

SYLLABI

| Basic data of the subject | |
|-----------------------------------|---|
| Academic unit | Faculty of Management |
| Subject | Product and Pricing |
| Level | Bachelor |
| Course status | Obligatory |
| Year of studies | III |
| Semester | V |
| Number of hours per week | 4 |
| Value of credits - ECTS | 6 |
| Time/ Location | USHAF |
| Course lecturer | Prof. As. Dr. Ismail Mehmeti, |
| Contact details | Ismajl.Mehmeti@ushaf.net |
| Course description | |
| | This module will be elaborated by the scientific material which contains topics related to the product and the price - The notion of product and price, Product classification Product features, Brand / product brand, New product, Product Life cycle, Price understanding, Price calculation methods, Price-demand ratio analysis, Inclusion of costs in price, Sales and price, New product and price, Price change, Retail, Wholesale. |
| Course objectives | |
| | The aim of the module is for students to develop as leaders by understanding the role and importance of the product enterprise and setting the price for the product. Students will be prepared to be part of the team in the enterprise where setting the right price for the product determines the business success of the enterprise in terms of its development and growth - creating increased economic value in a competitive market. This module will enable students to gain knowledge about the branded product, product classification, then about prices and methods of price calculation and other topics that are important elements for the development and growth of the enterprise in the market. |
| Expected learning outcomes | |
| | Upon successful completion of the module, the student must: <ul style="list-style-type: none"> • Gain knowledge about the product and the price, • Identify branded products according to their type and characteristics, • Select products based on product classification in the enterprise, • Develop skills in using the price calculation method for a product. • Builds the ability to calculate product costs when pricing, • Understands how to place the product at a competitive price in the target market by relating to the product life cycle, • Uses the capabilities to identify the product with international standards. • To be competent to participate in team work related to the product and the price in the sales contest, |

| Contribution to the student load (which must correspond with learning outcomes) | | | |
|--|---|-------------------|--------------|
| Activity | Hours | Days/Weeks | Total |
| Lectures | 3 | 15 | 45 |
| Theoretical exercises / laboratory | 1 | 15 | 15 |
| Internship | 5 | 1 | 5 |
| Contacts with teacher / consultations | 1 | 5 | 5 |
| Field exercises | | | |
| Midterm, seminars and projects. | 2 | 2 | 4 |
| Homework | 2 | 5 | 10 |
| Studying (at the library or at home) | | | 45 |
| Final preparation for the exam | 2 | 5 | 10 |
| Time spent on evaluation (tests, quiz and final exam) | 3 | 2 | 6 |
| Projects and presentations | 1 | 5 | 5 |
| Total | | | 150 |
| Teaching methodology | The lecture will be organized following the student in the center, the students' opinion will be heard about the literature that will be used, about the way of organizing the lecture which will be interactive regarding the taught topics, the orientation in the elaboration of the material will be discussed in groups, practical group visits with students - the product and the way of awarding the prize, student presentations for Seminar Paper, Essay or Research. | | |
| Assessment methods | In the semester two written tests are organized with 35 points each, or the student has the right to take only the final exam which has 70 points (written / oral test), the test contains open, closed and alternative questions, <ul style="list-style-type: none"> ◆ 20 points - Engagement and attendance at lectures, ◆ 10 points - Seminar paper (study) / Case Studies / Research project, ◆ 70 points - from two Tests or Final Exam, The student passes the exam if he / she accumulates 50 points from all the evaluation criteria, | | |
| Teaching tools | Whiteboard, Internet, wireless, computer, projector, PowerPoint, etc. | | |
| Theory vs. practice ratio | 65% Theory 35% Practice work with case studies Seminar paper, case studies, essays or research project | | |
| Literature | | | |
| Basic literature | 1. Simon, Hermann, Fassnacht, Martin, 2019, Price Management: Strategy, Analysis, Decision, Implementation, Springer, Boon 2. Philip Kotler and Gary Armstrong – “Principles of Marketing” – 13 Edition 2010, përkthyer 2013, | | |
| Additional literature | 1. Brian Lawley & Pamela Schure – “Product Management”, 2017, | | |

| | |
|---|---|
| | <ol style="list-style-type: none"> 2. Nail Rashiti – “Marketingu”, Prishtine 2016, 3. Ismail Mehmeti, PhD - “Vendosja e Produktit dhe Çmimeve”, Ferizaj 2019, (Ligjëratë e autorizuar), 4. Tim Smith – “Pricing Strategy”, 2011, 5. Ali Jakup, PhD – “Marketingu Ndërkombëtar”, Prishtinë 2008, 6. Philip Kotler and Kevin Lane Keller – “Menaxhimi i Marketingut” – Londër 2008, edicioni i tetë, |
| Designed learning plan | |
| Week | Lecture |
| Week one | Presentation - introducing students to the syllabus of the course, Product and price, |
| Week two | Product notion, Product levels, |
| Week three | Product classification, Product characteristics, Discussion with students to identify possible work for - Case study, seminar paper or research project, |
| Week four | Brand / product brand, Product and perception, Group discussion, |
| Week five | New product - strategy, Interactive discussion, |
| Week six | Product Life Cycle, Student Presentation, |
| Week seven | Product penetration strategy in the market, Group discussions on the material of the processed material - The first written test, |
| Week eight | Award - meaning, Interactive discussion - presentation of works by students, |
| Week nine | Award calculation - Methods, Organization and discussion for practical aspects, presentation by students, |
| Week ten | Price-demand ratio analysis, presentation of works by students, |
| Week eleven | Price Inclusion Cost-Calculation, Presentation and Interactive Discussion, |
| Week twelve | Sales strategy and pricing - practical visit with students for product and pricing, |
| Week thirteen | New product and price, Interactive discussion, elaboration of legalized material, |
| Week fourteen | Price change, Retail, Wholesale, Student presentation, |
| Week fifteen | Interactive discussions on the material of the processed material - The second written test, |
| Academic policies and rules of conduct | |
| 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. | |