3.6. Opportunities are provided for additional professional development of teaching staff, with special assistance given to any who are facing difficulties.</i>	X	



<i>Standard 3.7. The responsibilities of the teaching staff, especially full time, include the engagement in the academic community, availability for consultations with students and community service.</i>	<i>X</i>	
<i>Standard 3.8. Academic staff evaluation is conducted regularly at least through self-evaluation, students, peer, and superior's evaluations, and occur on a formal basis at least once each year. The results of the evaluation are made publicly available?</i>		<i>X</i>
<i>Standard 3.9. Strategies for quality enhancement include improving the teaching strategies and quality of learning materials.</i>		<i>X</i>
<i>Standard 3.10. Teachers retired at age limit or for other reasons lose the status of full-time teachers and are considered part-time teachers.</i>	<i>X</i>	

Compliance level: Substantially compliant

ET recommendations:

- 1. The HE institution should publicly disclose its academic staff evaluation since the transparency of within the HE area is one of the key indicators of quality assessment.*
- 2. The institution should, besides the procedures of the University of Prishtina, develop its own additional evaluation that could help the teaching staff to improve its teaching content.*
- 3. Although situation where most of the teaching hours are being taught by fully employed staff is commendable, the expert team suggests that the HE institution includes more external teachers with practical experience in the process.*
- 4. Develop clear procedures for tackling negative professor evaluations depending on their severity and make them publicly known to all teaching staff in advance.*



3.4. Educational Process Content

The curriculum of the Journalism and Public Relations study program covers a broad range of topics and courses which are important for future journalists and PR professionals. As a study program of a master level, it provides students with a solid interdisciplinary approach to these disciplines offering different modules such as Discourse Analysis, Publicistics and essayistics, New Media Theories, Strategic Communications, Theory and Practice of Public Relations and Mass Communications Theories. The SER notes that the program is “balanced between the theoretical section and the practical one” and further explains that it offers both the content that broadens the theoretical understanding of the field, and then at the same time learns how to implement these in the complex reality. The Expert Panel is of opinion that this is a noteworthy approach which should be commended, but at the same time can state that theoretical approach to journalism and public relations prevails in the evaluated study program. The general remark of the expert panel could be that the program could include more applied / practical knowledge-based learning outcomes as well as similar courses. The heads of the study program as well as the teaching staff is aware of this fact and explained to the expert panel its plans to develop an additional MA study program which would be more practice oriented.

One of the study program weaknesses is without a doubt digitalization and related online communication topics. The rapidly growing influence of social networks as well as the influence they have on reshaping both disciplines of Journalism and Public Relations needs to have its impact in the curriculum itself. The study program does have course such as New Media Theories, but it is simply not enough to address this growing body of knowledge in just one course. The second issue regarding the study program content is a complete lack of a course that would address the field of management. Since this is a master level program, it is expected of its students and graduates to soon be able to hold editor and publisher roles, as well as key communication and PR advisors. It is necessary for both to completely understand management, whether to practice it in their roles, or to understand those who make decisions in the organizations that graduates deliver communication advice to. All these issues were discussed with and agreed by both graduates of the study program as well as their employers.

Most of the modules and disciplines that found their place in the curriculum are composed in a logical flow and meet the competencies that a future professional in the mass media and journalism industry should possess. Most of the practical tasks that the students are expected



to undertake within certain courses tend to be more research than practical. It is therefore justified for the heads of the study program to consider introducing a certain amount of practical learning outcomes and to replace classical research projects in certain courses with the practical ones, at least until their plan of introducing a more professional and practice-oriented MA program is realized.

The teaching strategies of the study program are portrayed very briefly and in a rather normative way, without giving information on how they are implemented. The statement that the “teaching strategies are tailored to each subject, also explained through syllabi and the flexibility of teachers based on their experience” is very general and does not offer enough information on how they are implemented into the study program practically. Most of the syllabi offer solid information on objectives and contents of the courses as well as on the proportions of different formats of examinations and assessments, it is impossible to have a clear picture on how the general teaching strategy could be explained and formulated.

