

Basic data of the subject			
Academic unit:	Faculty of Management		
Subject title:	Marketing		
Study level:	Bachelor		
Subject status:	Compulsory		
Year of study:	II		
Number of hours per week:	4		
Value of credits – ECTS:	5		
Lecturer of the subject:	Afrim Loku, PhD		
Contact details:	afrim.loku@ushaf.net		
Subject description			
	The module focuses on theoretical aspects with case studies for Marketing, with emphasis on: Understanding the Marketing Concept; Historical Development of Marketing; Sales Concept with Marketing, Customer Attraction and Retention, Marketing and Economic Development, Marketing and the Client; Marketing Levels; Marketing Management; Business Environment and Marketing; Marketing Strategy and SWOT Analysis; Competitive Analysis; Company Mission and Marketing; Marketing and Targeted Market; Marketing Control; Marketing and Market Segmentation.		
Course aims:			
	Students will become acquainted with: the meaning of Marketing as a process that has an impact on the relationship between company and the market; the importance of Marketing in expansion of company's business; Marketing Mix principles (4P); the role of Marketing in research; Market research and study; Marketing as a process.		
Learning outcomes:			
	After the successful completion of the module, the student will be able to: <ul style="list-style-type: none"> • Understand the basic concept of marketing, • Be able to place the marketing role on the function of the company, • Practically apply the marketing principles in function of the economic institution, • Functionalize the skills gained by being part of the marketing team, 		
Contribution in Student's learning (should correspond with Students learning outcomes)			
Activity	Hrs	Days/weeks	Total
Lectures	4	15	60
Theory/Lab exercises			
Practical work			
Contact hours/consultations with lecturer	1	5	5
Exercises in the field			
Tests, seminars	1	2	2

Home work	2	5	10
Student's independent study time (library or home)			40
Final preparation for exam	1	2	2
Time spent during assessment (tests, quizzes, final exam)	3	2	6
Projects, presentations, etc.			
Total			125
Methodology of teaching (and learning)			
Methodology of teaching (and learning)	Orientation in the elaboration of the material by taking case studies that will be discussed in the group, learning based on a problem presented, engagement of the students to present the knowledge acquired during the lecture.		
Assessment Methods (Eligibility Criteria)	45 % - Test 1, 45 % - Test 2, 10 % - Participation and engagement, 90 % - Final exam, (for students who fail to score with Test 1 and Test 2)		
Facilitating Equipment - IT	Use of Internet, Wireless, Projector, Power Point, Computer, Black Board, etc.		
Theory and practice ratio	75% Theory, 25% Case studies, Discussions, Presentations.		
List of References			
Basic literature:	➤ Prof.dr.Ramiz Livoreka „Kërkime Marketingu“ Prishtinë,2011		
Additional literature:	➤ Philip Kotler, Gary Armstrong: “Principles of Marketing” 15 th Edition, 2016, ➤ Prof.dr.Ali Jakupi „Bazat e marketingut, Prishtine,2008, ➤ David Jobber&John Fahy,Foundations of marketing, 2006 ➤ R. Kerin, E. Berkowitz, S. Hartley & W. Rudelius,(2003), Marketing, 7th edition, Irwin/McGraw-Hill ➤ Michael R. Solomon, Marketing: Real People, Real Choices(5th ed.), Pearson, 2006.		
Lectures Timeline			
Week	Lectures to be held:		
<i>First week:</i>	Presentation - Introduction to the students with the course syllabus, Understanding the Marketing Concept		
<i>Second week:</i>	Historical Marketing Development, Marketing Concept,		
<i>Third week:</i>	Attraction and retention of customers,		
<i>Fourth week:</i>	Marketing and economic development,		
<i>Fifth week:</i>	Marketing and customer,		
<i>Sixth week:</i>	Marketing levels,		
<i>Seventh week:</i>	Interactive Discussion on the course material - The first test,		
<i>Eighth week:</i>	Marketing management,		
<i>Ninth week:</i>	Business environment and marketing,		
<i>Tenth week:</i>	The marketing strategy and SWOT analysis,		

<i>Eleventh week:</i>	Competition analysis,
<i>Twelfth week:</i>	Company Mission and Marketing,
<i>Thirteenth week:</i>	Marketing and Targeted Markets, Marketing Control,
<i>Fourteenth week:</i>	Market segmentation and marketing,
<i>Fifteenth week:</i>	Interactive Discussion on the course material - The second test,
Academic policies and rules of conduct:	
<i>Regular attendance, maintaining the order and active engagement in dialogue during lectures and exercises is compulsory.</i>	