SYLLABUS

Basic data of the subject	
Academic unit:	**Faculty of Applied Arts**
Course title:	**marketing**
Level:	**Bachelor's degree**
Case status:	**OBLIGATORY**
Year of studies:	**of secondment**
Number of hours per week:	**3**
Credit value – ECTS:	**4**

Course description:	
	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, the functions of marketing management, criticism and economic aspects of marketing management, etc. will be addressed. Students are also introduced to: the marketing management environment; such as: understanding the marketing environment, consumer behavior, definition of consumer behavior, consumer behavior model, consumer rights, main factors that influence consumer behavior, the role of people in the purchasing decision process, types of purchasing behavior, the purchasing decision process, industrial purchasing, differences between industrial and individual purchasing, etc. 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.
Course objectives:	
	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: strategy development 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 subject 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 the 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 module, students will be able to: *1.* Understand the notion of marketing and marketing management **(ECTS: 1)** . *2.* Demonstrate knowledge of research methods and marketing 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.* To implement and organize marketing programs as well as to make the connection between theory and the needs of business and society by applying the knowledge and skills acquired from this course **(ECTS: 1)** .

Contribution to the student's workload (which should correspond to the student's learning outcomes)			
ACTiViTY	**hour**	**Day/week**	**Overall**
Lecture	2	15	30
Theoretical/laboratory exercises	1	15	15
Practical work			
Teacher contacts/consultations	1	1	1
Field exercises			
Colloquia, seminars			
Homework	2	5	8

Student's personal study time (in the library or at home)	2	15	30
Final exam preparation	5	3	15
Time spent on assessment (tests, quizzes, final exam)	1	1	1
Projects, presentations, etc.			
TOTAL			**100**

Teaching and learning methodology	The lecture will be organized with the student at the center, teaching will to be developed 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 provided, 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.
Assessment methods and passing criteria	**The assessment method** - is based on three activities - on the basis of which the final grade will be built: ➢ Activity and Engagement in Learning..... **max 20 points (%),** ➢ Project design/presentation/seminar paper.. **max 10 points (%)** , ➢ Final exam (or two tests)..... **max 70 points (%),** **Passing criteria -** related to the activities foreseen by the assessment method: **1. Activity and Engagement in Learning – is assessed with 20 points (%) out of a possible 100 points (%):** • Activity in the lesson **(10 points (%))** - means that the student is active and involved in interactive discussions between professors and students, between students and students, opening up new topics that are related to the subject, providing ideas, opinions, and critical thoughts with the aim of stimulating debate during lectures. • Engagement **(10) points (%))** - means that the student completes and presents the assignments 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 seminar project/paper - is evaluated with 10 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 and by the student - the topic proposed by the student must be approved by the professor, and it must be in full correlation 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	**Score (%)**
Structure and Purpose of the paper	**3**
Content/explanation of the paper	**4**
Conclusions drawn and presentation of the paper	**3**
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 take the final exam test after the completion of the course lectures and on the exam dates 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 course material taught.
The exam test (question form) must be completed individually by the student and is evaluated according to the criteria and contains:
   - ♦ objective multiple-choice questions, which will be used to assess the student's ability to recall and

recognize the concepts and material of the course..... ..... **30 points (%),**

- ♦ subjective questions of the type of topic for explanation/written answer/tasks - for which the student himself must be able to give 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 UShAF:

Grading	**ECTS/Grade**	**Percentage (%)**	**The definition**
10	or	90 - 100	famously
9	B	80 - 89	famously
8	C	70 - 79	Very good
7	D	60 - 69	Good
6	The	50 - 59	FAIRLY
5	FX/F	0 - 49	INSUFFICIENT

Concretization tools – IT	Use of whiteboard, Internet, wireless, computer, projector, PowerPoint, Use of "on-line" platforms and tools to support communication and team collaboration, etc.
The ratio between the theoretical and practical part of the study	**70% - Theory,** **30% - Practical exercises/tasks,** 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.). **Of the total 100 hours planned for the course, the division is made according to the ratio of 70% focusing on theory and 30% on practical exercises/tasks.** • **60 hours** are dedicated to theoretical lectures, including the acquisition of basic concepts, methodologies and standards foreseen in the course module.

	• 40 hours are focused on practical exercises/tasks, case analysis, group work, and development of simulation projects. Allocation of 6 ECTS according to the ratio 70%-30% ❖ 4 ECTS - dedicated to the theoretical part, ❖ 2 ECTS - dedicated to the exercises/practical tasks, This division reflects the balance between acquiring basic concepts and applying them through practical activities.

