

## SYLLABUS

The basic course informations:			
<b>Academic Unit:</b>	<b>Faculty of Tourism and Environment</b>		
<b>Title:</b>	<b>Strategic marketing and globalization</b>		
<b>Level:</b>	<b>Master</b>		
<b>Status:</b>	<b>Compulsory</b>		
<b>Year of studies:</b>	<b>I</b>		
<b>The number of hours per week:</b>	<b>4</b>		
<b>ECTS:</b>	<b>6</b>		
<b>Time / Location:</b>			
<b>Course Professor:</b>	<b>Arbresha Meha</b>		
<b>Contact details:</b>	<b>arbresha.meha@ushaf.net</b>		
<b>Course description</b>			
	<i>This course teaches students with marketing strategies enabling them to create and execute marketing plans for a sustainable business. It also focuses on aspects of globalization (economic, political, and cultural).</i>		
<b>Objectives:</b>			
	<i>The objective of this module is to prepare students with the role and importance of creating a marketing strategy by adapting to the development trends of globalization.</i>		
<b>Learning outcomes:</b>			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> <li>• <i>are part of the design of a strategic marketing plan in an organization,</i></li> <li>• <i>analyze the global economic developments and to base them on the marketing strategy,</i></li> <li>• <i>Identify the stages that will go through drafting the marketing strategy,</i></li> <li>• <i>apply strategic marketing skills to adapt to changes in the environment field of economic globalization.</i></li> </ul>		
<b>Contribution to the student's charge (which should correspond with the results of the student's learning results)</b>			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work	2	5	10
Contacts with the teacher / consultants	1	15	15
Field exercises			
Kollokfieme, seminars	2	2	4
Homework			
Student study time (in library or at home)	3	15	45

Final Preparation for Examination	1	10	10
Time spent on assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc			
<b>Total</b>			<b>146</b>

**Methodology of teaching:** *Lectures and exercises combined with case studies.*

**Methods of assessment** *Seminar (case study) 30%*  
*Exam 70%*

Literature

**Basic Literature** 1. *Nail Rashiti, PhD – “Menaxhimi i strategjive te marketingut”, Prishtinë, 2008.*

**Supplementary Literature:** 2. *Gary Armstrong and Philip Kotler “Principles of Marketing” 13 Edition, London 2010, “Parimet e Marketingut” – perkthyer nga Genti Beqiri, UET Press - Tirane 2013.*  
3. *Prof.dr. Ali Jakupi, Marketingu Nderkombetare, Prishtine 2008.*

**The lesson plan Design:**

<b>Week</b>	<b>Lectures to be held</b>
<b>WEEK 1:</b>	<b><i>The notion and importance of international marketing.</i></b>
<b>WEEK 2:</b>	<b><i>Analytical approach to international marketing and globalization.</i></b>
<b>WEEK 3:</b>	<b><i>Defining international marketing.</i></b>
<b>WEEK 4:</b>	<b><i>International business environment and globalization.</i></b>
<b>WEEK 5:</b>	<b><i>Planning and programming of marketing and globalization.</i></b>
<b>WEEK 6:</b>	<b><i>The international business environment.</i></b>
<b>WEEK 7:</b>	<b><i>Selection of the external market.</i></b>
<b>WEEK 8:</b>	<b><i>Product life cycle in the sphere of globalization.</i></b>
<b>WEEK 9:</b>	<b><i>Export marketing as an important segment of international marketing.</i></b>
<b>WEEK 10:</b>	<b><i>Information about marketing decisions.</i></b>
<b>WEEK 11:</b>	<b><i>Promotion Planning.</i></b>
<b>WEEK 12:</b>	<b><i>Retail and wholesale trade.</i></b>
<b>WEEK 13:</b>	<b><i>Management of Personal Communications.</i></b>
<b>WEEK 14:</b>	<b><i>Develop a pricing strategy.</i></b>
<b>WEEK 15:</b>	<b><i>Presentation of works</i></b>

**Academic policies and rules of conduct:**

*Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.*

