



University of Prizren “Ukshin Hoti”
Faculty of Economics
Program: International Management

SYLLABUS							
Level of studies	Bachelor	Program	International Management		Academic year	2019/20	
SUBJECT		Marketing Essentials					
Year	I	The status of Subject	Obligatory	Code		ECTS credits	5
Semester	II						
Teaching weeks	15		Teaching classes 45			Lectures	Exercises
						2	2
Teaching Methodology	Interactive lectures, seminar papers, discussions						
Consultation							
The teacher	Prof. Ass. Dr. Hysni Terziu			e-mail		hysni.terziu@hotmail.com	
				Tel.		044-134-730	
Assistant	Festim Tafolli			e-mail		/	
				Tel.		/	
The purpose of the course				Expected learning outcomes			
<p>The purpose of the course program is to gain knowledge and skills for the management and economic development, the treatment and the object of the marketing study in general, the students are familiar with the methodology of pointing out the developmental effects from the microeconomic aspect and from the aspect of the macro- economic marketing.</p> <p>The purpose of the course Introduction to Marketing is to prevail the methodology for preparing entrepreneurial programs in economics as well as management skills for marketing leadership in general. Knowledge, theoretical skills and methodical skills, students will gain during lectures organized by using contemporary methods: projector, computer, media, etc. The task of this course is for students to gain the knowledge of marketing and to get acquainted with the theoretical and practical formatting of forms, different methods of applying marketing plans and implementing projects that derive from their direct business in</p>				<p>The purpose of the course program is to acquire knowledge and skills for Students will develop the skills needed for a successful marketing promotion. They will analyze the specific aspects they will face while developing marketing concepts and acquire the necessary skills in resource management efficiently in building marketing plans.</p> <p>The content of the course is expected to affect the level of knowledge, skills and attitudes of students.</p> <p>a) Knowledge: The subject transmits to the students knowledge of the basic marketing concepts, such as methods of consumer behavior, marketing and management policies that are necessary for applications in their work. The marketing behaviors of marketing activities appear to be a social need of the people, and the necessity of studying the management of trade relations is also becoming more pronounced because of the new conceptualization that is taking the marketing subject as a scientific teaching subject that carries</p>			

<p>marketing area, gain knowledge of the practical implementation of all models and the development of relevant strategies.</p> <p>Students participate in professional lectures in the form of seminars, consultations and discussions. These theoretical and practical activities directly affect the professional preparation of students' teaching in the marketing field.</p>	<p>within itself potential for commercialization, because it provides perceptions of service.</p> <p>b) Skills: Students are expected to be trained in the practical application of subject concepts and develop according to these concepts and model criteria of intellectual education classes in the academic and academic institutions of the respective field.</p> <p>c) Attitudes: Students are expected to become aware of and understand the importance of professional development of the teaching of physical and professional education for the marketing bases at universities and to assess the knowledge gained from this subject.</p>		
Methodology for the implementation of educational topics:			
Interactive lectures, seminar papers, discussions etc.			
Conditions for realization of educational topics:			
Hall with the possibility of obscuring, computer and projector.			
<ul style="list-style-type: none"> Methods of evaluation and passing criterions 			
<p>Students are evaluated through testing, whereas the final grade consists of four components:</p> <ul style="list-style-type: none"> - Attendance and activity classes: 0-10 points - First colloquium: 0 – 45 points - Working seminar: 0 – 10 points - Second colloquium: 0- 45 points <ul style="list-style-type: none"> • Exam: 100 points 	Evaluation in%	Final grade	
	91 - 100	10 (ECTS – A)	
	81 – 90	9 (ECTS - B)	
	71 – 80	8 (ECTS - C)	
	61 – 70	7 (ETCS - D)	
	51 – 60	6 (ETCS - E)	
40 - 50	5* (ETCS – FX)		
Obligations of the student:			
Lectures		Exercises	
<ul style="list-style-type: none"> - Attending lectures, - Participation in debates, - Adhering to the code of courtesy, etc. 		<ul style="list-style-type: none"> - Attending of hours of exercise - Adhering to the code of courtesy, etc. 	
Student's workload for the subject			
Activity	classes	Days / Week	Total:
Lectures	3	15	45
Practical work (Internship)	6	3	18
Consultation with teachers	1	10	10
Field work visits	6	1	6
Seminars	3	3	9
Own study time	2	5	10
Preparation for final exam	6	8	48
Time spent on assessment (tests, exams, etc.)	1	3	3
Projects, presentations, etc.	1	1	1
Note: 1 ECTS credit = 25 hours of commitment, example -if the subject has 5 ECTS credits a student must have 125 hours during the		In total:	125

