

SYLLABI

Basic data of the subject	
Academic unit:	Faculty of Management
Program:	Business Management and Entrepreneurship
Course title:	Marketing
Level:	Bachelor
Subject status:	Obligatory
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>The Marketing course will provide the basic concepts of marketing management, where topics such as: the meaning of marketing management, the concept and definition of marketing management, the role of marketing management in society, new techniques, new trends in marketing, marketing management functions, criticism and economic aspects of marketing management, etc.</p> <p>Students are also introduced to: the marketing management environment; such as: the meaning of the marketing environment, consumer behavior, definition of consumer behavior, consumer behavior model, consumer rights, the main factors that influence consumer behavior, the role of people in the purchase decision process, types of behavior during the purchase decision process, industrial purchasing, differences between industrial and individual purchasing, etc.</p> <p>The course addresses issues related to the market, such as: market management and market segmentation, market understanding, market segmentation understanding, general market segmentation approach, market segmentation variables, segmentation according to consumer characteristics, namely; geographic, demographic, socio-economic and psychographic, segmentation based on consumer behavior, segmentation of business markets, market segmentation strategies, alternative market strategies, market demand assessment, market research, definition of market research, subject of market research, needs for market research, market research process, as well as product positioning in the market. For a company to be successful in the market, it must elaborate marketing research processes, including: defining the problem and research goals, developing a research plan, data sources, research methods, research instruments, sampling plan, contact techniques, data collection, data processing and analysis, and the presentation and interpretation of market research results..</p>

Purpose of the course	The aim of the course is for students to be trained on topics such as marketing strategy and plan, the goals and importance of the marketing strategy and plan will be presented, where we will explain: drafting a strategy and marketing management, the mission of an enterprise, determining the scope of the enterprise's strategic activity, strategic marketing models and methods, analysis of the enterprise's strategic activity, new activity strategy, investment growth strategy, growth strategy through integration, growth strategy through diversification. The main objective of this course is that through this course students will learn about the importance of business decisions in a market economy, the role and importance of information for these decisions, which is obtained through marketing research. So, in the theoretical aspect, the marketing research process will be examined, which will include a wide range of considerations and application of important methods of collecting, processing, analyzing, interpreting and presenting data and research results. This course is designed to be an introduction to the broad concept of marketing for future managers..		
Expected learning outcomes	After completing this course, students will: 1. Understand the notion of marketing and marketing management with AI trends (ECTS: 1) . 2. Demonstrate knowledge of marketing research methods and analysis (ECTS: 1) . 3. Explain enterprise strategies and marketing management methods (ECTS: 1) . 4. Be able to design marketing strategies and implement marketing plans (ECTS: 1) . 5. Implement, organize marketing programs and relate theory to business and societal needs by applying the knowledge and skills acquired in this course (ECTS: 1) .		
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	10	10
Student's own study time (in the library or at home)			40
Final exam preparation	1	10	10
Time spent on assessment (tests, final exam)	2	5	10
Projects, presentations, etc.	1	5	5

Total		125
Teaching methodology and learning methodology	<p>The lecture will be organized by keeping the student at the center, teaching will be carried out through lectures, exercises, practical examples, individual and group interpretations, seminar work, periodic assessments, etc. All of this will be realized in the theoretical and practical aspect by presenting the materials in audio-visual form through electronic technology with Windows Office programs. In the theoretical aspect, general scientific knowledge will be offered, based on contemporary literature. The practical part will mainly be realized through concrete examples from the literature and student papers, the students' opinion will be heard on the literature to be used, on the way of organizing the lecture which will be interactive regarding the topics taught, the orientation in the elaboration of the material will be discussed in the group - practical visits, student presentation of Case Studies, Seminar Papers or Research.</p>	
Assessment methods and passing criteria	<p>The Assessment method – is based on three activities – on which the final grade will be built (there may be more activities decided by the course professor):</p> <ul style="list-style-type: none"> • Activity and Engagement in the lesson.....max 20 points (%), • Presentation of the project/seminar paper.....max 10 points (%), • Final exam (or two tests).....max 70 points (%), <p>Passing criteria related to the activities foreseen by the assessment method:</p> <p>1. Activity and Engagement in Learning – is assessed with 20 points (%) out of 100 points (%) possible:</p> <ul style="list-style-type: none"> • Activity in the lesson (10 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 (10 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. <p>Goal: Encouraging critical thinking and creative solution of real situations related to the problems posed - related to teaching and learning in the subject module.</p> <p>2. Drafting and presenting a project/seminar paper - is assessed with 10 points out of 100 points (%) possible,</p> <p>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.</p> <p>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.</p> <p>The paper is presented to the group and evaluated based on the quality of content, analysis, creativity and ability to present it clearly.</p>	

Project/seminar paper evaluation criteria	
Component	Points (%)
Structure and Purpose of the paper	3
Content/explanation of the paper	3
Conclusions drawn and presentation of the paper	4
Total:	10

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 knowledge, skills, abilities and competencies of the student, 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 course material.....**30 points (%)**,
- ♦ 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.....**40 points (%)**,

Purpose of the test: to assess the acquisition of learning outcomes and the ability to apply them in practical situations.

