

SYLLABUS

Basic data of the course			
The academic unit:	Faculty of Tourism and Catering		
Title:	Marketing		
Level:	Bachelor		
Status:	Obligation		
Study year:	I		
Number of hours for week	3		
ECTS:	4		
Time/ location:			
Lecturer:	PhD.c. Agim Thaqi		
Contact:	agim.thaqi@ushaf.net		
Course description			
Course description	<p>Marketing Lesson Course students will enable you to:</p> <ul style="list-style-type: none"> Understand the importance of the market economy; to understand the handling features - integral marketing, market research studies, use segment market, understand the role and importance of the product policy, planning and marking process of the product, CJP to exploit marketing strategies; implement the concept of development of new products, implement policy and pricing methods in the enterprise; to choose efficient distribution channels and to assess the effects of promotional communication 		
Course objective:	The aim of the course is to provide students with basic knowledge of Marketing.		
Expected results:	<p><i>After completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> • Know the way of market segmentation and target market selection • Conduct market research • Opt marketing strategy targeting • recognizes product lifecycle <p><i>This module also needs to develop in students the following skills:</i></p> <ul style="list-style-type: none"> • communication and presentation skills, • teamwork skills, • writing skills. 		
Kontributi në ngarkesën e studentit (gjë që duhet të korrespondoj me rezultatet e të nxënit të studentit)			
Activity	Hour	Day/week	Total

Lessons	2	15	30
Theoretical exercises / laboratory	1	15	15
Practical work			
Contacts with teacher / consultations	1	3	3
Exercise			
Seminars			
Home work			
Self-learning time (at the library or at home)	2	15	30
Final preparation for the exam	6	3	18
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.	2	1	2
Total			100
Teaching Methodology			
	Lectures, individual work, seminar papers, discussions, group work.		
Assessment methods			
	Seminars 10 %, Test I- 10%, Test II 10 % Exam 70 %		
Literature			
Basic literature:	<i>Ceku B, dhe Reshidi N, Marketingu (2006), Universiteti mbretëror Iliria</i>		
Additional literature	<i>Kotler PH., Amstrong G- Marketing, Prentice Hall 1987</i>		
Designed learning plan:			
Week	The lecture that will develop		
First week:	Understanding Marketing Meaning of market economy Marketing functions concept Integral approach to MM's instruments		
Second week:	Market segmentation What's market; Types of market; Market segmentation		
Third week:	Variables for market segmentation Variables for MFC segmentation; Variables for MCA segmentation; Choosing of target market; Product positioning and Types of market demand		
Fourth week:	Market research; Definition of MR Subject MR; Needs and factors affecting MR; The process of market research and		

	The attitude of managers to market research
Fifth week:	Product Policy Concept and product dimensions; Gama, lines and product mix; Pareto Law 80/20; Brand Product Management
Week six:	Assessment of Knowledge - the first test
Week seven:	Product Marking Elements affecting the branded product promotion; Advantages of the brand; Product brand equity and Factors affecting the definition and choice of brand.
Week eight:	Product life cycle PLC The life cycle of a product; Stages of PLC and The evolution of a market.
Week nine:	The concept of the new product The nature and importance of innovation in the market; Phases of the development of new products; Launch and commercialization of new products.
Week ten:	Policies and methods of pricing Types of prices; Price targets; Factors affecting prices and Methods of price formation
Week eleven	Policies and methods of pricing The pricing strategies, and Difficulties and methods of critical point of profitability; Marginal costs method and revenues
Week twelve:	Distribution policies Structure and types of distribution channels; Reasons for using distribution channels; DCH functions; The integration of DCH; Alternative strategies and criteria to DCH.
Week thirteen:	Promotion policies Definition and role of PP; The main forms of PP; Planning PP; PP and alternative strategies Assessment of the effects of Promotion.
Week fourteen:	Assessment of Knowledge – the second test
Week fifteen:	Presentation of seminar papers by students