semester commitment		
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Week	Lecture		Exercises	
	Topic	classes	Topic	classes
1.	Knowledge of subject matter, concepts and marketing definitions. Objectives of marketing study.	3	Questions and Discussions	2
2.	Principles and other marketing principles. Process, activities, duties and marketing actions.	3	Questions and Discussions	2
3.	Functions and direction in micro and macro marketing principles. The concept and tools of marketing mix and integral marketing.	3	Discussions and Examples	2
4.	Methods of marketing marketing principles and their use in marketing. The marketing research plan and the implementation of research results.	3	Questions and Discussions	2
5.	Organizing research and marketing role in satisfying customer needs and requirements. The impact of macro-environment and the factors influencing customer behavior as well as the internal factors of the enterprise affecting consumer behavior.	3	Discussions and Examples	2
6.	Methods of seeking customer behavior. Modeling techniques for marketing strategy formation, sales and profit model, cost-to-profit (KVF) analysis, mathematical model applications for the enterprise.	3	Examples	2
7.	Product line, float (turnover), best timing value, financial rating, market strategy assessment, and hedging and unsecured considerations. The product position matrix and the marketing performance appraisal model. Some other presentation of modeling and marketing strategies.	3	Discussions and Examples	2

8.	Test – Consultations	3	Evaluation	
9.	<p>MARKETING INSTRUMENTS MIKS.PRODUCT AND PRODUCT POLICY. The notion of the product, Product dimensions, Product Classification, Product Attributes, Product Quality, Product Economy, Aesthetics.</p>	3	Discussions and Examples	2
10.	<p>Product Design, Design Product Deviation, Industrial Design, Product Specification, Product Brand, Product Packaging, Sales Services, Guarantee, Credit, Servicing.</p>	3	Discussions and Examples	2
11.	<p>The notion of production range, Production dimension dimensions, Production assortment policy, Production assortment optimization, Diversification of production assortment, Production assimilation, Abandonment of outdated products from production assortment Product development, new product notion, the need for launching the new product market, new product development phases, product life cycle in the market, product development planning and control.</p>	3	Examples	2
12.	<p>Product development, new product notion, the need for launching the new product market, new product development phases, product life cycle in the market, product development planning and control.</p>	3	Discussions and Examples	2
13.	<p>IMPORTANCE POLICY. The notion of prices, Importance of mix marketing marketing, Factors influencing the price policy, Impact of spending on prices, Demand and prices, Impact of competition on prices, Economic policy as a factor influencing the price, Policy of Prices and Product, Price Formation Policy for New Products, Price Policy and Production Program, Price Differentiation Policy, Formation Methods, Method of Expenditure plus Margins,</p>	3	Discussions and Examples	2

	Method of Rate of Engaged. Engagement, Method of Critical Profitability Point, Marginal Method, Method of Balance between Bid and Demand, Method by market price.			
14.	DISTRIBUTION. Disposal Policy Features, Concept and Types of Distribution Channels, Choice of Distribution Channels, Selection Criteria for Sales Channels, Distribution Distribution Options, Physical Distribution (Marketing Logistics), Systems of distribution channels.	3	Examples	2
15.	PROMOTION. Promotion notion, Forms of promotion activities, Personal sales, Promoting sales, Publicity, Public relations, Economic propaganda, Defining economic propaganda, Importance of economic propaganda, Economic propaganda and marketing. Objectives of economic propaganda, Psychology in economic propaganda, Media of economic propaganda.	3	Final Test	2

LITERATURE

Prof. Bardhyl Ceku, As.prof.dr. Ilia Kristo, Dr.Arjan Abazi and Dr. Artan Duka; Introduction to Marketing 1998 Tirana. Prof. Ali Jakupi "Marketing Basics", Prishtina, 2000. University of Prishtina Faculty of Economics.

Prof. Bardhyl Ceku, and Prof.Dr.Nail Reshidi "Marketing" University of Prishtina, 2006 Economic Faculty. Additional Literature:

Philip Kotler and Keven Keler: Maarketig Managment, 2012 Prof.Dr. Nexhmi Rexha, "Marketing" Prishtina 1982 University of Prishtina Faculty of Economics.

Prof.Ass.Dr. Liliana Elmazi "Marketing Strategy" Tirana 2002 University of Tirana.

Note:

Keeping quiet in learning according to the code of academic conduct,
The student should be mindful of and respect the institution and academic rules,
Must observe the lecture schedule, and be self-conscious in the classroom,
It is obligatory possession and presentation of the index / student card in tests and exams,
When drafting seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.