The SER explains that the evaluation mechanisms are based on the Bologna Charter and are implemented based on Article 108 of the Statute of the University of Prishtina. It further notes that, at the beginning of each semester, professors distribute to SEMS (UP platform) course syllabi in which the mechanisms and forms of assessment are clearly explained. A closer analysis of the syllabi attached to the SER show that assessments comprise of different methods such as seminar papers, presentations, written exams, research projects, speech writing, research papers etc. Student assessment is also done with a formative (continuous) system which includes periodic assessments through mid-semester tests, projects, and other tasks. The syllabi of each course are also published on the website of the Faculty and is accessible to students but also to the general public.

Regarding the objection of students against inadequate or inconsistent assessment, it is explained in the SER that, according to article 115 of the Statute of the University of Prishtina, in cases of insufficient achievement to pass a course, students have the right to sit for the exam again. According to the Statute, students are allowed to sit for an exam maximum three times. After this, the procedure requires that the student file a formal complaint to the dean, providing a significant reason, which then allows him/her to sit for an exam for a fourth time. The exam can then be held in front of a committee of three members, appointed by the dean of the academic unit.



It can be noted that one of the issues that could be improved within the study program is the system of practical work. Although it is noted in the SER that the HE institution cooperates with relevant and distinguished institutions and organizations that provide practical training to students, the study program awards ECTS credits for this student workload only within respective courses. The Expert Panel considers this approach unsystematic and suggests to the HE institution to introduce a completely new “course” in the final semester of the study program which would award ECTS credits for internship, as well as to organize these internships for most of enrolled students, especially the ones that have no practical experience or that are not employed while studying. The partner institutions mentioned in the SER (RTK TV and two radios, newspaper “Epoka e re” and “Kosovapress” agency, soon an own TV studio in the form of a Media Laboratory as well as the previously mentioned RadioUP seem quite enough to introduce this change into the study program. It is evident from the SER, the site visit and the documentation provided after the visit that the cooperation of the HE institution with its partner institutions is more informal than formal. The HE institution should adopt a much more formal approach to these cooperations to improve their quality for students.

It is worth noting that the section 1.1.4. Content of educational process of the SER is prepared and written significantly better than the previous three sections. Unlike the previous sections which were scanty and completely uninformative and offered no explanations on most of the procedures within the Faculty, this section provided the Expert Panel with plenty of information required to draft the report.

Standard	Compliance	
	Yes	No
<i>Standard 4.1. The study program is modelled on qualification objectives. These include subject-related and interdisciplinary aspects as well as the acquisition of disciplinary, methodological, and generic skills and competencies. The aspects refer especially to academic or artistic competencies, to the capability of taking up adequate employment, contributing to the civil society and of developing the students' personality.</i>	X	



<i>Standard 4.2. The study program complies with the National Qualifications Framework and the Framework for Qualifications of the European Higher Education Area. The individual components of the program are combined in a way to best achieve the specified qualification objectives and provide for adequate forms of teaching and learning.</i>	<i>X</i>	
<i>Standard 4.3. The disciplines within the curriculum are provided in a logical flow and meet the definition and precise determination of the general and specific competencies, as well as the compatibility with the study programs and curricula delivered in the EHEA. To be listed at least 7 learning outcomes for the study program under evaluation.</i>	<i>X</i>	
<i>Standard 4.4. The disciplines within the curriculum have analytical syllabuses which comprise at least the following: the discipline's objectives, the basic thematic content, learning outcomes, the distribution of classes, seminars and applicative activities, students' assessment system, the minimal bibliography, etc. The full course description/ syllabuses of each subject/ module should be attached only in electronic form to the self-assessment report for the study program under evaluation.</i>	<i>X</i>	
<i>Standard 4.5. If the language of instruction is other than Albanian, actions are taken to ensure that language skills of both students and academic staff are adequate for instruction in that language when students begin their studies. This may be done through language training prior to the commencement of the program.</i>	<i>n/a</i>	
<i>Standard 4.6. The student-teacher relationship is a partnership in which each assumes the responsibility of reaching the learning outcomes. Learning outcomes are explained and discussed with students from the perspective of their relevance to the students' development.</i>	<i>X</i>	



