

Basic course data	
Academic Unit:	Faculty of Architecture, Design and Wood Technology
Program:	Interior Architecture and Furniture Design
Course title:	Marketing and Selling Techniques
Course level:	Bachelor
Status of the subject:	Mandatory
Year:	III
Weekly hours:	3
Credits - ECTS:	4
Time /location:	UASF
Teaching Professor	Prof.Assoc.Dr. Afrim E. LOKU
Contact details	afrim.loku@ushaf.edu
Course overview:	<p>This course will provide students with a broad perspective, covering topics such as marketing principles, strategic planning, consumer behavior, enterprises, brands and media, and market research and knowledge.</p> <p>During this course will discussed presents sales principles and skills required by today's professional salesperson. Examines current approaches to a variety of sales management challenges including the recruiting, organization, motivation, and evaluation of an effective sales force. Discusses the contributions of personal selling and sales management to the marketing process with focus on the strategic use of the sales force.</p>
Course aim:	Through this course students will understand the basics of marketing in the commercial market, sales techniques, pricing and career opportunities in sales and marketing and be able to design a marketing strategy based on the long-term goals of the organization.
Learning outcomes:	<p>This course aims to provide students with the following benefits:</p> <ol style="list-style-type: none"> 1. The environment in which all businesses operate and the ways in which different organizations are organized 2. Understand the concept of marketing and evaluate how marketing works 2. Examine the role of the sales force in the marketing

	mix 3. Define and discuss each component of the sales process 4. Contemporary marketing trends and concepts 5. Evaluate the principles and practice of sales and understanding its importance as part of the marketing mix 6. 7. Analyze the role and importance of creating a marketing strategy adapting to global development trends and challenges 8. Understand how a marketing plan and strategy is made 9. Improve communication skills: verbal, written and listening 10. Improve teamwork skills		
Contribution to the student's workload (which should correspond to the student's learning outcomes)			
Activity	Hrs	Days/weeks	Total
Lecture	2	15	30
Theoretical/laboratory exercises	1	15	15
Practice activity	1	1	1
Consulting with Professor	1	6	6
Work in the field			
Tests, seminars	1	2	2
Homework	1	2	2
Student self-studying time (in library or home)	2	10	20
Preparation for final exam	4	5	20
Time spent for assessment (tests, quizzes, final exam)	2		2
Projects, presentations	2	1	2
Total			100
Teaching methods:	Lectures, individual work, workshops, tests, essays, discussions, group work, 1 simulation session		
Grading system:	Classroom participation in lectures and exercises 5% + 5% = 10% Test 1: 20% Test2: 20% Presentation: 10-20%.		

	Final exam rated with 40% of the grade.
Literature	
Basic literature:	<ol style="list-style-type: none"> 1. Philip Kotler and Gary Armstrong – “Principles of Marketing” – 13 Edition, London 2010, 2. Prof.dr.Ali Jakupi „Bazat e marketingut, Prishtine,2008.
Additional Literature:	<ol style="list-style-type: none"> 3. David Jobber&John Fahy,Foundations of marketing, 2006 4. Prof.dr.Ramiz Livoreka „Kërkime Marketingu” Prishtinë,2011
Course topics and teaching plan:	
Weeks	Lecture
I	<p>Defining Marketing and its process</p> <ul style="list-style-type: none"> • Marketing: Creating value for the customer and attracting its value • Company and marketing strategy: Partnership to build customer relationships <p>Literature: Philip Kotler and Gary Armstrong – “Principles of Marketing” – 13 Edition, London, 2010, p.2-38v</p>
II	<p>Knowledge of the market and consumers</p> <ul style="list-style-type: none"> • Analysis of the marketing environment • Manage marketing information to get customer ideas <p>Literature: Philip Kotler and Gary Armstrong – “Principles of Marketing” – 13 Edition, London, 2010, p.68-104</p>
III	<p>Consumer markets and consumer buyer behavior Business markets and consumer buyer behavior</p> <p>Exercise 1: Literature: Philip Kotler and Gary Armstrong – “Principles of Marketing” – 13 Edition, London, 2010, Fq.144-178</p>
IV	<p>The marketing strategy client-oriented</p> <ul style="list-style-type: none"> • Creating value for target customers • Products, services and market: value building • Product development strategy for the product life cycle <p>Exercise 2: Literature: Philip Kotler and Gary Armstrong – “Principles of Marketing” – 13 Edition, London, 2010, Fq.204-276</p>
V	<p>Pricing: understanding and attracting value for customer</p> <ul style="list-style-type: none"> • Pricing strategy <p>Exercise 3: Literature: Philip Kotler and Gary Armstrong – “Principles of Marketing” – 13 Edition, London, 2010, Fq.310-334</p>

