

## SYLLABI

Basic data of the subject	
Academic unit	Faculty of Management
Subject	Market Analysis and Consumer Behavior
Level	Bachelor
Course status	Mandatory
Year of studies	II
Semester	III
Number of hours per week	3
Value of credits - ECTS	5
Time/ Location	USHAF
Course lecturer	Prof. Ass. Dr. Arta Jashari
Contact details	Arta.Jashari@ushaf.net
Course description	
<b>Course description</b>	<p>This course teaches students the concepts of marketing management through a series of literature readings and case studies that profile the decision-making problems faced by marketing professionals. This course discusses marketing in terms of the overall functioning of the organization, with particular emphasis on market analysis as well as consumer behavior. The course emphasizes the interrelationships of marketing concepts, decision making, strategy, planning, and control systems. In today's economy, companies that have information on what are the factors that influence consumer behavior and how they affect it, then they can better adapt products and services to consumers. This serves as the first step in policy making and making the right decisions in Marketing. The course provides the most advanced model for understanding consumer decision making, which serves as a program for the success of businesses in a market economy and in times of hyper-competition.</p>
Course objectives	
<b>Course objectives</b>	<p>The main purpose of this course is to inform students about the market and consumer behavior, through market analysis and consumer behavior, including the behavior of individuals, groups or organizations and the processes they use to select, provide, use and distribute products, services, experiences or ideas, to satisfy their needs and desires. The course focuses heavily on the impact of consumer psychological factors, external environmental factors and the situations in which the consumer may find himself whenever he decides to buy something. It should be noted that the course not only studies the act of purchase but also the process before and after the purchase, and even studies how the possession or lack of things can affect consumer behaviors in general.</p> <p>Consumer behavior creates an opportunity to better understand why consumers choose certain products and companies, what happens in the business world, why someone is successful and someone is not.</p>

<b>Expected learning outcomes</b>	<p>Upon successful completion of the module, students must:</p> <ul style="list-style-type: none"> <li>• recognize the importance of market analysis and managing consumer behavior,</li> <li>• understand the psychological and sociological impacts on the consumer decision-making process,</li> <li>• formulate appropriate marketing strategies,</li> <li>• gain an understanding of theoretical and conceptual concepts of consumer behavior and apply them to marketing situations and practices,</li> <li>• to get acquainted with the main contemporary theories in the field of marketing,</li> <li>• critically analyze and solve problems related to marketing strategies,</li> <li>• expand students' analytical skills in formulating and implementing integrated marketing concepts,</li> <li>• enable the development of practice for decision-making strategies in business.</li> </ul>		
<b>Contribution to the student load (which must correspond with learning outcomes)</b>			
<b>Activity</b>	<b>Hours</b>	<b>Days/Weeks</b>	<b>Total</b>
<b>Lectures</b>	2	15	30
<b>Theoretical exercises / laboratory</b>	1	15	15
<b>Internship</b>	5	1	5
<b>Contacts with teacher / consultations</b>	1	5	5
<b>Field exercises</b>			
<b>Midterm, seminars and projects.</b>			
<b>Homework</b>	2	5	10
<b>Studying (at the library or at home)</b>			45
<b>Final preparation for the exam</b>	3	2	6
<b>Time spent on evaluation (tests, quiz and final exam)</b>	2	2	4
<b>Projects and presentations</b>	1	5	5
<b>Total</b>			<b>125</b>
<b>Teaching methodology</b>	<p>Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a problem presented, presentation of students for case studies, seminar-scientific papers, essays or Research.</p>		
<b>Assessment methods</b>	<p>70 points - from the final exam which will contain at least 5 written / oral questions,  10 points - attendance and engagement in lectures,  20 points - student work and interactive discussion on: Case study, Seminar-scientific work, Essay or research project  The student passes the exam if he / she reaches at least 50 points from all evaluation criteria.</p>		
<b>Teaching tools</b>	<p>Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc.</p>		

<b>Theory vs. practice ratio</b>	60% Theory 40% Practice work with case studies Seminar paper, case studies, essays or research project
<b>Literature</b>	
<b>Basic literature</b>	1. Semiha Loca, Sjellja konsumatore, 2012. 2. Peter, J. P, Donnelly, J. H. "Preface to Marketing Management", (13th ed). McGraw Hill.
<b>Additional literature</b>	1. David A. Aaker, Damien McLoughlin, "Strategic Market Management: European Edition", Wiley, 2010., 2. Philip T. Kotler, Kevin Lane Keller - Marketing Management ( Pearson). 3. Management Tools - Customer Relationship Management - Bain & Company". www.bain.com. Retrieved 23 November 2015. 4. Ramiz Livoreka „Kërkime Marketingu” Prishtinë, 2011.
<b>Designed learning plan</b>	
<b>Week</b>	<b>Lecture</b>
<b>Week one</b>	Syllabus Presentation, Market Analysis in Free Market Economy
<b>Week two</b>	Strategic Planning and Marketing Management Process Interactive discussions,
<b>Week three</b>	Effective marketing management and marketing strategy development Interactive discussions,
<b>Week four</b>	Marketing research and information systems for decision making Interactive discussions,
<b>Week five</b>	Integrated marketing communications Interactive discussions,
<b>Week six</b>	Understanding and evolving consumer behavior Interactive discussions,
<b>Week seven</b>	Study of consumer behavior and its perspectives Interactive discussions,
<b>Week eight</b>	Culture and subcultures of social and operating market
<b>Week nine</b>	Demographics and social classes, family and reference groups Interactive discussions,
<b>Week ten</b>	Communication within groups and dissemination of innovations Interactive discussions,
<b>Week eleven</b>	Perception, learning and memory Interactive discussions,
<b>Week twelve</b>	Motivation, personality and emotion Interactive discussions,
<b>Week thirteen</b>	Attitudes and lifestyle Interactive discussions,
<b>Week fourteen</b>	Decision making and its stages - recognizing the problem and seeking information Presentations of seminar papers,
<b>Week fifteen</b>	Stages of the decision-making process - evaluation of pre- and post-purchase alternatives Presentations of seminar papers
<b>Academic policies and rules of conduct</b>	

The student is required to attend the lectures regularly and to have appropriate behavior towards the colleagues and the staff of the University, as well as to maintain order in the classroom and actively participate in lectures and exercises.