<i>Standard 4.7. Teaching strategies are fit for the different types of learning outcomes programs are intended to develop. Strategies of teaching and assessment set out in program and course specifications are followed with flexibility to meet the needs of different groups of students.</i>		X
<i>Standard 4.8. Student assessment mechanisms are conducted fairly and objectively, are appropriate for the different forms of learning sought and are clearly communicated to students at the beginning of courses.</i>	X	
<i>Standard 4.9. Appropriate, valid and reliable mechanisms are used for verifying standards of student achievement. The standard of work required for different grades is consistent over time, comparable in courses offered within a program, and in comparison with other study programs at highly regarded institutions.</i>	X	
<i>Standard 4.10. Policies and procedures include actions to be taken in to dealing with situations where standards of student achievement are inadequate or inconsistently assessed.</i>	X	
<i>Standard 4.11. If the study program includes practice stages, the intended student learning outcomes are clearly specified and effective processes are followed to ensure that those learning outcomes and the strategies to develop that learning are understood by students. The practice stages are allocated ECTS credits and the work of the students at the practical training organisations is monitored through activity reports; students during practice stages have assigned tutors among the academic staff in the study program.</i>		X



<i>Standard 4.12. In order to facilitate the practice stages, the higher education institution signs cooperation agreements, contracts or other documents with institutions/organisations/practical training units.</i>	<i>X</i>	
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Compliance level: Substantially compliant

ET recommendations:

- 1. Include more practical learning outcomes within all study program courses; instead of analytical assignments such as writing essays, the syllabuses should contain real practical assignments such as strategy or campaign creation etc.*
- 2. The study program should contain more content related to new technologies and social networks that are drastically changing both the media landscape and the Public Relations as an industry. One course (New Media Theories) is not enough for future journalists and PR professionals.*
- 3. Consider including at least one management course since today's work in mass media and public communication top tier such as editing, managing teams and providing communication advice to managers often requires advanced management skills or at least their complete understanding.*
- 4. All ECTS credits that students are gaining through practical work outside the HE institution (internships / work placements) should be concentrated in one course only. The heads of the study program should introduce this course and assist students in organizing their work placement for them to obtain these ECTS credits.*



3.5. Students

The admission procedure for enrolment of students to the analysed study program is regulated by the University of Prishtina, through a public competition for student admission, after it is opened and publicised by the University itself. Eligible for admission to the analysed MA study program Journalism and Public Relations are those candidates who have completed their Bachelor studies or basic studies (before the Bologna Declaration) in all accredited Higher Education Institutions in Kosovo or abroad and who have accumulated 240 ECTS credits. The recredited study program enrolls a total of 25 students each year, who make an optimal study group that can be taught and communicated with in an interactive and effective teaching process. Although the SER did not offer detailed explanation of how those 25 students are selected each year, the selection process (40% entry exam, 40% Bachelor level study results and 20% English language exam) was explained in detail during the site visit.

The study program, as well as all others on the University of Prishtina uses the Electronic Management System for Students (SEMS) to communicate to students key academic and other information relevant for their studying. Individual achievements of students are recorded on this system, as well as the syllabi and other explanations related to specific courses. Students also have the possibility to communicate with their professors through the SEMS system. The Faculty publishes exam results publicly on its website. The HE institution and the study program use various methods for examination of students. All the syllabuses attached to the SER contain precise information about the percentage of the contribution of each task to the student's final course grade. One academic year has three regular exam periods. There is flexible student treatment if a specific situation arises.

When it comes to records of student completion rates, no precise information was provided in the SER which however notes that the follow up of the students' accomplishments is done on a periodical bases in coordination between the Department and the administration of the Faculty, including the passing rate and the ECT achievement. Although this is done periodically, the Department and the whole institution should perform this on a regular basis and make it part of its regular procedures. The issue of plagiarism is dealt with at the UP level which ensured to all its teaching staff to have free and unlimited access to the "Plagiarismcheck" software. The discussions during the site visit showed that most of the staff regularly uses this software, but while they are not motivated or obliged to do this by the Faculty or the UP. This should be the next step in tackling this issue.



