

| Basic course data | |
|------------------------------------|--|
| Academic unit: | Faculty of Applied Arts |
| Course title: | Marketing |
| level: | Bachelor |
| Course status: | Mandatory |
| Year of studies: | 2 |
| Number of hours per week: | 3 |
| Value on credit: | 4 |
| Time / location: | USHAF |
| Subject teacher: | Prof. Ass. Dr. Bashkim Mustafa |
| Contact details: | bashkim.mustafa@ushaf.net |
| Course description | |
| | <p>This course will focus on theoretical aspects with case studies on Marketing and application of multimedia designs. The focus of the course will be: Understanding the concept of marketing, and application in Graphic Design and Multimedia. The evolution of marketing and use nowadays. My market segment through contemporary methods. Market research and multimedia application. Managing and developing a new product, design and sales. Product life cycle as well as market research through e-marketing. E - marketing current use and future. New product concept, design and market demands. Pricing policy and competition SWOT analysis. Distribution policy and online sales channels and social media. Promotion policy Online offer design, and social media Communication in e-marketing - sponsorship and other opportunities. Customer relationship management, bonus card design. Interactive discussions on the course material.</p> |
| Course objectives: | <p>Students will be introduced to the meaning of Marketing as a process that has an impact on the relationship between graphic design and multimedia between the company and the market. They will also gain knowledge from the design of a product, my market segment through timely methods, online sales to online promotion and distribution.</p> <p>With the principles of Marketing (4P), with the role of Marketing in research, competition SWOT analysis, online sales channels and social media</p> |
| Expected learning outcomes: | Upon completion of this course students will gain: |

| | |
|--|--|
| | <p>Knowledge:</p> <ul style="list-style-type: none"> • For the basic concept of marketing and its evolution • Know the importance of marketing my segment, market research and analysis • Ability to put the role of marketing in the function of design development and application in multimedia • Functionalization and skills acquired by being part of the marketing team and new product development • For E - marketing current and future usage. New product concept, design and market demands. • SWOT analysis for pricing policy and competition. Distribution policy and online sales channels and social media. • For Promotion Policy Online offer design, and social media |
|--|--|

Contribution to student workload (which should correspond to student learning outcomes)

| Activity | Hours | Day/Week | Total |
|---|-------|----------|------------|
| Lectures | 3 | 15 | 45 |
| Theoretical laboratory exercises | | | |
| Practical work | 3 | 3 | 9 |
| Contacts with teachers - consultations | 1 | 5 | 5 |
| Field exercises | 3 | 2 | 6 |
| Colloquia - seminars | 1 | 2 | 2 |
| Homework | 1 | 4 | 4 |
| Student's own study time (in the library or at home) | 1 | 10 | 10 |
| Final preparation for the exam | 1 | 5 | 5 |
| Time spent on assessment (tests, quizzes, final exam) | 5 | 1 | 5 |
| Projects, presentations, etc. | 6 | 2 | 12 |
| Total | | | 103 |

| | |
|-----------------------------|--|
| Teaching methodology | Orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a |
|-----------------------------|--|

| | |
|--|---|
| (and learning) | presented problem, commitment for the student to present the knowledge gained during the lecture. |
| Assessment methods (passing criteria) | 80 points - from both written colloquia or final exam, 10 points - attendance, engagement in lectures, 10 points - seminar paper, research project, etc. |
| Means of concretization - IT | Use of table, Internet, wireless, computer, projector, Power point, etc. |
| The relationship between the theoretical and practical part of the study | 80% Theory and task 10% Student engagement during the Lectures analytical solutions to the tasks and problems posed 10% Practical by incorporating the analytical work of the student which can be: Case studies, Seminar-scientific work, Essay or Research Project, |
| LITERATURE | |
| Basic literature | 1. Prof. Dr. Ali Jakupi, Basics of marketing, Pristina, 2008 2. Prof. Dr. Nail Reshidi, Marketing, Pristina 2007 |
| Additional literature | 1. 2. Philip Kotler, Gary Armstrong: "Principles of Marketing" 15th Edition, 2016, 2. 5. Michael R. Solomon, Marketing: Real People, Real Choices (5th ed.), Pearson, 2006. 3. 6. Prof. Dr. Ramiz Livoreka ,, Marketing Research "Pristina, 2011 |
| Designed lesson plan: | |
| Java | WEEK |
| The first week | Introduction - introducing students to the syllabus of the course, and application opportunities in Graphic Design and Multimedia |
| The second week | Understanding the concept of marketing, Evolution of marketing, use nowadays |
| Third week | My market segment through contemporary methods and multimedia |
| Fourth week | Market research and multimedia application |

| | |
|--|--|
| Fifth week | Managing and developing a new product, design and sales |
| Sixth week | Product life cycle and market research through e-marketing |
| Seventh week | Introductory discussions about the course material - The first test, |
| Week eight | E - marketing current use and future |
| Ninth week | New product concept, design and market demands |
| Week ten | Pricing policy and competition SWOT analysis |
| Eleventh week | Distribution policy and online sales channels and social media |
| Twelfth week | Promotion policy Online offer design, and social media |
| Week thirteen | Communication in e-marketing - sponsorship and other opportunities |
| Week fourteen | Customer relationship management, customer card system design |
| Fifteenth week | Interactive discussions on the course material - The second test, |
| Academic policies and etiquette | |
| The student is obliged to attend lectures more regularly and to have correct behavior towards colleagues and staff of the University, keeping calm and interactive engagement during lectures and exercises is mandatory | |