

## SYLLABI

Basic data of the subject	
Academic unit	Faculty of Management
Subject	Marketing
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. Asoc. Dr. Afrim E. LOKU
Contact details	Afrim.Loku@ushaf.net
Course description	
<b>Course description</b>	<p>This course offers an experienced approach based on marketing theory and its practical application. Topics to be addressed and discussed from the application point include: marketing development, relevance and use of marketing research, marketing segmentation, and product / or service positioning, distribution, pricing, and a variety of marketing communication and promotion strategies .</p> <p>This course is designed to be an introduction to the broader marketing concept for the future manager. Management students will make progress through general topics, business functions, business environment, market planning, information and segmentation, customer behavior, marketing ethics, and marketing strategy. In addition, the concept of marketing from customer "experiences" will be discussed with students. Students will discuss current and emerging marketing models in Europe, the United States and around the world, with activities and materials including lectures, discussions, readings, multi-media presentations and on-line resources. Each student will prepare a marketing plan for a current or hypothetical enterprise as a final project, working individually or in a group of two.</p>
<b>Course objectives</b>	<p>Through this course the student will learn about the importance of business decisions in the market economy and the role and importance of information for these decisions, which are gained through marketing research. So, in the theoretical aspect, the marketing research process will be examined, which will include a wide field of reviews and application of important methods of collecting, processing, analyzing, interpreting and presenting data and research results.</p>
<b>Expected learning outcomes</b>	<p>Students after completing the module should be able to:</p> <ul style="list-style-type: none"> <li>• Recognize the importance of marketing in the enterprise</li> <li>• Describes the marketing process in the enterprise,</li> <li>• Understands marketing as a dynamic process</li> <li>• Can evaluate data sources and methods used to collect that data.</li> </ul>

	<ul style="list-style-type: none"> <li>• Describes the elements of mixed marketing,</li> <li>• Understand how a marketing plan and strategy is made</li> <li>• Gain verbal communication skills, writing and reading in the marketing context,</li> <li>• Competent for team work, for solving problems in enterprise marketing.</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>			
<b>Contacts with teacher / consultations</b>	1	5	5
<b>Field exercises</b>			
<b>Midterm, seminars and projects.</b>	2	2	4
<b>Homework</b>	2	5	10
<b>Studying (at the library or at home)</b>			40
<b>Final preparation for the exam</b>	2	5	10
<b>Time spent on evaluation (tests, quiz and final exam)</b>	3	2	6
<b>Projects and presentations</b>	1	5	5
<b>Total</b>			<b>125</b>
<b>Teaching methodology</b>	Lectures, individual work, seminar papers, midterm exams, essays, discussions, group work, 1 simulation session.		
<b>Assessment methods</b>	<p>During the semester two written tests with 40 points each will take place, or the student has the right to take only the final exam which has 80 points (written / oral test), the test contains open-ended questions, assignments and multiple-choice questions (student passes the exam if he or she accumulates 50 points from all the evaluation criteria),</p> <p>10 points – Activity and attendance  10 points – Seminar paper (midterm)/ Case study  80 points – two tests, or final exam</p>		
<b>Teaching tools</b>	Whiteboard, the Internet, wireless, computer, projector, Power Point, etc.		
<b>Theory vs. practice ratio</b>	70% - Theory 30% - Practice work		
<b>Literature</b>			
<b>Basic literature</b>	<ol style="list-style-type: none"> <li>1. Philip Kotler – Hermawan Kartajaya, Iwan Setiawan, 2021, Marketing 5.0, Technology for humanity, Hoboken, New Jersey,</li> <li>2. Prof.dr.Ali Jakupi „Bazat e marketingut, Prishtine,2008.</li> </ol>		
<b>Additional literature</b>	<ol style="list-style-type: none"> <li>1. David Jobber&amp;John Fahy,Foundations of marketing, 2006</li> <li>2. Prof.dr.Ramiz Livoreka „Kërkime Marketingu” Prishtinë,2011</li> </ol>		
<b>Designed learning plan</b>			