All rights and obligations of the students are publicly available through various documents and regulations of the University, Faculty, and the Department, primarily the Statute, Regulations and the Code of Ethics. Also, the expert panel got a clear impression during the site visit that the Department continuously informs students on their rights and obligations, as well as all other information that is necessary for their studying. The transfers of students between the HE institutions, faculties and study programs is regulated at the university level at the UP. The precise regulation is available online on the UP's website.

According to the SER, available documents such as syllabi and the HE institution's website, as well as the discussions during the site visit, the expert panel can state that the teaching staff is accessible to students and can be reached out to regarding various academic issues. Academic staff is obliged to announce the consultation timetable in advance, and which reflects a twice-a-week consultation terms with students. Academic staff communicates with students also via e-mail and most of them use closed Facebook groups where students can obtain information and other needed materials and literature available online or in digital form.

<i>Standard</i>	<i>Compliance</i>	
	<i>Yes</i>	<i>No</i>
<i>Standard 5.1. There is a clear and formally adopted admission procedure at institutional level that the study program respects when organising students' recruitment. Admission requirements are consistently and fairly applied for all students.</i>	<i>X</i>	
<i>Standard 5.2. All students enrolled in the study program possess a high school graduation diploma or other equivalent document of study, according to MEST requirements.</i>	<i>X</i>	
<i>Standard 5.3. The study groups are dimensioned so as to ensure an effective and interactive teaching and learning process.</i>	<i>X</i>	



<i>Standard 5.4. Feedback to students on their performance and results of assessments is given promptly and accompanied by mechanisms for assistance if needed.</i>	<i>X</i>	
<i>Standard 5.5. The results obtained by the students throughout the study cycles are certified by the academic record.</i>	<i>X</i>	
<i>Standard 5.6. Flexible treatment of students in special situations is ensured with respect to deadlines and formal requirements in the program and to all examinations.</i>	<i>X</i>	
<i>Standard 5.7. Records of student completion rates are kept for all courses and for the program as a whole and included among quality indicators.</i>		<i>X</i>
<i>Standard 5.8. Effective procedures are being used to ensure that work submitted by students is original.</i>		<i>X</i>
<i>Standard 5.9. Students' rights and obligations are made publicly available, promoted to all those concerned and enforced equitably; these will include the right to academic appeals.</i>	<i>X</i>	
<i>Standard 5.10. The students' transfer between higher education institutions, faculties and study programs is clearly regulated in formal internal documents.</i>	<i>X</i>	
<i>Standard 5.11. Academic staff is available at sufficient scheduled times for consultation and advice to students. Adequate tutorial assistance is provided to ensure understanding and ability to apply learning.</i>	<i>X</i>	



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Compliance level: Substantially compliant

ET recommendations:

- 1. Develop a procedure that will systematically regulate the procedure of analysing the student completion rates, comparing them to previous generations and developing concrete activities to make necessary changes within the study program.*
- 2. The Department, as well as the Faculty and the University is advised to officially develop and adopt anti-plagiarism procedures that would ensure that these are not just goodwill of individuals, but instead the HE's policy.*



3.6. Research

Department of Journalism and its staff conduct different research activities. There is a Media Institute operating within the Department that coordinates and facilitates research activities among the teaching staff and the students. The Department also publishes a yearly periodical “Media” which serves as a research and publishing platform for the two mentioned groups. However, defined research objectives do not exist in terms of an official strategy or a defined course where the Department is heading in long-term. The SER notes that limitations regarding the research in the field of Journalism and Public Relation exist in terms of financial and logistical support within the UP. The Department mostly follows policies that are developed on the national level, such as Strategic Education Plan in Kosovo, the National Science Program of the Republic of Kosovo, the Strategy for Scientific-Artistic Research and Development etc.

When assessing the expectations for inclusion of the teaching staff in research and academic activities, it can be noted that they are clearly defined and performance related to these expectations in considered in the criteria for staff evaluation and promotion of various documents such as Regulation No. 465, of the University of Pristina "Hasan Prishtina" and in the Administrative Instruction 1/2018 of the Ministry of Education Science and Technology for recognition of international journals and magazines. The discussions with the academic staff during the site visit showed them being informed about the criteria for evaluating and promoting staff and that they consider them achievable, but at the same time they noted their displeasure with frequent changes of criteria for academic advancement at the level of UP.

