

## SYLLABI

Basic data of the subject	
Academic unit:	Faculty of Management
Program:	Business Management and Entrepreneurship
Course title:	Market Analysis and Consumer Behavior
Level:	Bachelor
Subject status:	O
Year of studies:	II
Semester:	III
Number of hours per week:	3
Credit value – ECTS:	5
Time / location:	UASF
Subject professor:	
Contact details:	
Course Description	<p>This course teaches students the concepts of marketing management through a series of literature readings and case studies that profile the decision-making problems that marketing professionals face. This course discusses marketing in terms of the overall functioning of the organization, with special emphasis on market analysis and consumer behavior. The course emphasizes the interrelationships of marketing concepts, decision-making, strategy, planning, and control systems. In today's economy, companies that have information about what factors influence consumer behavior and how they influence it can better tailor products and services to consumers. This serves as the first step in designing policies and making the right decisions in Marketing. The course provides the most advanced model for understanding consumer decision-making, which serves as a program for the success of businesses in a market economy and in times of hyper-competition</p>
Purpose of the course	<p>The main goal of this course is to introduce students to the market and consumer behavior, through the analysis of the market and consumer behavior, including the behavior of individuals, groups or organizations and the processes they use to select, obtain, use and distribute products, services, experiences or ideas, to satisfy their needs and desires. The course focuses heavily on the influence of psychological factors on consumers, external environmental factors and the situations and conditions in which the consumer may find himself whenever he decides to buy something. It should be noted that the course does not only study the act of buying but also studies the process before and after the purchase, and even studies how the possession or lack of things can affect consumer behavior in general. Consumer behavior creates an opportunity to better understand why consumers choose certain products and companies, what happens in the business world, why some are successful and some are not.</p>

Expected learning outcomes	Upon successful completion of the module, students should: 1. recognize the importance of market analysis and management of consumer behavior, <b>(ECTS:1)</b> 2. understand the psychological and sociological influences on the consumer decision-making process, <b>(ECTS:1)</b> 3. formulate appropriate marketing strategies, <b>(ECTS:0.7)</b> 4. gain an understanding of the theoretical and conceptual concepts of consumer behavior and apply them to marketing situations and practices, <b>(ECTS:0.7)</b> 5. be familiar with the main contemporary theories in the field of marketing, <b>(ECTS:0.3)</b> 6. critically analyze and solve problems related to marketing strategies, <b>(ECTS:0.5)</b> 7. expand students' analytical skills in the formulation and implementation of integrated marketing concepts, <b>(ECTS:0.3)</b> 8. enable the development of practice for decision-making of business strategies. <b>(ECTS:0.5)</b>		
Contribution to the student workload (which should correspond to the student's learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Theoretical exercises/tasks	1	15	15
Practical work	5	1	5
Contacts with teachers – consultations	1	5	5
Preparation for project assignments	1	5	5
Course project - Test (planning + implementation)			
Homework	1	5	5
Student's own study time (in the library or at home)			45
Final exam preparation	3	2	6
Time spent on assessment (tests, final exam)	2	2	4
Projects, presentations, etc.	1	5	5
Total			125
Teaching methodology and learning methodology	Interactive lectures with students on the topics taught, orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a presented problem, student presentation of Case Studies, Seminar-Scientific Papers, Essays or Research		
Assessment methods and passing criteria	<b>The Assessment method</b> – is based on three activities – on which the final grade will be built (there may be more activities decided by the course professor): <ul style="list-style-type: none"><li>• Activity and Engagement in the lesson.....<b>max 10 points (%)</b>,</li><li>• Presentation of the project/seminar paper.....<b>max 20 points (%)</b>,</li><li>• Final exam (or two tests).....<b>max 70 points (%)</b>,</li></ul> <b>Passing criteria</b> related to the activities foreseen by the assessment method:		

**1. Activity and Engagement in Learning – is assessed with 10 points (%) out of 100 points (%) possible:**

- Activity in the lesson (5 points (%)) - means that the student is active and involved in interactive discussions between professors and students, students and students, opening up new topics that are related to the subject, providing ideas, opinions, critical thoughts with the aim of stimulating debate during lectures.
- Engagement (5 points (%)) - means that the student completes and presents the tasks that are assigned at the end of each lecture and then discussed at the beginning of the next lecture.

**Goal:** Encouraging critical thinking and creative solution of real situations related to the problems posed - related to teaching and learning in the subject module.

