

**SYLLABUS Form**

<b>Basic data of subject</b>	
<b>Academic unit:</b>	<b>Faculty of Economics</b>
<b>Subject:</b>	<b>Service Marketing</b>
<b>Level:</b>	<b>Bachelor</b>
<b>Subject status</b>	<b>Elective</b>
<b>Study year:</b>	<b>3</b>
<b>No. of hours per week:</b>	<b>2 + 1</b>
<b>Credits – ECTS:</b>	<b>4</b>
<b>Time / location:</b>	
<b>Professor:</b>	
<b>Contact details:</b>	
<b>Description of the subject</b>	
<b>Description of the subject</b>	<i>The manner of management of enterprises changes daily according to needs. Globalization is now almost accepted by everyday life. To resist or compete in the market, managers in developed countries need to restructure and rethink how service activities are managed. In the market economy in developed countries service activities make up the most sensitive and profitable part of economic development. Human resources, information technology, tourism, banks and other financial institutions, communications as well as trade in general, represent the competitive power for small, medium and large enterprises, as well as for multinational enterprises.</i>
<b>Objective of the course</b>	<i>A deeper understanding of marketing issues by focusing on service activities. Pragmatic orientation with explanations of examples from our daily practice, and their comparison with developed businesses, represents the form of work during lectures. Knowledge of the environment and forms of modern marketing of service activities will be elaborated and detailed in order to understand the importance of marketing in terms of market liberalization and globalization.</i>
<b>Expected learning outcomes</b>	<p>Upon the completion of this course, the students shall be able to:</p> <ul style="list-style-type: none"> <li>• Discuss the challenges and the marketing environment of service activities</li> <li>• Understand the evolution of economic developments with an emphasis on service activities</li> <li>• Identify the competitive advantages and disadvantages of enterprises that compete with different market activities</li> <li>• Discuss the global processes and importance of</li> </ul>

	<p>international marketing</p> <ul style="list-style-type: none"> <li>Describe the impact of marketing on global business and the success of national economies.</li> </ul>
<b>Assessment Methods:</b>	- In accordance with the statute of the "Hasan Prishtina" UP
<b>Literature</b>	
<b>Basic literature:</b>	<p>a) Liliana Elmazi, Drita Kruja – Service Management and Marketing</p> <p>b) Ali Jakupi – Marketing Basics - Publisher: University of Prishtina, 2001, Prishtina</p>
<b>Additional literature:</b>	<i>Kiefer Lee &amp; Steve Carter- Global Marketing Management - Oxford University Press, New York 2005</i>
<b>Designed Learning Plan</b>	
<b>Week</b>	<b>Lecture to be held</b>
<b>First week</b>	<b>Importance and development of services</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Second week</b>	<b>Service Marketing</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Third week:</b>	<b>Focus and positioning of services</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Fourth week</b>	<b>Basic services and supplementary services</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Fifth week</b>	<b>Direction of demand of services</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Sixth week:</b>	<b>Managing the quality of services</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Seventh week</b>	<i>First intermediary assessment</i>
<b>Eighth week</b>	<b>Methods of listening to the client</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Ninth week</b>	<b>Managing complaints</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008
<b>Tenth week</b>	<b>Consumer pleasure psychology</b> Liliana Elmazi, Drita Kruja – Service Management and Marketing, Camaj-Pipa, Tirana, 2008

<b><i>Eleventh week:</i></b>	<b>Marketing in trade</b> Ali Jakupi – Marketing Basics, 2001
<b><i>Twelfth week:</i></b>	<i>Second intermediary assessment</i>
<b><i>Thirteenth week:</i></b>	<b>Marketing in tourism</b> Ali Jakupi – Marketing Basics, 2001
<b><i>Fourteenth week:</i></b>	<b>Marketing in transport</b> Ali Jakupi – Marketing Basics, 2001
<b><i>Fifteenth week:</i></b>	<b>Marketing in the banking system</b> Ali Jakupi – Marketing Basics, 2001
