

COURSE SYLLABUS

Basic course data	
Academic Unit	Faculty of Economy Departament: Marketing
Couse title:	Retail Marketing
Study level:	BACHELOR
Status:	Optional
Study year:	II/ semester 2
Hours/ week:	2 +2
ECTS:	4
Place / location:	
Lecturer:	Ejup FEJZA
Contact details	<u>Ejup.fejza@uni-pr.edu</u>
Course description:	<p>Students will be familiar with retail sales and retail outlets, retail institutions and the importance of a retail location. Also, retail sales activities will be taught and also marketing called above the level and below the level.</p> <p>Students will learn the steps in retail and business pricing, as well as marketing strategies for retail sales and also for the retail marketing management process on retailing.</p>
Goals and methodology:	<p>Retail marketing today is one of the most attractive courses offered to economics students. The purpose of this course is to provide students recognition to the retail marketing, which means that students can get the best marks on marketing in retailing in the most developed countries in the world and in Kosovo</p>
Expected results:	<p>After completing the lectures from this subject, students will be able to:</p> <ul style="list-style-type: none"> • Analyze factors and objectives in setting retail prices • Analyze fairly and correctly the retail business environment, including institutions and retail location • Determine the types of retail marketing strategies so that tomorrow's enterprise will lead to profitability and expansion in the market. • Determine the best methods for setting retail prices and marketing them • Define and implement the retail marketing management process

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Activity	Hours	Day/week	total
Lectures	2	15	30
Exercise	1	15	15
Contacts / consults with lecturer/assistant	4		4
Presentations, examples, case studies	1	15	15
Colloquia	2	2	4
Students load work	30		30
Evaluation time	1	2	2
Total	100		
Methodology	The theoretical part of the lesson will be followed with the practical part. Students will be required to work in groups (not more than 3 in a group) by simulating the retail, retail marketing methods, methods and strategies for an improvised enterprise, with the main purpose for them to be able to feel closely, working together, the retail marketing process.		
Evaluation method:	<ul style="list-style-type: none"> . Attendance - up to 5% • Seminar work with presentation - up to 15% • Final exam - up to 80% 		
Literature			
Basic literature:	<ul style="list-style-type: none"> • Gilbert David (2010 Ed.), <i>Retail Marketing Management</i>, 3rd Edition. • 		
Extra literature:	<ul style="list-style-type: none"> • Kotler Ph.& Armstron G., 2014, <i>Parimet e marketingut</i>, UET Pres, Tiranë, 13 th Ed • Ligjërata te autorizuara: Ejup Fejza 		
Work plan			
Week	Lessons		
Week 1	Introduction to the retail marketing		
Week 2	Retail and wholesale		

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Week 3	Retail institutions
Week 4	Location in retailing
Week 5	Below the level marketing
Week 6	Above the level marketing
Week 7	First semestral evaluation
Week 8	Steps on pricing
Week 9	Retail pricing based on demand elasticity
Week 10	Pricing based on initial and kept mark up
Week 11	Marketing strategies in retailing
Week 12	Marketing strategies in retailing – cont.
Week 13	Retail marketing management process
Week 14	Methods and strategies in pricing based on bussines market pricing
Week 15	Second semestral evaluation
<i>Academic policy and behaviour rules</i>	

Participation in lectures and exercises is mandatory. Students are encouraged to always seek explanations during lectures and exercises. The teacher will be available for additional clarifications and student consultations. Students are obliged to read at least the literature they have assigned to you after each lecture and to perform the tasks and essays to be given. Students are not obligated to undergo assessments during the semester. Students are encouraged to follow media discussions and open discussions about them. The student should be mindful and respect the institution and the study rules. It should respect the schedule of lectures, exercises and be attentive to the lectures. It is obligatory possession and presentation of the ID card in tests and examination. When drafting the seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.

Mobile / smart phones and other electronic devices (eg iPods) should be switched off (or switched off) and not exposed during class hours. Food ingestion is not allowed during the lesson, while water and other non-alcoholic beverages are allowed