**Syllabus**

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| **Basic data of the subject** | | | | |
| **Academic unit:** | **Faculty of Engineering and Informatics** | | | |
| **Title of the subject:** | **Marketing and Sales** | | | |
| **Level:** | **Master** | | | |
| **Course Status:** | **Core** | | | |
| **Year of studies:** | **II** | | | |
| **Number of hours per week:** | **4** | | | |
| **Value of Credits - ECTS:** | **6** | | | |
| **Time / location:** |  | | | |
| **Course lecturer:** |  | | | |
| **Contact details:** |  | | | |
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| **Course Description** | *This course will provide student with a broad perspective, covering subjects such as principles of marketing, strategic planning, consumer behaviour, enterprise, brand and media communications and market research. It will prepare you to work successfully in the sector whether you wish to set up your own business or join a small or a large enterprise.* | | | |
| **Objectives of the course:** | *Through this subject students understand the basics of marketing in the commercial market, sales techniques, career opportunities in sales and marketing and to be able to design a marketing strategy based on the organization's long-term goals* | | | |
| **Expected learning outcomes:** | *Upon successful completion of this course, student will be able to:*   * *understand the environment within which all businesses operate and the ways in which different organizations are organized* * *appreciate the principles and practice of selling and understanding its importance as part of the marketing mix* * *understand the marketing concept and evaluate how marketing works* * *analyse the role and importance of creating a marketing strategy by adapting to global development trends* | | | |
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| **Contribution to the student load (which must correspond with learning outcomes)** | | | | |
| **Activity** | | **Hour** | **Day/Week** | **In total** |
| Lectures with lab tutorials | | 4 | 15 | 60 |
| Internship | |  |  |  |
| Contacts with teacher / consultations | | 2 | 4 | 8 |
| Field exercises | |  |  |  |
| Midterm, seminars and projects. | |  |  |  |
| Homework | |  |  |  |
| Self-learning time student (at the library or at home) | | 4 | 15 | 60 |
| Final preparation for the exam | | 20 |  | 20 |
| Time spent on evaluation (tests, quiz and final exam) | | 2 |  | 2 |
| Projects and presentations. | |  |  |  |
| **Total** | |  |  | **150** |
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| **Teaching methodology:** | *Lectures combined with case studies* | | | |
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| **Assessment methods:** | *Exam 100%* | | | |
| **Literature** | | | | |
| **Basic Literature:** | 1. *Gary Armstrong and Philip Kotler – “Principles of Marketing” – 13 Edition, London 2010, “Parimet e Marketingut” – perkthyer nga Genti Beqiri, UETPress - Tirane 2013,* | | | |
| **Additional Literature:** | 1. *Nail Rashiti, PhD – “Menaxhimi i strategjive te marketingut”, Prishtinë, 2008,* | | | |
| **The ratio of theory and practice** | *60% Theory*  *40% Practical work with case studies* | | | |

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| **Designed learning plan** | |
| **Week:** | **Lectures and exercises to be held** |
| **Week one:** | *Introduction to Marketing* |
| **Week two:** | *Marketing Strategic Orientation in Businesses* |
| **Week three:** | *Strategic Marketing Management Process* |
| **Week four:** | *Marketing Environment* |
| **Week five:** | *Competition Analysis* |
| **Week six:** | *Marketing Strategies* |
| **Week seven:** | *Product Based Strategy* |
| **Week eight:** | *Competitive Advantages* |
| **Week nine:** | *Value Rules* |
| **Week ten:** | *Marketing Program* |
| **Week eleven:** | *Target market* |
| **Week twelve:** | *Mix marketing* |
| **Week thirteen:** | *Implementation of marketing plan* |
| **Week fourteen:** | *Hit and sales techniques* |
| **Week fifteen:** | *Sales strategy* |

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| **Academic policies and rules of conduct** |
| *Regular attendance of lectures and exercises is necessary, as well as active participation with discussion and solution of tasks. Not impeding the progress required for learning using mobile phones turned off or in silent mode.* |