The SER addresses standard 6.3. (*Clear policies are established for defining what is recognized as research, consistent with international standards and established norms in the field of study of the program.*) very briefly and refers itself to the previously mentioned Regulation No. 465, of the University of Pristina "Hasan Prishtina" and Administrative Instruction 1/2018 of the Ministry of Education Science and Technology for recognition of international revised magazines. Therefore, the SER does not provide enough information for the expert team to conclude that the HE institution is compliant with its demands.

The institution’s academic staff has a track record of research results on the same topic as their teaching activities. CVs of the academic staff that teach at the Journalism and Public Relations study program shows them being active in publishing their research and participating in



scientific and professional conferences. Their research activities are validated mainly through various scientific and applied research publications, as well as different scientific conferences.

Although the SER states that “each of the regular staff member has published more than one scientific-research publication in the last three years”, this cannot be confirmed by analyzing the documents provided together with the SER; CVs of the staff and the Annex 5 of the SER (Scientific work and projects). Moreover, it is noticeable that most of the staff has scientifically unproductive during the years 2021, 2020 and 2019 which are the referent years for establishing whether the Standard 6.7. was achieved by the HE institution. It is therefore necessary for the academic staff of the Department to tackle this issue and to develop ways on motivating themselves to publish their scientific or applied research to fulfil these criteria. It is possible to conclude however that the staff declare their affiliation to the UP when publishing their research. This issue was raised during the site visit during which the heads of the study program and the teaching staff unanimously noted that, during the last three years, the UP changed regulations and rules for academic advancement, which as a result had a standstill in scientific production of the academic staff during the last three years.

The SER unfortunately does not address the Standard 6.8. (*Academic staff are encouraged to include in their teaching information about their research and scholarly activities that are relevant to courses they teach, together with other significant research developments in the field*) at all.

Regarding policies for the ownership of the intellectual property, the only reference that the SER mentions is the Law on Copyrights and Related Rights adopted by the Assembly of Kosovo which applies to the UP staff and students, from which it arises that the HE institution does not have its own policies developed. Finally, it can be said that the students of the Journalism and Public Relations study program are motivated by their professors to participate in various research activities. Examples of these research project and activities were mentioned by the teaching staff and the students themselves.



Standard	Compliance	
	Yes	No
<i>Standard 6.1. The study program has defined scientific/applied research objectives (on its own or as part of a research centre or interdisciplinary program), which are also reflected in the research development plan of the institution; sufficient financial, logistic and human resources are allocated for achieving the proposed research objectives.</i>		X
<i>Standard 6.2. Expectations for teaching staff involvement in research and scholarly activities are clearly specified, and performance in relation to these expectations is considered in staff evaluation and promotion criteria.</i>	X	
<i>Standard 6.3. Clear policies are established for defining what is recognized as research, consistent with international standards and established norms in the field of study of the program.</i>		X
<i>Standard 6.4. The academic staff has a proven track record of research results on the same topics as their teaching activity.</i>	X	
<i>Standard 6.5. The academic and research staff publish their work in speciality magazines or publishing houses, scientific/applied/artistic products are presented at conferences, sessions, symposiums, seminars etc. and contracts, expertise, consultancy, conventions, etc. are provided to partners inside the country and/or abroad.</i>	X	



<i>Standard 6.6. Research is validated through: scientific and applied research publications, artistic products, technological transfer through consultancy centres, scientific parks and other structures for validation.</i>	<i>X</i>	
<i>Standard 6.7. Each academic staff member and researcher has produced at least an average of one scientific/applied research publication or artistic outcome/product per year for the past three years.</i>		<i>X</i>
<i>Standard 6.8. Academic and research staff publish under the name of the institution in Kosovo they are affiliated to as full-time staff.</i>	<i>X</i>	
<i>Standard 6.8. Academic staff are encouraged to include in their teaching information about their research and scholarly activities that are relevant to courses they teach, together with other significant research developments in the field.</i>	<i>X</i>	
<i>Standard 6.9. Policies are established for ownership of intellectual property and clear procedures set out for commercialization of ideas developed by staff and students.</i>		<i>X</i>
<i>Standard 6.10. Students are engaged in research projects and other activities.</i>	<i>X</i>	