LITERATURE	
Basic literature:	1. Kotler, Philip., Keller , Kevin., Chernev , Alexander (2022) Marketing Management, 16th edition 2. Kotler, Philip., Armstrong Gary (2013) Principles of Marketing, UET Press, 13th Edition.
Additional literature:	1. Reshidi, Nail and Rexha, Nexhmi (2007) Marketing Basics, Prishtina. 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,
Additional information **– Scientific Paper from the course professor:**	*Scientific Paper - by the authors: A. Thaqi, N. Vizdik Thaqi Title - "Enhancing Competitive Advantage in Kosovo's Hospitality Sector: The Impact of Marketing Mix Strategies", Published in the scientific journal " Academic Journal of Interdisciplinary Studies", **E-ISSN:** 2281-4612 / **ISSN:** 2281-3993. Vol. 13 No. 4, Published: 05-07-2024. Link to the work:

	https://doi.org/10.36941/ajis-2024-0127

Designed lesson plan:	
WEEK	**The lecture that will be held**
First week:	**Importance of the subject, basic literature and student obligations during the course** **Defining Marketing for the New Reality** This is an introductory lecture which will inform students about the course syllabus. This lecture will address issues such as: Scope of Marketing, What is Marketing, What is Marketed, New Marketing Realities, Marketing Organization and Management, and Building a Customer Oriented Business. Also in this lecture, students have the opportunity to choose groups for the preparation of the project: Marketing Plan. Expected result no. 1.
Second week:	**Artificial Intelligence and Marketing Planning** 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 Managing Market Offers, Developing a Marketing Plan, Modifying the Marketing Plan, as well as addressing relevant examples from different companies. Expected result no. 1.
Third week **:**	**Analyzing consumer markets** 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 addressing relevant examples from various companies. Expected result no. 1 and 2.
Fourth week:	**Analyzing business markets**

	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, Communication management, Managing business-to-business relationships, Re-understanding the buyer, Trust, credibility and corporate reputation, Risks and opportunism in business relationships, Managing institutional markets. Expected result no. 1 and 2.
Fifth week:	**Artificial Intelligence and marketing research** 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 result no. 1, 2 and 3.
***Sixth week* :**	**Identifying market segments and targeting consumers** 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. Expected result no.1, 2, 3 and 4.
Seventh week:	**Creating a Customer Value Proposition and Positioning** This lecture will present 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 equality, Aligning the frame of reference, Creating a sustainable competition, Sustainable competitive advantage as a marketing concept, Communicating the Offer, and Drafting a positioning statement.

	Expected result no.1, 2, 3, 4 and 5.
Week eight:	**Product design and management** This lecture will discuss what Product Differentiation, Product Design, Power of Design, Design Approach, Product Portfolio and Product Lines, Product Portfolio Design, Product Line Analysis, Product Line Length, Packaging and Labeling Management, and Warranty Management. Expected result no.1, 2, 3, 4 and 5.
Week nine:	**Service Design and Management** This lecture will present topics such as: The Nature of Services, The Service Aspect of an Offering, Distinctive Characteristics of Services, New Realities of Services, The Increasing Role of Technology, Customer Empowerment, Co-Production with Customers, Achieving Service Excellence, Differentiating Services, Innovation with Services, Service Quality Management, Customer Expectations Management, Service Quality Management, Self-Service Management, and Product-Service Bundle Management. Expected result no.1, 2, 3, 4 and 5.
Week ten:	**Building strong brands** This lecture will present the following topics: How branding works, The essence of the brand, The role of brands, Brand equity and brand power, Brand design, Choosing 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. Expected result no.1, 2, 3, 4 and 5.
***Week eleven* :**	**Price management and promotional sales** This lecture will summarize the topics of: Understanding Price, Consumer Psychology and Pricing, Setting Price, Determining Price Target, Determining Demand, Estimating Costs, Analyzing Competitor 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.

	Expected result no.1, 2, 3, 4 and 5.
Week twelve **:**	**Marketing Communications Management - Promotion** This lecture will continue with the topics of: The Role of Marketing Communication, 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 result no.1, 2, 3, 4 and 5.
Thirteenth week **:**	**Designing an integrated marketing Campaigning in the Digital Age** In this class, students will learn about: Integrated Marketing Management, Setting 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 result no.1, 2, 3, 4 and 5.
Week fourteen **:**	**Distribution Design and Management - Distribution Channels** In this lecture, the topics will continue about: The Role of Distribution Channels, Distribution Channel Functions, Channel Levels, Multichannel Distribution, Channel Management Decisions, Setting Channel Objectives, Selecting Channel Members, Motivating Channel Members, Evaluating Channel Members, Channel Cooperation and Conflict, The Nature of Channel Conflicts, Channel Conflict Management, Market Logistics Management, Market-Logistics Objectives and Market-Logistics Decisions.
Week fifteen **:**	**Project Presentation: Marketing Plan** In this class, 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:
Regular attendance, maintaining calm, and active engagement in dialogue during lectures and exercises is mandatory. During lectures and exercises, eating, whispering that disrupts class work, and the use of mobile phones are PROHIBITED. At the same time, mobile phones must be turned off or set to silent and not used during lectures or exercises. One of the signs that the course material has been properly understood is honesty in completing assignments. Lack of academic integrity (including plagiarism, copying another person's work, using unauthorized aids in exams, cheating, etc.) will not be tolerated. If there is any doubt about the authenticity of the work submitted, the lecturer has the right to ask the student to verify his/her work. This may be done through: repetition of the work, written or oral testing, surprise quizzes, or any other action deemed necessary by the lecturer.