

## SYLLABUS

Course basic data	
<b>Academic unit:</b>	<b>Faculty of Truism and Environment</b>
<b>Course title:</b>	<b>Strategic Marketing and Globalization</b>
<b>Level:</b>	<b>Master</b>
<b>Course status:</b>	<b>Mandatory</b>
<b>Year of study:</b>	<b>I</b>
<b>Number of hours per week:</b>	<b>3</b>
<b>Value in credits – ECTS:</b>	<b>5</b>
<b>Time / location:</b>	
<b>Course leader:</b>	<b>Prof. As. Dr. Arbresha Meha</b>
<b>Contacting details:</b>	<a href="mailto:arbresha.meha@ushaf.net">arbresha.meha@ushaf.net</a>
Course description	
<b>Course description</b>	The course Strategic Marketing and Globalization explores the role of marketing in a variety of contexts including high-tech products and services, and the challenges of marketing innovative products and services. The course will critically review current theory and practice and discuss how marketing strategies are evolving in the light of changes arising from increasingly sophisticated and demanding consumers, new technology and globalisation. Sessions will consider the nature and scope of marketing and its role in society, the importance of a customer orientation and co-creation of brands, the contribution of marketing research, and the role of marketing activities such as product, price, promotion, distribution, physical evidence, process and people. It is also focuses on aspects of globalization (economic, political, and cultural).
<b>Course aims:</b>	The aim of the course is to prepare students on the role and importance of creating a marketing strategy and adapting it based on globalization trends. Through this course it is intended students to develop knowledge and understanding of the marketing function within its strategic dimension and its connection with the corporate strategy.
<b>Learning outcomes:</b>	Upon the successful completion of this course the student will be able to: <ul style="list-style-type: none"> <li>• integrate knowledge and understanding of key marketing concepts, research and current practices;</li> <li>• discuss critically decision-making processes and frameworks for selecting marketing objectives, target markets and marketing mixes;</li> <li>• analyze global economic developments and based on them orient the marketing strategy;</li> <li>• apply theoretical frameworks to real-world</li> </ul>

	marketing innovation challenges: identifying their key features and implications, setting appropriate marketing objectives and evaluating alternative marketing strategies.		
<b>Contribution in Student's learning (should correspond with Students learning outcomes)</b>			
<b>Activity</b>	<b>Hrs</b>	<b>Days/weeks</b>	<b>Total</b>
Lectures	2	15	30
Theory/Lab exercises	1	15	15
Practical work			
Contact hours/consultations with lecturer	2	4	8
Exercises in the field (study visits)	4	1	4
Tests, seminars			
Home work			
Student's independent study time (library or home)	3	15	45
Final preparation for exam	6	3	18
Time spent during assessment (tests, quizzes, final exam)	2	1	2
Projects, presentations, etc.	3	1	3
<b>Total</b>			<b>125</b>
<b>Teaching methodology:</b>	The course will take place in duration of 15 weeks, with 2 hours lectures per week, where the theoretical concepts will be treated and explanation will be provided about strategic marketing and globalization, and 1 hour in class group exercises. The exercises will be held in group where the real case studies will be analyzed and discussed in group. This way of organizing the exercises will help students to acquire the theoretical concepts and connect theory and practical aspects of business activity. Students will be subject to assessment at the end of the full cycle of this course with case assignment and in-class exam.		
<b>Assessment methods:</b>	Exam 60% (Final exam will be comprised by different multiple choice and open questions) Case assignment 40% (a case study analysis).		
<b>List of references</b>			
<b>Basic literature:</b>	<ol style="list-style-type: none"> <li>1. Gary Armstrong and Philip Kotler "Principles of Marketing" 13 Edition, London 2013, "Parimet e Marketingut" – perkthyer nga Genti Beqiri, UETPress - Tirane 2013.</li> <li>2. Nail Rashiti, PhD – "Menaxhimi i strategjive te marketingut", Prishtinë, 2008.</li> <li>3. Prof.dr Ali Jakupi, Marketingu Nderkombetare,</li> </ol>		

	Prishtine 2008.
<b>Additional literature:</b>	<p>1. Micheal A. Hitt, R. Duane Ireland and Robert Hoskisson "Strategic Management: Concepts: Comepetitiveness and Globalization" 11 Edition, 2014.</p> <p>2. Irene M. Duhaime, Michael A. Hitt, Marjorie A. Lyles "Strategic Management: State of the Field and Its Future", 2021.</p>

Lectures timeline:

<b>Week</b>	<b>Lectures</b>
<b>Fist week:</b>	<b>Introduction to the basic concepts and the material to be lectured to;</b> <b>Assignment guidance (case study).</b>
<b>Second week:</b>	<b>Introduction to Marketing</b> What is marketing? Knowledge of the market and the needs of the client. Design of the marketing strategy based on consumer demands.
<b>Third week:</b>	<b>Strategic planning</b> Strategic marketing management process. The role of marketing in strategic planning, the elements of a marketing strategy.
<b>Fourth week:</b>	<b>Marketing environment and globalization</b> Environmental forces, changes in the demographic, economic, political and cultural environment. Global marketing environment.
<b>Fifth week:</b>	<b>Marketing information management</b> Marketing information systems and their importance. The processes of studying, analyzing and using marketing information.
<b>Sixth week:</b>	<b>Markets and Consumer Buyer Behavior</b> Consumer market and consumer buying behavior, characteristics that affect consumer behavior. Business markets and buyer behavior.
<b>Seventh week:</b>	<b>Marketing strategy and global economic developments</b> Steps in designing a marketing strategy, segmentation, targeting, differentiation and positioning. Trends and innovations.
<b>Eighth week:</b>	<b>Marketing planning proces and programming</b> Products, services and brands. Building customer values.
<b>Ninth week:</b>	<b>Product life cycle and international marketing</b> Strategy for new products, product management and life cycle. International marketing of product and services.
<b>Tenth week:</b>	<b>Price strategy</b> Price, customer perceptions of value. Company and product costs and other important factors in pricing.
<b>Eleventh week:</b>	<b>Marketing channels</b> The nature and importance of marketing channels, modeling and management of marketing channels. Retail and

	wholesale.
<b>Twelwth week:</b>	<b>Integrated marketing communications strategy</b> Marketing's Promotional Mix. The need for integrated marketing communication, steps in the development of effective marketing communications. People and the physical environment
<b>Thirteenth week:</b>	<b>Global Market and Globalization</b> Global marketing. Global marketing programs. Organizing global marketing.
<b>Fourteenth week:</b>	<b>Sustainable Marketing - Social and Ethical Responsibility</b> Society's criticism of marketing. Consumer and business actions towards diversified marketing. Marketing ethics.
<b>Fifteenth week:</b>	<b>Review of course and preparation for the final exam</b>

**Academic policies and rules of conduct:**

Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.