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Compliance level: Partially compliant

ET recommendations:

- 1. The Journalism and Public Relations study program needs to develop its own specific research objectives and include them into the development plan of the study program / department / Faculty.*
- 2. The Department should develop clear policies regarding the definition of key research within the field of journalism and public relations consistent with international standards and established norms.*
- 3. The Department should develop its action plan on enhancing scientific research with the main aim of increasing the number of published papers of each member of the study program's teaching staff as well as including this research into their teaching process.*
- 4. The University / Faculty / Department should develop policies for ownership of intellectual property and clear procedures set out for commercialization of ideas developed by staff and students.*



3.7. Infrastructure and Resources

The premises of the Department of Journalism where the Journalism and Public Relations study program is being taught offers solid conditions for the organization of work. The Faculty of Philology is situated in the central location of the University campus “Mother Teresa st., no nr., in vicinity to the Rectorate of UP and National Library. The available lecture rooms are equipped with the basic teaching technology. All members of the academic staff have sufficient cabinet / office space equipped with usual electronic equipment necessary for independent scientific work.

The SER notes that financial and investment policies at the University of Prishtina are in the domain of its higher levels of management. Therefore, no financial plan at the level of the study program exists. It is also noted in the SER that the aspect of guaranteeing basic infrastructure and the operating expenses for the program are included within the University budget, which is allocated by the Assembly of Kosovo as per the Budget Law and with revenues generated by the institution.

The Faculty premises where the study program is being taught are owned by the University of Prishtina. The Department of Journalism has three available classrooms with an average of 50 seats for students. Rooms are equipped with internet access and projectors that is used for teaching. The Department also has its own “media laboratory”, funded through a grant from the Embassy of the United States of America in Kosovo. The library that students enrolled in the Journalism and Public Relations study program use is the Faculty’s library which possesses a book fund of about 15,000 units (not new titles) and about 300 doctoral and master theses. Unfortunately, this library does not have an electronic book fund. The library has a reading room in capacity of 80 seating places as well as a computer room where 20 students can work comfortably.

At the moment, the infrastructure is not adapted for the disabled students and it needs improvement.

It must be considered that the site visit was conducted online and that the expert panel was not provided with the video recordings of the Faculty and Department’s premises.



Standard	Compliance	
	Yes	No
<i>Standard 7.1. The adequate long-term implementation of the study program is ensured in quantitative terms as regards premises, human resources and equipment. At the same time, it is guaranteed that qualitative aspects are also taken into account.</i>	X	
<i>Standard 7.2. There is a financial plan at the level of the study program that would demonstrate the sustainability of the study program for the next minimum three years.</i>	X	
<i>Standard 7.3. The higher education institution must demonstrate with adequate documents (property deeds, lease contracts, inventories, invoices etc.) that, for the study program submitted for evaluation it possesses the following, for the next at least three years:</i> <i>a) owned or rented spaces adequate for the educational process;</i> <i>b) owned or rented laboratories, with the adequate equipment for all the compulsory disciplines within the curriculum, wherever the analytical syllabus includes such activities;</i> <i>c) adequate software for the disciplines of study included in the curriculum, with utilisation licence;</i> <i>d) library equipped with reading rooms, group work rooms and its own book stock according to the disciplines included in the curricula.</i>	X	
<i>Standard 7.4. The number of seats in the lecture rooms, seminar rooms and laboratories must be related to the study groups' size (series, groups, subgroups); the applicative activities for the speciality disciplines included in the curricula are carried out in laboratories equipped with IT equipment.</i>	X	