**2. Drafting and presenting a project/seminar paper - is assessed with 20 points out of 100 points (%) possible,**

Within the semester, the student (can be a group of students – no more than 3 students) must prepare a project/seminar paper (Word and PowerPoint), the same paper must be presented during the hours designated for presentation. The presentation will last a maximum of 15 minutes.

The topic of the paper can be proposed by the professor or by the student – the topic proposed by the student must be approved by the professor, and it must be fully correlated with the course.

The paper is presented to the group and evaluated based on the quality of content, analysis, creativity and ability to present it clearly.

Project/seminar paper evaluation criteria	
Component	Points (%)
Structure and Purpose of the paper	6
Content/explanation of the paper	7
Conclusions drawn and presentation of the paper	7
<b>Total:</b>	<b>20</b>

**Goal:** development of research, analytical and scientific skills, through addressing a specific topic independently and academically - related to teaching and learning in the subject module.

**3. The final exam test is evaluated with 70 points (%) out of 100 points (%) possible,**

The student will be subject to the final exam test, after the completion of the course lectures and on the exam deadlines determined by the University Senate.

The purpose of the exam is to assess the student's knowledge, skills, abilities and competencies, related to the learning outcomes foreseen in the material of the lectured course.

The exam test (question form) must be completed individually by the student and the same is evaluated according to the criteria and contains:

- ♦ objective multiple-choice questions, these will be used to assess the student's ability to recall and recognize concepts and

	<p>course material.....25 points (%),</p> <ul style="list-style-type: none"><li>♦ subjective questions of the type of topic for explanation/written answer/tasks - for which the student himself must be able to provide answers related to the material of the lectured course, the same answers will be used to assess the student's understanding and abilities to apply the knowledge acquired in the analysis, synthesis/evaluation of the problem.....45 points (%),</li></ul> <p><b>Purpose of the test:</b> to assess the acquisition of learning outcomes and the ability to apply them in practical situations.</p> <p>The student passes the exam if he/she <b>collects 50 points (%)</b> from all activities foreseen by the assessment method,</p> <p><b>Grades at UASF:</b></p> <table><tr><th>Grade</th><th>ECTS/Grade</th><th>Points/Percent (%)</th><th>The definition</th></tr><tr><td>10</td><td>A</td><td>90 - 100</td><td>Excellent</td></tr><tr><td>9</td><td>B</td><td>80 - 89</td><td>Excellent</td></tr><tr><td>8</td><td>C</td><td>70 - 79</td><td>Very good</td></tr><tr><td>7</td><td>D</td><td>60 - 69</td><td>Good</td></tr><tr><td>6</td><td>E</td><td>50 - 59</td><td>Sufficient</td></tr><tr><td>5</td><td>FX/F</td><td>0 - 49</td><td>Insufficient</td></tr></table>	Grade	ECTS/Grade	Points/Percent (%)	The definition	10	A	90 - 100	Excellent	9	B	80 - 89	Excellent	8	C	70 - 79	Very good	7	D	60 - 69	Good	6	E	50 - 59	Sufficient	5	FX/F	0 - 49	Insufficient
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<b>Concretization tools – IT</b>	Use of Smart-board, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.																												
<b>The ratio between the theoretical and practical part of the study</b>	<p><b>70% - Theory,</b> <b>30% - Theoretical exercises/tasks,</b></p> <p>This report aims to analyze the connection between the theoretical knowledge acquired during the lectures provided in the course module and the implementation of practical exercises (practical visits, exercises with students, student quizzes in class, etc.)</p> <p>Of the total <b>125</b> hours planned for the course, the division is made according to the ratio of 70% with a focus on theory and 30% on practice.</p> <ul style="list-style-type: none"><li>• 87.5 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module.</li><li>• 37.5 hours are focused on practical exercises, work visits, case studies, group work and development of simulation projects.</li></ul> <p>Distribution of <b>5 ECTS</b></p> <ul style="list-style-type: none"><li>❖ 3.5 ECTS (70%) are dedicated to the theoretical part;</li><li>❖ 1.5 ECTS (30%) are dedicated to the theoretical exercises/tasks;</li></ul> <p>This division reflects the balance between acquiring basic concepts and applying them through practical activities.</p>																												
<b>Literature</b>																													
<b>Basic literature:</b>	<ol style="list-style-type: none"><li>1. Semiha Loca, Sjellja konsumatore, 2012.</li><li>2. Peter, J. P, Donnelly, J. H. “Preface to Marketing</li></ol>																												

