

## **SYLLABUS for Marketing of innovation**

<b>Basic data for the course</b>	
<b>Academic unit:</b>	Faculty of Economics
<b>Title of the course:</b>	<b>Marketing of innovation</b>
<b>Level:</b>	Master
<b>Status of the course:</b>	Obligatory
<b>Year of studies:</b>	Second Year – Third semester
<b>Number of hours per week:</b>	3
<b>ECTS credits:</b>	8
<b>Time/location:</b>	Faculty of Economics, University of Prishtina “Hasan Prishtina”
<b>Tutor:</b>	Prof. dr. Besim Beqaj
<b>Tutor’s contact details:</b>	Besim.beqaj@uni-pr.edu
<b>Content of the course</b>	
	The course has been compiled and designed in such a way that it has a special emphasis on Innovation Marketing. This course will teach students the value of creativity within an enterprise by focusing on the role of marketing in innovation. Students will learn to understand why and how creativity fails within organizations and how to avoid these challenges. The focus of the course is expressly in group and organizational creativity, especially inter-functional creativity and its importance for functions such as new product development and marketing communications. Students in this subject are encouraged to think of themselves as future agents of change within the enterprise. They will learn the tools to build processes and creativity spaces with tangible results.
<b>Course’s objectives:</b>	
	The overall purpose of this course is to increase students' assessment of innovation and how to promote it throughout the enterprise, especially for marketing operations.
<b>The expected outcomes:</b>	
	<b>With the successful completion of the course, the student will be able to:</b> <ul style="list-style-type: none"> <li>- Develop innovative thinking;</li> <li>- Select the right target market</li> <li>- Target that market effectively</li> <li>- Position your product or service for maximum success</li> <li>- Combine analytics, frameworks, and customer insights for maximum potential</li> </ul>

<b>The students' workload (hours per semester, ECTS)</b>			
<b>Activity</b>	<b>Week</b>	<b>Hours</b>	<b>Total</b>
Lectures	2	15	30
Seminars (theoretical and practical)			
Case studies	2	10	20
Direct contact with tutor	2	10	20
Field research			
Colloquiums	2	2	4
Homework			60
Individual study (at library or at home)			50
Final preparation for the exam			
Evaluation			
Projects, presentation etc.	2	8	16

<b>Total</b>			<b>200</b>
<b>Teaching methods:</b>	Lectures will be designed in such a way that the student's participation in the discussions is as great as there will be no traditional ex-class lectures. Teamwork will be favored. Reading the broader literature as well as the various articles about international business trends is a priority.		
<b>Assessment methods:</b>	<p><b>Evaluation throughout the semester: This assessment method is based on these components:</b></p> <ul style="list-style-type: none"> <li>- The first assessment will be organized in the VII week of lectures, 45%</li> <li>- The second assessment will be organized in the XII week of lectures, 45%</li> </ul> <p><b>Active participation in lectures and exercises: 10%</b></p> <ul style="list-style-type: none"> <li>- <b>Regular attendance in lectures, exercises through:</b> <ul style="list-style-type: none"> <li>- Active debates in lectures and exercises</li> <li>- Presentation of final work: case study or seminar paper</li> </ul> </li> </ul>		
<b>Literature</b>			
<b>Basic literature:</b>			
<b>Additional literature:</b>			

<b>The detailed plan of work:</b>	
<b>Week</b>	<b>Topic</b>
<b>Week 1</b>	Innovation and Creativity
<b>Week 2</b>	The impact of innovation in the market
<b>Week 3</b>	Types of innovation
<b>Week 4</b>	The 4 <sup>th</sup> industrial revolution
<b>Week 5</b>	The role of the marketing of innovation
<b>Week 6</b>	Innovative product sales methods
<b>Week 7</b>	<b>1<sup>st</sup> assessment</b>
<b>Week 8</b>	Market segment and product positioning
<b>Week 9</b>	Innovations and technological product development process

<b>Week 10</b>	Creating and sustaining a brand
<b>Week 11</b>	Marketing through digital channels
<b>Week 12</b>	Promotion and sale of products and services through online platform
<b>Week 13</b>	Exploitation of social media for product and services promotion
<b>Week 14</b>	Case studies presentation
<b>Week 15</b>	<b>2<sup>nd</sup> assessment (Discussion and second assessment)</b>

**Academic policies and code of conduct:**

Regular attendance, accuracy, reading of required materials, and active participation in classroom discussions are critical elements for this subject