<p><i>Standard 7.5. The education institution's libraries must ensure, for each of the study programs:</i></p> <p><i>a) a number of seats in the reading rooms corresponding to at least 10% of the total number of students in the study program;</i></p> <p><i>b) a number of seats in the group work rooms corresponding to at least 10% of the total number of students in the study program;</i></p> <p><i>c) their own book stock from Albanian and foreign speciality literature, enough to cover the disciplines within the curricula, out of which at least 50% should represent book titles or speciality courses of recognised publishers, from the last 10 years;</i></p> <p><i>d) a book stock within its own library with a sufficient number of books so as to cover the needs of all students in the cycle and year of study the respective discipline is provided for;</i></p> <p><i>e) a sufficient number of subscriptions to Albanian and foreign publications and periodicals, according to the stated mission.</i></p>	<p><i>n.a.</i></p>	
<p><i>Standard 7.6. The infrastructure and facilities dedicated to the implementation of the program is adapted to students with special needs.</i></p>		<p><i>X</i></p>

Compliance level: Substantially compliant

ET recommendations:

- 1. The Department as well as the study program should develop its own financial plan that would demonstrate the sustainability of the Department and each of its study programs.*
- 2. The University and the Faculty need to invest into adjusting its infrastructure to disabled students.*



4. FINAL RECOMMENDATION OF THE ET

It can be noted by the Expert Panel that the level of quality of the prepared Self Evaluation Report varied considerably from chapter to chapter. For instance, SER chapter addressing Quality Management offered very general information and general claims. At the same time, the level of commitment of staff members during the site visit provided the expert panel with all necessary information to finish the evaluation report. Having considered the provided documentation and after the discussions with all stakeholder groups during the site visit, the Expert Team recommends the following assessment:

Standard	Compliance Level
Mission, objectives, and administration	Substantially Compliant
Quality Management	Partially Compliant
Academic Staff	Substantially Compliant
Educational Process Content	Substantially Compliant
Students	Substantially Compliant
Research	Partially Compliant
Infrastructure and resources	Substantially Compliant
Overall Compliance	Substantially Compliant

The overall compliance level is assessed by the experts at the level of substantially compliant.

Following recommendations need to be considered in relation to the program accreditation:

- 1. The HE institution should take into account the notion that the Quality Management Section of the Self Evaluation Report could have been written in a much more detailed*



manner, which would enable full understanding of the QA processes at the Faculty. The way it was prepared raised additional questions that needed to be addressed during the site visit and after through additional documentation. It is important for the HE institution to improve this issue for the future reaccreditation procedures.

- 2. The expert panel considers quite unusual for Journalism and Public Relations studies to be taught at a Faculty of Philology. Both of these practical and professional disciplines are quite distant from other fields and study programs being taught at the Faculty. Therefore, the expert panel suggests to the University of Prishtina as well as to the Faculty of Philology to consider secluding the Department of Journalism and its study programs into a separate HE institution within the UP.*
- 3. The Department of Journalism should develop a regular procedure for harmonizing the contents of its study program(s) with the needs of the labour market as well as contemporary trend in the industries in regular intervals between reaccreditation procedures. The procedure should include HE institution's all relevant stakeholders such as employers, experts in the field of media and public communication as well as institution's graduates. This kind of procedure would ensure that the contents of the study program does not change only because of reaccreditation procedures.*
- 4. The expert teams suggest to the HE institution to consider making slight changes / improvements in the study program in the next reaccreditation period. The study program should include at least one new course dedicated to social networks and their impact on journalism and public relations, as well at least one course in the field of management since today's work in mass media and public communication top tier such as editing, managing teams, and providing communication advice to managers often requires advanced management skills or at least their complete understanding.*
- 5. The University of Prishtina, The Faculty of Philology as well as the Department for Journalism should develop policies for ownership of intellectual property and clear procedures set out for commercialization of ideas developed by staff and students.*
- 6. The University of Prishtina, The Faculty of Philology as well as the Department for Journalism should make joint efforts into securing adequate infrastructural environment which would be suitable for all students, including those with disabilities.*



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In conclusion, the Expert Team considers the Master of Arts study program in Journalism and Public Relations offered by University of Prishtina, Faculty of Philology, Department of Journalism is substantially compliant with the standards included in the KAA Accreditation Manual and, therefore, recommends accrediting the evaluated study program for a duration of three years with 25 students to be enrolled yearly to the program.

Expert Team

Member

Dr. Damir Jugo

(Signature)

(Damir Jugo)

8 May 2022

(Date)