

Basic data of the subject	
Academic unit	Faculty of Management
Program	Business Management and Entrepreneurship
Subject	Marketing
Level	Bachelor
Course status	Obligatory
Year of studies	II
Semester	III
Number of hours per week	3
Value of credits - ECTS	5
Time/ Location	UASF
Course lecturer	
Contact details	
Course description	
	<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>
Course objectives	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.
Expected learning outcomes	<p>Students after completing the module should be able to:</p> <ul style="list-style-type: none"> • Recognize the importance of marketing in the enterprise • Describes the marketing process in the enterprise, • Understands marketing as a dynamic process • Can evaluate data sources and methods used to collect that data. • Describes the elements of mixed marketing, • Understand how a marketing plan and strategy is made • Gain verbal communication skills, writing and reading in the marketing context, • Competent for team work, for solving problems in enterprise marketing.

Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hours	Days/Weeks	Total
Lectures	2	15	30
Theoretical exercises / laboratory	1	15	15
Internship			
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)			40
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			125

Teaching methodology	Lectures, individual work, seminar papers, midterm exams, essays, discussions, group work, 1 simulation session.
Assessment methods	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), <ul style="list-style-type: none"> • 10 points - Activity and attendance • 10 points - Seminar paper (midterm)/ Case study • 80 points - two tests, or final exam
Teaching tools	Whiteboard, the Internet, wireless, computer, projector, Power Point, etc.
Theory vs. practice ratio	70% - Theory 30% - Practice work
Literature	
Basic literature	1. Philip Kotler and Gary Armstrong - "Principles of Marketing" - 13 Edition, London 2013, 2. Prof.dr.Ali Jakupi „Bazat e marketingut, Prishtine,2008.
Additional literature	1. David Jobber&John Fahy,Foundations of marketing, 2006 2. Prof.dr.Ramiz Livoreka „Kërkime Marketingu" Prishtinë,2011
Designed learning plan	
Week	Lecture
Week one	Definition of Marketing and Marketing process <ul style="list-style-type: none"> • Marketing: Creating value for the customer and attracting its value • Company and marketing strategy: Partnership to build customer relationships Literature: Philip Kotler and Gary Armstrong - "Principles of Marketing" - 13 Edition, London, 2013, P.2.2-38
Week two	Market and consumer knowledge <ul style="list-style-type: none"> • Analysis of the marketing environment • Manage marketing information to get customer ideas Literature: The same book Pg. 68-104

Week three	Consumer markets and consumer buyer behavior Business markets and consumer buyer behavior Task # 1: Literature: The same book Pg. 144 - 178
Week four	The marketing strategy that is set in motion by the client Creating value for target customers Products, services and market: value building Product development strategy for the product life cycle Task # 2: Literature: The same book Pg. 204- 276
Week five	Pricing: understanding and attracting customer value Pricing strategy Task # 3: Literature: The same book Pp.310-334
Week six	Marketing channels: Delivering value to the customer Retail and wholesale Task # 4: Practical work: Literature: The same book Pg. 362- 396
Week seven	The first test - Assessment
Week eight	Customer value communication: Integrated marketing communications strategy Advertising and public relations Task # 5: Literature: The same book Pg. 430-460
Week nine	Individual sales and sales promotion Direct and online marketing Building direct relationships with the client Task # 6: Practical work Literature: The same book Pg. 490-524
Week ten	Implementation of marketing mix instruments Product Notion, Product Classification, Product Attributes, Product Design Product accompanying specifications Task # 7: Practical work: Literature: Prof.dr.Ali Jakupi ,, Basics of marketing, Prishtina, 2008 Pg.229-261
Week eleven	Product instrument policy Product range

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