

Basic data of the subject	
Academic unit:	Faculty of Engineering and Informatics Applied Informatics
Title of the subject:	Marketing and sales
Level:	Bachelor
Course Status:	Obligatory
Year of studies:	III
Number of hours per week:	3
Value of Credits - ECTS:	5
Time / location:	
Course lecturer:	Prof.Ass.Dr.Bashkim Mustafa
Contact details:	Bashkim.mustafa@ushaf.net
Course Description:	<i>The description focuses on the theoretical aspects with case studies on Marketing, focus of the course: Understanding the concept of marketing, historical development of marketing. Concept of marketing, customer attraction and retention, Marketing and economic development, Marketing and customer, sales role, Marketing levels, Marketing management, Business environment and marketing, Marketing strategy and analysis SWOT, Competitive analysis, Mission of company and marketing, Marketing and target market, Marketing control, Market segmentation and marketing.</i>
Objectives of the course:	<i>The aim of the course is to provide students with knowledge Basic Marketing. Students will be introduced to the meaning of Marketing as a process that has an impact on the company's relationship with the market, the importance of Marketing to expand the company's business, be introduced to the principles of Marketing (4P), the role of Marketing in research, research and market research, to get acquainted with the concept of Marketing as a process.</i>
Expected learning outcomes:	<i>Upon successful completion of the course, the student will be able to:</i> <ul style="list-style-type: none"> • <i>Know the basic concept of marketing,</i> • <i>Have the ability to put the role of marketing in the service of the company,</i> • <i>Apply in practice the principles of marketing for businesses and organizations,</i> • <i>Know sales and their role in business</i> • <i>Functionalize the skills acquired by being part of the marketing team,</i> • <i>Be competent to give ideas on how to carry out marketing in the company,</i> • <i>Basic competence to be a supervisor of a marketing</i>

	<p><i>sector in the company.</i></p> <ul style="list-style-type: none"> • <i>Basic competence to organize the marketing work in the company,</i> 		
Contribution to the student load (which must correspond with learning outcomes)			
Activity	Hour	Day/Week	In total
Lectures with numerical exercises	3	15	45
Internship			
Contacts with teacher / consultations			
Field exercises			
Midterm, seminars and projects.	3	2	6
Homework			
Self-learning time student (at the library or at home)	3	15	45
Final preparation for the exam	7	2	14
Time spent on evaluation (tests, quiz and final exam)			
Projects and presentations.	3	5	15
Total			125
Teaching methodology:	<i>Orientation in the elaboration of the material by taking case studies which will be discussed in groups, learning based on a presented problem, commitment for the student to present the knowledge gained during the lecture.</i>		
Assessment methods:	<i>Evaluation method: 45% - Test 1, 45% - Test 2, 10% - Participation and commitment, 90% - Final exam (students who have not passed Test I and II)</i>		
The ratio of theory and practice:	<i>75% 25%</i>		
Literature			
Basic Literature:	<ol style="list-style-type: none"> 1. <i>Prof. Dr. Ali Jakupi ,, Basics of marketing ,, Prishtina,</i> 2. <i>Prof. Dr. Ramiz Livoreka ,, Marketing Research "Prishtina, 2011</i> 		
Additional Literature:	<ol style="list-style-type: none"> 1. <i>Philip Kotler, Gary Armstrong: "Principles of Marketing" 15th Edition, 2016,</i> 2. <i>Michael R. Solomon, Marketing: Real People, Real Choices (5th ed.), Pearson, 2006.</i> 		
Designed learning plan			
Week:	Lectures and exercises to be held		
Week one:	<i>Presentation - introducing students to the syllabus of the course,</i>		
Week two:	<i>Understanding the concept of marketing</i>		
Week three:	<i>Understanding the market economy, Functions of the</i>		

	<i>Marketing concept</i>
Week four:	<i>Integral approach of MoD instruments</i>
Week five:	<i>Historical development of marketing, The concept of sales with marketing,</i>
Week six:	<i>Market Segmentation, What is the market; Market types; Market segmentation</i>
Week seven:	<i>Marketing and economic development,</i>
Week eight:	<i>Marketing, customer and sales</i>
Week nine:	<i>Levels of marketing in sales growth</i>
Week ten:	<i>Interactive discussions on the course material - The first test,</i>
Week eleven:	<i>Marketing management and product policy</i>
Week twelve:	<i>Product life cycle CJP</i>
Week thirteen:	<i>Marketing strategy and SWOT analysis,</i>
Week fourteen:	<i>Distribution policy. Structure and types of distribution channels;</i>
Week fifteen:	<i>PP promotion policy Definition and role of PP;</i>
Academic policies and rules of conduct	
<i>The student is obliged to attend lectures more regularly and to have correct behavior towards colleagues and staff of the University, keeping calm and interactive engagement during lectures and exercises is mandatory.</i>	