

Basic data of the subject	
Academic Unit:	Faculty of Management
Subject title:	Product and pricing
Study level:	Bachelor
Subject status:	Elective
Years of study:	III
Number of hours per week:	4
Value of credits - ECTS:	5
Lecturer of the subject:	Prof.As.Dr.Ismail Mehmeti
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Subject description:	The module elaborates the product and the pricing of the product, with the emphasis on: Product and price; Product and Buyer; Product Design; Product Characteristics; Importance of Product for Customer; Product Classification; Brand as a Product Specific; Branded Product – Advantages; Product Life Cycle; Product Packaging; New Product Categorization; The reasons of Product Failure; Price and Pricing Determination; Pricing Policy; Pricing Problems; Internal difficulties for Pricing; Types of Expenditures; Internal Pricing Methods; Pricing Methods; Pricing; Transfer Rates; Cost-Effective Pricing Methods; Negotiating Prices; External Pricing Methods, Final Pricing Assignment.
Purpose of subject:	Students will get acquainted with and gain knowledge of product and product definition, product pricing; students will gain knowledge of product penetration, product-customer relationship, product design and product penetration in the market - offering the best actual examples, students will be introduced to the methods of calculating the product price, identifying the types of expenditures, identifying the cost of the product etc. Students will get basic knowledge about product and price, product relevance in relation to international standards and market utilization to place the product at competitive prices so that the product stays longer in the target market and how this affects the trends development of the country's economy.
Expected learning outcomes:	After the successful completion of this course the student will be able to: <ul style="list-style-type: none"> • Have basic knowledge about the product, • Be able to understand the way of calculating the price,

	<ul style="list-style-type: none"> • Be able to be part of the company's pricing team, • Apply pricing skills for the benefit of company, • Be competent to calculate the price 		
Contribution to student workload (which should correspond to the students learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	4	15	60
Theoretical / laboratory exercises			
Practical work	1	5	5
Contacts to the Lecturer / Consultations	1	3	3
Field exercises			
Tests, student seminars	1	2	2
Home work	1	5	5
Time of self-study (in the library or home)	2	15	30
Final preparation for the exam	1	3	3
Time spent in assessment (tests, quiz, final exam)	1	3	3
Projects, presentations, etc.	1	14	14
Total			125
Teaching methodology:	Interactive lectures and elaboration of material by taking case studies that will be discussed in the group.		
Assessment methods:	80 points - from 2 written tests or the final exam, 10 points - attendance, engagement in lectures, 10 points - seminar paper, research project, etc.,		
Literature			
Basic literature:	<ul style="list-style-type: none"> ➤ Gary Armstrong and Philip Kotler - "Principles of Marketing" - 13 Edition, London 2010, ➤ "Parimet e Marketingut" - perkthyer nga Genti Beqiri, UET Press - Tirane 2013, 		
Additional literature:	<ul style="list-style-type: none"> ➤ Ali Jakup, PhD - "Marketingu Ndërkombëtar", Prishtinë 2008, ➤ Philip Kotler and Kevin Lane Keller - "Menaxhimi i Marketingut" - Londer 2008, edicioni i tetë, 		
Designed plan of teaching:			
Weeks	Lecture to be held		
First week:	Presentation - Introduction to the students with the course syllabus, Product and price, Product and Buyer,		
Second week:	Product Design, Product Characteristics,		
Third week:	The Importance of Product per Customer, Product Classification,		
	Brand as a product-specific, Branded Product -		

Fourth week:	Advantages,
Fifth week:	Product Life Cycle, Product Packing,
Sixth week:	Categorization of new products, reasons for product failure in the market,
Seventh week:	Interactive Discussions about course Materials - First Test
Eighth week:	Price and its determination, Pricing policy,
Ninth week:	Difficulties in determining pricing, Internal pricing,
Tenth week:	Types of Expenditure, Price-Placing Methods,
Eleventh week:	Internal Price Determination Method, Pricing,
Twelfth week:	Transfer Pricing, Cost-Effective Approach to Cost,
Thirteenth Week:	Negotiating Prices, Excellence Rates,
Fourteenth Week:	Defining the final price,
Fifteen week:	Interactive Discussions about course Materials - Second Test
Academic Policies and Rules of Conduct:	
<i>Regular attendance, keeping calm and active engagement in dialogue during lectures and exercises is mandatory.</i>	