The student passes the exam if he/she **collects 50 points (%)** from all activities foreseen by the assessment method,

Grades at UASF:

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

Concretization tools –

Use of whiteboard, Internet, wireless, computer, projector, PowerPoint,

IT	Use Smart-board, "on-line" platforms and tools to support communication and team collaboration, etc.
The ratio between the theoretical and practical part of the study	<p>70% - Theory, 30% - Theoretical exercises/tasks,</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 125 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"> • 87.5 hours are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the subject module. • 37.5 hours are focused on practical exercises, work visits, case studies, group work and development of simulation projects. <p>Distribution of 6 ECTS</p> <ul style="list-style-type: none"> ❖ 4 ECTS (70%) are dedicated to the theoretical part; ❖ 1 ECTS (30%) are dedicated to the theoretical exercises/tasks; <p>This division reflects the balance between acquiring basic concepts and applying them through practical activities.</p>
Literature	
Basic literature:	<ol style="list-style-type: none"> 1. Kotler, Philip., Keller, Kevin., Chernev, Alexander (2022) Marketing Management, 16 edition 2. Kotler, Philip., Armstrong Gary (2013) Parimet e marketingut, UET Press, Botimi i 13-të.
Additional literature:	<ol style="list-style-type: none"> 1. Reshidi, Nail dhe Rexha, Nexhmi (2007) Bazat e Marketingut, Prishtinë. 2. J. Paul Peter, James H. Donnelly, Jr. (2010) Marketing Management, McGraw-Hill Companies, Inc., 3. David L. Loudon, Robert E. Stevens, Bruce Wrenn, (2009) Marketing Management: Text and Cases, Best Business Books,
<u>Additional information</u> – Scientific Paper from the course professor:	<p>* Scientific Paper - by the authors: A. Thaqi, N. Vizdik Thaqi,</p> <p>Title – “Enhancing Competitive Advantage in Kosovo's Hospitality Sector: The Impact of Marketing Mix Strategies”,</p> <p>Journal: “Academic Journal of Interdisciplinary Studies”, E-ISSN: 2281-4612 /ISSN:2281-3993.</p> <p>Vol. 13 No. 4, Published: 05-07-2024.</p> <p>Link: https://doi.org/10.36941/ajis-2024-0127</p>
Designed lesson plan:	
Week	The lecture that will be held
First week	Importance of the subject, basic literature and student obligations

	<p>during the course Definition of Marketing for the new reality</p> <p>This is an introductory lecture that will inform students about the course syllabus. In this lecture, issues such as: Scope of marketing, What is marketing, What is marketed, New realities of marketing, Organization and Management of Marketing and Building a customer-oriented. Also in this lecture, students have the opportunity to choose groups for the preparation of the project: Marketing plan. Expected result no. 1.</p>
Second week	<p>Artificial Intelligence and Marketing Planning</p> <p>In this lecture, students will be introduced to the role of Artificial Intelligence in marketing planning and how marketing concepts will be presented such as: Planning and Management of Corporate and Business Units, Defining the Corporate Mission, Defining Strategic Business Units, Developing Market Offers, Drafting Marketing Tactics, Planning and Management of Market Offers, Developing a Marketing Plan, Modifying the Marketing Plan, as well as dealing with relevant examples of different companies. Expected Result No. 1.</p>
Third week	<p>Analyzing Consumer Markets</p> <p>This lecture will cover topics such as: Consumer Behavior Model, Consumer Characteristics, Consumer Psychology, Consumer Motivation, Purchase Decision Process, Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post-Purchase Behavior as well as relevant examples from various companies. Expected Outcome No. 1 and 2.</p>
Fourth week	<p>Analyzing Business Markets</p> <p>This lecture will cover the following topics: The organizational buying process, Understanding business markets, Types of buying decisions, The Buying Center, Understanding the buying process, Developing effective business marketing programs, Improving services, Building business-to-business brands, Overcoming pricing pressures, Managing communications, Managing business-to-business relationships, Rethinking the buyer, Trust, credibility and corporate reputation, Risks and opportunism in business relationships, Managing institutional markets. Expected outcome no. 1 and 2.</p>
Fifth week	<p>Artificial Intelligence and Marketing Research</p> <p>In this lecture, students will be introduced to the role of Artificial Intelligence in the Field of Marketing Research, The Importance of Marketing Insights, Who Does Marketing Research, The Marketing Research Process, Problem Definition, Research Plan Development, Information Collection, Information Analysis and Decision Making, Market Demand Measurement, Key Concepts in Demand Measurement, Market Demand Forecasting, Marketing Productivity Measurement and Marketing Metrics. Expected Outcome No. 1, 2 and 3.</p>
Sixth week	<p>Identifying Market Segments and Targeting Customers</p>

