

SYLLABUS

Basic data of the course			
The academic unit:	Faculty of Tourism and Environment		
Title:	Marketing		
Level:	Bachelor		
Status:	Obligation		
Study year:	II		
Number of hours for week	4		
ECTS:	6		
Time/ location:			
Lecturer:			
Contact:			
Course description			
	<i>This module is designed to the fundamental concepts and principles of marketing. Students will have progress through general topics, business functions, business environment, market planning, and ethics of marketing, marketing strategies.</i>		
Course objective:			
	<i>The aim of the course is to provide students with basic knowledge of Marketing.</i>		
Expected results:			
	<p><i>Upon successful completion of this module, students will be able to:</i></p> <ul style="list-style-type: none"> • <i>articulate the core business functions, but particularly the role of marketing activities for the firm,</i> • <i>demonstrate understanding to identify and apply the concept of the mix marketing : product, price, promotion, and distribution of the company's tactics,</i> • <i>apply concepts of marketing strategy by analyzing case studies, providing appropriate recommendation,</i> • <i>apply knowledge of a firm's operational strategy by marketing mix concepts, and deduce about its impact on the community in general.</i> 		
Kontributi në ngarkesën e studentit (gjë që duhet të korrespondoj me rezultatet e të nxënit të studentit)			
Activity	Hour	Day/week	Total
Lessons and axercises	4	15	60
Practical work			
Contacts with teacher / consultations	1	6	1

Exercise			
Seminars			
Home work			
Self-learning time (at the library or at home)	3	10	30
Final preparation for the exam	3	8	24
Time spent on evaluation (tests, quiz, final exam)	2		2
Projects, presentations, etc.	2	1	2
Total			125

Teaching Methodology	<i>Lectures, individual work, seminar papers, discussions, group work.</i>
Assessment methods	<i>Seminars 10 %, Test I- 10%, Test II 10 % Exam 70 %</i>
Literature	
Basic literature:	<ol style="list-style-type: none"> 1. Prof.dr.Ali Jakupi „Bazat e marketingut,, Prishtine, 2. Prof.dr.Ramiz Livoreka „Kërkime Marketingu” Prishtinë,
Additional literature	<ol style="list-style-type: none"> 3. Philip Kotler, Marketing Management Prentice Hall, 4. David Jobber&John Fahy,Foundations of marketing,

Designed learning plan:	
Week	The lecture that will develop
First week:	Understanding Marketing Meaning of market economy Marketing functions concept Integral approach to MM's instruments
Second week:	Market segmentation <i>What's market;</i> <i>Types of market;</i> <i>Market segmentation</i>
Third week:	Variables for market segmentation <i>Variables for MFC segmentation;</i> <i>Variables for MCA segmentation;</i> <i>Choosing of target market;</i> <i>Product positioning and</i> <i>Types of market demand</i>
Fourth week:	Market research;

	<p><i>Definition of MR</i> <i>Subject MR;</i> <i>Needs and factors affecting MR;</i> <i>The process of market research and</i> <i>The attitude of managers to market research</i></p>
Fifth week:	<p>Product Policy <i>Concept and product dimensions;</i> <i>Gama, lines and product mix;</i> <i>Pareto Law 80/20;</i> <i>Brand Product Management</i></p>
Week six:	Assessment of Knowledge - the first test
Week seven:	<p>Product Marking <i>Elements affecting the branded product promotion;</i> <i>Advantages of the brand;</i> <i>Product brand equity and</i> <i>Factors affecting the definition and choice of brand.</i></p>
Week eight:	<p>Product life cycle PLC <i>The life cycle of a product;</i> <i>Stages of PLC and</i> <i>The evolution of a market.</i></p>
Week nine:	<p>The concept of the new product <i>The nature and importance of innovation in the market;</i> <i>Phases of the development of new products;</i> <i>Launch and commercialization of new products.</i></p>
Week ten:	<p>Policies and methods of pricing <i>Types of prices;</i> <i>Price targets;</i> <i>Factors affecting prices and</i> <i>Methods of price formation</i></p>
Week eleven	<p>Policies and methods of pricing <i>The pricing strategies, and</i> <i>Difficulties and methods of critical point of profitability;</i> <i>Marginal costs method and revenues</i></p>
Week twelve:	<p>Distribution policies <i>Structure and types of distribution channels;</i> <i>Reasons for using distribution channels;</i> <i>DCH functions;</i> <i>The integration of DCH;</i> <i>Alternative strategies and criteria to DCH.</i></p>
Week thirteen:	<p>Promotion policies <i>Definition and role of PP;</i> <i>The main forms of PP;</i> <i>Planning PP;</i></p>

	<i>PP and alternative strategies</i> <i>Assessment of the effects of Promotion.</i>
<i>Week fourteen:</i>	<i>Assessment of Knowledge – the second test</i>
<i>Week fifteen:</i>	<i>Presentation of seminar papers by students</i>