VI	<p>Marketing channels: Delivering value per customer</p> <ul style="list-style-type: none"> • Retail and wholesale <p>Exercise 4: Practical work</p> <p>Literature: Philip Kotler and Gary Armstrong - "Principles of Marketing" - 13 Edition, London, 2010, Fq.362-396</p>
VII	<p>Test 1 - Intermediate assessment</p>
VIII	<p>Customer value communication: Integrated marketing communications strategy</p> <ul style="list-style-type: none"> • Advertising and public relations <p>Exercise 5:</p> <p>Literature: Philip Kotler and Gary Armstrong - "Principles of Marketing" - 13 Edition, London, 2010, Fq.430-460</p>
IX	<p>Individual sales and sales promotion</p> <ul style="list-style-type: none"> • Direct and online marketing • Building direct relationships with the client <p>Exercise 6: Practical work</p> <p>Literature: Philip Kotler and Gary Armstrong - "Principles of Marketing" - 13 Edition, London, 2010, Fq.490-524</p>
X	<p>Implementing Marketing Mix Tools</p> <ul style="list-style-type: none"> • Product Notion, Product Classification, Product Attributes, Product Design • Product specifications <p>Exercise 7: Practical work</p> <p>Literature: Prof.dr.Ali Jakupi , "Bazat e marketingut", (Essentials of Marketing), Prishtinë, 2008. Fq. 229-261</p>
XI	<p>Product Policy</p> <ul style="list-style-type: none"> • Product range • Product development <p>Exercise 8: Practical work</p> <p>Literature: Prof.dr.Ali Jakupi , "Bazat e marketingut", (Essentials of Marketing), Prishtinë, 2008. Fq. 262-286</p>
XII	<p>Product pricing setting</p> <ul style="list-style-type: none"> • The notion and importance of pricing setting • Factors influencing pricing policy • Methods for price setting <p>Exercise 9: Practical work</p> <p>Literature: Prof.dr.Ali Jakupi , "Bazat e marketingut", (Essentials of Marketing), Prishtinë, 2008. Fq. 287-315</p>
XIII	<p>Distributing product policy</p> <ul style="list-style-type: none"> • Features of the distribution policy • The notion and types of distribution channels • Selection of distribution channels • Marketing logistics

	Exercise 10: Practical work Literature: Prof.dr.Ali Jakupi , “Bazat e marketingut” , (Essentials of Marketing), Prishtinë, 2008. Fq. 317-330
XIV	Promotion Implementation Policy <ul style="list-style-type: none"> • The meaning of promotion • Economic propaganda • Economic propaganda and marketing • Media and economic propaganda Exercise 11: Practical work Literature: Prof.dr.Ali Jakupi , “Bazat e marketingut” , (Essentials of Marketing), Prishtinë, 2008. Fq. 331-357
XV	Testi 2 - Intermediate assessment

Academic Policies and Rules of etiquette:	
<p>Attending lectures and exercises is very important. Students are encouraged to be regular in lectures and exercises. They are encouraged to always seek clarification during lectures. Professors will be available for additional clarifications and student consultations. Students are required to read at least the literature assigned to them after each lecture and to complete the assignments and essays that will be given to them. Students will also be required to take two preliminary exams or the final exam to be organized during the semester. They will be supported at all times to understand the program. Students are encouraged to follow the discussions in the media and ask about developments and economic problems and open discussions about them.</p>	