	<p>This lecture will cover: Identifying Target Customers, Targeting Logic, Strategic and Tactical Targeting, Defining Customer Profile, Aligning Customer and Customer Value, Segmenting Consumer Markets, Demographic Segmentation, Geographic Segmentation, Behavioral Segmentation, Psychographic Segmentation, Segmenting Business Markets.</p> <p>Expected Outcome No. 1, 2, 3 and 4.</p>
Seventh week	<p>Creating a Customer Value Proposition and Positioning</p> <p>This lecture will cover topics such as: Developing a Value Proposition and Positioning, Developing a Positioning Strategy, Choosing a Frame of Reference, Identifying Potential Points of Difference and Points of Equivalence, Aligning the Frame of Reference, Creating a Sustainable Competition, Sustainable Competitive Advantage as a Marketing Concept, Communicating the Offer, and Drafting a Positioning Statement.</p> <p>Expected Outcome No. 1, 2, 3, 4, and 5,</p>
Eighth week	<p>Product Design and Management</p> <p>This lecture will cover Product Differentiation, Product Design, Design Power, Design Approach, Product Portfolio and Product Lines, Product Portfolio Design, Product Line Analysis, Product Line Length, Packaging and Labeling Management, and Warranty Management.</p> <p>Expected Outcome No. 1, 2, 3, 4, and 5.</p>
Ninth week	<p>Service Design and Management</p> <p>This lecture will cover topics such as: The Nature of Services, The Service Aspect of an Offering, Distinguishing Characteristics of Services, New Service Realities, The Rise of Technology, Customer Empowerment, Co-Production with Customers, Achieving Service Excellence, Differentiating Services, Service Innovation, Service Quality Management, Customer Expectation Management, Service Quality Management, Self-Service Management, and Product-Service Bundle Management.</p> <p>Expected Outcome No. 1, 2, 3, 4, and 5.</p>
Tenth week	<p>Building Strong Brands</p> <p>This lecture will cover the following topics: How branding works, The essence of a brand, The role of brands, Brand equity and brand power, Brand design, Selecting brand elements, Brand hierarchy, Brand portfolio management, Brand value chain, Brand repositioning, Brand extensions, Managing a brand crisis, Characteristics of luxury brands and Luxury brand management.</p> <p>Expected outcome no.1, 2, 3, 4 and 5.</p>
Eleventh week	<p>Price Management and Promotional Sales</p> <p>This lecture will cover topics such as: Understanding Price, Consumer Psychology and Pricing, Setting Price, Determining Price Targets, Determining Demand, Estimating Costs, Analyzing Competitors' Prices, Choosing a Pricing Method, Setting the Final Price, Initiating and Responding to Price, Incentive Management, Promotional Incentives as a Marketing Device, and Key Incentive Decisions.</p> <p>Expected Outcome No. 1, 2, 3, 4, and 5.</p>

Twelfth week	Marketing Communications Management - Promotion This lecture will continue with the topics of: The Role of Marketing Communications, The Communication Process, Developing Effective Communication, Defining Communication Objectives, Setting Communication Standards, Determining the Communication Budget, Identifying the Target Audience and Creating the Communication Message, Deciding on Communication Media, Developing a Creative Approach, Determining Message Appeal, and Measuring Communication Effectiveness. Expected Outcome No. 1, 2, 3, 4, and 5,
Thirteenth week	Designing an Integrated Marketing Campaign in the Digital Age In this class, students will learn about: Integrated Marketing Management, Defining Communication Objectives, Advertising, Television Advertising, Print Advertising, Radio Advertising, Online Advertising, Advertising Place, Online Communication, Company Website, Social Media, Social Media Growth, Social Media Platforms, Mobile Communication, Event Management, Creating Experiences, Word of Mouth and Publicity, and Public Relations. Expected Outcome No. 1, 2, 3, 4, and 5.
Fourteenth week	Distribution Design and Management - Distribution Channels This lecture will continue with the topics of: Role of Distribution Channels, Distribution Channel Functions, Channel Levels, Multichannel Distribution, Channel Management Decisions, Setting Channel Objectives, Channel Member Selection, Channel Member Motivation, Channel Member Evaluation, Channel Cooperation and Conflict, Nature of Channel Conflicts, Channel Conflict Management, Market Logistics Management, Market-Logistics Objectives and Market-Logistics Decisions.
Fifteenth week	Project Presentation: Marketing Plan In this lesson, students are required to present, together with the members of the group to which they belong, the parts of the project to which they have contributed. In addition, students from the entire group have the right to ask questions or give their opinion regarding the projects presented. Students who present should be prepared to give correct answers to the questions posed. Expected Result No. 1, 2, 3, 4 and 5,
Academic policies and rules of conduct	
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.	