<b>Week</b>	<b>Lecture</b>
<b>Week one</b>	<p><b>Definition of Marketing and Marketing process</b></p> <ul style="list-style-type: none"> <li>• Marketing: Creating value for the customer and attracting its value</li> <li>• Company and marketing strategy: Partnership to build customer relationships</li> </ul> <p>Literature: Philip Kotler and Gary Armstrong - “Principles of Marketing” - 13 Edition, London, 2013, P.2.2-38</p>
<b>Week two</b>	<p><b>Market and consumer knowledge</b></p> <ul style="list-style-type: none"> <li>• Analysis of the marketing environment</li> <li>• Manage marketing information to get customer ideas</li> </ul> <p>Literature: The same book Pg. 68-104</p>
<b>Week three</b>	<p>Consumer markets and consumer buyer behavior Business markets and consumer buyer behavior</p> <p><b>Task # 1:</b></p> <p>Literature: The same book Pg. 144 - 178</p>
<b>Week four</b>	<p><b>The marketing strategy that is set in motion by the client</b></p> <p>Creating value for target customers Products, services and market: value building Product development strategy for the product life cycle</p> <p>Task # 2:</p> <p>Literature: The same book Pg. 204- 276</p>
<b>Week five</b>	<p><b>Pricing: understanding and attracting customer value</b></p> <p>Pricing strategy</p> <p>Task # 3:</p> <p>Literature: The same book Pp.310-334</p>
<b>Week six</b>	<p><b>Marketing channels: Delivering value to the customer</b></p> <p>Retail and wholesale</p> <p>Task # 4: Practical work:</p> <p>Literature: The same book Pg. 362- 396</p>
<b>Week seven</b>	The first test - Assessment
<b>Week eight</b>	<p><b>Customer value communication: Integrated marketing communications strategy</b></p> <p>Advertising and public relations</p> <p>Task # 5:</p> <p>Literature: The same book Pg. 430-460</p>
<b>Week nine</b>	<p><b>Individual sales and sales promotion</b></p> <p>Direct and online marketing Building direct relationships with the client</p> <p>Task # 6: Practical work</p> <p>Literature: The same book Pg. 490-524</p>
<b>Week ten</b>	<p><b>Implementation of marketing mix instruments</b></p> <p>Product Notion, Product Classification, Product Attributes, Product Design Product accompanying specifications</p> <p>Task # 7: Practical work:</p> <p>Literature: Prof.dr.Ali Jakupi ., Basics of marketing, Prishtina, 2008 Pg.229-</p>

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<b>Week eleven</b>	<b>Product instrument policy</b> Product range Product development Task # 8: Practical work: Literature: Prof. Dr. Ali Jakupi ,, Basics of marketing, Prishtina, 2008, Pg. 262-286
<b>Week twelve</b>	<b>Pricing instrument policy</b> The notion and importance of prices Factors influencing pricing policy Price formation method Task # 9: Practical work Literature: Prof. Dr. Ali Jakupi ,, Basics of marketing, Prishtina, 2008, Pg. 287-315
<b>Week thirteen</b>	<b>Distribution instrument policy</b> Features of distribution policy The notion and types of distribution channels Selection of distribution channels Marketing logistics Task # 10: Practical work Literature: Prof. Dr. Ali Jakupi ,, Basics of marketing, Prishtina, 2008, Pg. 317-330
<b>Week fourteen</b>	<b>Implementation promotion policy</b> The meaning of promotion Economic propaganda Economic propaganda and marketing Media and economic propaganda Task # 11: Practical work Literature: Prof. Dr. Ali Jakupi ,, Basics of marketing, Prishtina, 2008, Pg. 331-357
<b>Week fifteen</b>	The second test - Intermediate evaluation
<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.	