	Management”, (13th ed). McGraw Hill
<b>Additional literature:</b>	<ol style="list-style-type: none"> <li>1 .David A. Aaker, Damien McLoughlin, “Strategic Market Management: European Edition” , Wiley, 2010.,</li> <li>2. Philip T. Kotler, Kevin Lane Keller-Marketing Management (Pearson).</li> <li>3. Management Tools--Customer Relationship Management-Bain &amp; Company". www.bain.com. Retrieved 23 November 2015.</li> <li>4. Ramiz Livoreka, "Marketing Research" Pristina, 2011.</li> </ol>
<b><i>Additional information</i></b> – Scientific Paper from the course professor:	<p>Scientific paper by author Fari Bushi titled – “<b><i>The role of social media marketing in consumer behavior in the tourism industry</i></b>”,</p> <p>published in the scientific journal “<b>International Conference on Global Practice of Multidisciplinary Scientific Studies- IV “</b></p> <p>ISBN _ ISBN: 978-625-367-078-8</p> <p><b>Link to the paper:</b> <a href="https://2dc40e33-085f-40e0-8172-9a1f898c1942.filesusr.com/ugd/614b1f_2b3ed1ba00c240b0bd18781b0d587453.pdf">https://2dc40e33-085f-40e0-8172-9a1f898c1942.filesusr.com/ugd/614b1f_2b3ed1ba00c240b0bd18781b0d587453.pdf</a></p>
<b>Designed lesson plan:</b>	
<b>Week</b>	<b>The lecture that will be held</b>
<b>First week</b>	<p><b>Presentation – informing students of the course syllabus,</b> Discussion with students about the course, literature, additional material, activities planned during lectures, receiving feedback from students, etc.</p> <p><b>Market Analysis in a Free Market Economy</b> This is an introductory lecture, students are introduced to the course syllabus, the understanding of how markets function in a free economy. The basic concepts of demand and supply are analyzed and how they affect prices and resource allocation. The role of competition and minimal state intervention in the economy are also discussed. Expected outcome no. 1</p>
<b>Second week</b>	<p><b>Strategic Planning and the Marketing Management Process</b></p> <p>In this lecture, students will be introduced to the importance of strategic planning in achieving an organization's objectives. The marketing management cycle from market analysis to strategy implementation is discussed. The adaptation of strategies to the dynamic market environment is also emphasized. Expected Outcome No. 3, 6</p>
<b>Third week</b>	<p><b>Effective Marketing Management and Marketing Strategy Development</b></p> <p>In this lecture, students will be introduced to the ways in which companies can build and implement effective marketing strategies. Market positioning, target market selection, and building competitive advantage are discussed. Practical examples of successful marketing management are analyzed. Expected Outcome No. 3,4, 6</p>
<b>Fourth week</b>	<b>Artificial Intelligence in Marketing Research and Decision-Making</b>

	<p><b>Information Systems</b></p> <p>In this lecture, students will be introduced to the importance of data in the marketing decision-making process. The marketing research process from problem identification to data analysis is discussed. Marketing information systems and their real-time use are introduced, then how AI can help analyze data to identify market trends and consumer preferences in real time. Furthermore, AI systems can improve the decision-making process through accurate predictions and advanced analysis.</p> <p>Expected Result No. 1, 2, 8</p>
<b>Fifth week</b>	<p><b>Integrated Marketing Communications (connection of the topic with the scientific paper)</b></p> <p>In this lecture there will be interactive discussions with a focus on repeating the previous lecture, then students will be introduced to integrated marketing communications on how marketing messages are harmonized to build a sustainable brand image. The integration of communication channels such as advertising, promotion, PR (Public Relations), digital marketing will be discussed. Web and social networks, etc., where precisely within the framework of this topic we will have the connection of the scientific paper where the variables of the role of marketing in social media and consumer behavior have been analyzed where the goal is to maximize the impact on the consumer.</p> <p>Expected result no. 1,2,4</p>
<b>Sixth week</b>	<p><b>The Role of Artificial Intelligence: Understanding and Evolving Consumer Behavior</b></p> <p>In this lecture, there will be exercises and lectures, students will be introduced to the ways in which consumer behavior has evolved over time. The importance of understanding consumer needs and wants is emphasized. Then, how AI can track consumer behavior patterns and tailor marketing campaigns to individuals. This helps businesses create personalized experiences and better understand consumer motivations.</p> <p>Expected Outcome No. 1,2,5</p>
<b>Seventh week</b>	<p><b>The study of consumer behavior and its perspectives</b></p> <p>In this lecture there will be a discussion with students about the material of the previous lectures, theoretical approaches and models that help in the analysis of consumer behavior are explained. Psychological, social and personal factors that influence purchasing decisions are treated. Research methods for analyzing these behaviors are presented, etc.</p> <p>Expected result no. 1,2,4</p>
<b>Eighth week</b>	<p><b>Culture and subculture of society and the operating market</b></p> <p>In this lecture there will be exercises and repetition, then students will be introduced to culture and its influence on the way consumers perceive products and brands. The influence of values, norms and traditions on consumer behavior is analyzed. The role of subcultures in the creation of specific market segments is discussed.</p> <p>Expected result no. 1,2,</p>
<b>Ninth week</b>	<p><b>Demography and social classes, family and reference groups</b></p>

