

Subject SYLLABUS

Basic information			
Academic Unit:	Faculty of Economics - Marketing		
Subject:	Marketing models		
Degree:	Bachelor		
Status of subject:	Non obligatory		
Year:	-III-		
Hours per week:	2+1		
Credits – ECTS:	4		
Building:	Faculty of Economics		
Professor:	Dr.sc.Visar Rrustemi		
Contact information:	+ 377 44 18 99 18 ; +386 49 507 624		
Content:			
	The characteristics of marketing models, the development and the importance of marketing models, their activities in decision making, cost/benefits use of marketing models, criteria's of determining models and designing the best marketing models.		
Aims and Results:			
	The major objectives of the course are to prepare students to develop knowledge about marketing models theories and make use of them in knowing to build the shortest way from producer to consumer. More specifically the course is designed to prepare students in understanding cost/benefit use of marketing models and create a competitive advantage for business by coming to the right decision making.		
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Link between theory and practise			
Activity	Hours	Days/Week	Total
Lectures	2	15	30
Theoretical Exercises	1	15	15
Practical activities			
Consultation with the professor	1	10	10

Field reserach			
Seminars			
Homework	1	10	10
Studying time			35
Final preparation for exam			
Time evaluation			
Projects & Presentations			
Total			100

Teaching Methods:	<p>On each class will be delivered a lecture discussing main theories. Students participating in this course are expected to be actively involved in seminars and tutorials in which have to discuss essay type questions. In addition, each student has to prepare one topic related to building by their own a distribution channel reflecting their understanding and criticism to current state of literature.</p>
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Evaluation and Assessment	<p>The student assessment is threefold; class participation in lectures and seminars (10%), successful preparation of essay questions for discussion and term paper (50%), and final exam (40%).</p>
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Literature

Basic literature:	Dennis Fok “ Advanced Econometrics Marketing Models ”.
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Other literature:	Journal articles of Marketing Models
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Detailed plan of teaching:

Weeks	Presentation of syllabus
Week: 1	
Week: 2	Basic marketing models
Week: 3	Functions of marketing models
Week: 4	Decision making systems

Week: 5	Design of marketing models
Week: 6	Types of marketing models
Week: 7	Adaptation of marketing models in decision making
Week: 8	Identification of alternatives of decision making
Week: 9	Evaluation of alternatives
Week: 10	Behaviours of consumers vs. Factors of models
Week: 11	Empirical examples
Week: 12	Empirical examples
Week: 13	Presentation
Week: 14	Presentation
Week: 15	Presentation

Academic policies and behavioral rules:

Statute of Prishtina University

Article. 155

Rights of students:

1. Attending all lectures and participating in the fieldwork with their colleagues.

Article. 156

Obligation of students:

1. To follow the rules of UP.
2. To respect the rules of teachers and other university personnel.
3. To respect the schedules of lectures and activities.
4. To have behave accordingly within and outside of University campus.