	<p>In this lecture, students will be asked for their opinion on the progress of the lectures and possible suggestions for change or improvement, then the influence of demographic factors on consumer behavior will be discussed and explained. The structure of social classes and the role of the family in decision-making will also be discussed. The reference group and its influence on consumer choices are also part of the treatment.</p> <p>Expected result no. 2,4</p>
<b>Tenth week</b>	<p><b>Intragroup Communication and the Diffusion of Innovations</b></p> <p>This lecture will address the way information and influence are distributed within social groups. The role of opinion leaders and innovators in the diffusion of new products is analyzed. The model of innovation adoption in the market is discussed.</p> <p>Expected Result No. 1,3,4,7</p>
<b>Eleventh week</b>	<p><b>Perception, learning and memory</b></p> <p>This lecture will include review exercises related to the topics covered, then analyze the process of perception and the way consumers interpret information. Discuss the impact of experience on learning and the formation of memories about products and brands. Understanding these elements helps in creating effective marketing messages.</p> <p>Expected outcome no. 2,4,8</p>
<b>Twelfth week</b>	<p><b>Motivation, Personality and Emotion</b></p> <p>In this lecture we will have interactive discussions, explaining how motivation and emotions drive consumer behavior. The influence of personality traits on preferences for certain products is analyzed. The way in which brands can connect emotionally with the consumer is discussed.</p> <p>Expected result no. 1,2,4</p>
<b>Thirteenth week</b>	<p><b>Attitudes and Lifestyle</b></p> <p>In this lecture we will have exercises and repetition of the lectured material, then students will be introduced to the formation and change of attitudes towards products and services. The impact of lifestyle on consumer decisions is analyzed. The use of these elements for market segmentation is discussed.</p> <p>Expected result no. 1,2</p>
<b>Fourteenth week</b>	<p><b>Decision-making and its stages – problem recognition and information search</b></p> <p>This lecture will address the decision-making process from the moment of identifying a problem to the beginning of information search. The influence of information sources and external factors on this stage is analyzed. The role of marketing in facilitating this process is determined.</p> <p>Seminar paper presentations</p> <p>Expected result no. 1,2,3,6</p>
<b>Fifteenth week</b>	<p><b>Stages of the decision-making process – evaluating alternatives before and after purchase</b></p> <p>This lecture will review the lectured material, analyzing the final steps of the decision-making process: evaluating alternatives, the act of purchase and post-purchase behavior. The importance of the post-purchase</p>

	<p>experience in creating loyalty is discussed. Strategies for managing customer satisfaction are presented.</p> <p>Seminar Paper Presentations</p> <p>Expected Result No. 2.3,8</p>
<b>Academic policies and rules of conduct</b>	
<p>The student is obliged to attend lectures regularly and to have correct behavior towards colleagues and University staff, maintaining calm and active engagement in lectures and exercises is mandatory. During lectures and exercises, eating, whispering that hinders work in the classroom and the use of mobile phones are PROHIBITED. At the same time, mobile phones must be turned off or put on silent and not used during lectures or exercises. Lack of academic integrity (including plagiarism, copying another person's work, use of unauthorized aids in exams, cheating, etc.) will not be tolerated. If there are doubts about the authenticity of the work submitted, the professor has the right to ask the student to verify his/her work. This can be done through: repeating the work, written or oral testing, surprise quiz or any other action deemed necessary by the lecturer.</p>	