

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	Management of Marketing Strategies		
Level:	Master		
Status of the course:	Obligatory		
Year of studies:	III		
Number of hours per week:	3		
ECTS credits:	8		
Time/location:	<i>To be decided by the Dean</i>		
Tutor:	Prof.Nail Reshidi		
Tutor's contact details:	Fakulteti Ekonomik, UP, Kabineti 33 Email: nailreshidi@yahoo.com Consultations: Wednesday, 12:00-14:00		
Content of the course			
Content of the course	The purpose of the course is to provide students with the basic knowledge from Marketing Strategies Management.		
Course's objectives:	Teaching the MS course, will enable students to: <ul style="list-style-type: none"> • Understand the importance of MSM in the market economy • Understand the MSM notion • Study the relationship between Marketing and Strategy • Use SWOT analysis 		
The expected outcomes:	By completing this module, students will be able to: <ul style="list-style-type: none"> • Choose marketing strategies, • Plan competitive marketing strategies • Use STP strategy for positioning in the market • To offer knowledge for marketing warfare strategies • Implement and evaluate marketing strategies 		
The students' workload (<i>hours per semester, ECTS</i>)			
Activity	Activity	Activity	Total
Lectures	2	13	26
Seminars (theoretical and practical)			
Case studies			
Direct contact with tutor	1	13	13

Field research			
Colloquiums	1	12	12
Homework			
Individual study (at library or at home)	2	15	30
Final preparation for the exam	3	5	15
Evaluation	3	3	9
Projects, presentation etc.			
Totali			100
Teaching methods:	<p>Teaching methods in the MSM course include lecturer and student activity because they are not just means of transmitting knowledge from a professor to a student but they also require a more active participation in the learning process. The basic methods used in the course program are: method of phenomenon analysis, method of explanation (monologist method), method of conversation (repetition conversation, reinforcement talk) and illustrative demonstrative methods.</p> <p>The teaching process will be based on the following main principles:</p> <p>The principle of integral and interactive approach, The principle of linking theory to practice. The principle of implementation knowledge gained, The principle of system approach and The principle of creativity.</p>		
Assessment methods:	<ul style="list-style-type: none"> • First Colloquium: 25% • Second Colloquium: 25% • Attendance: 10% • Final exam: 40% 		
Literature			
Basic literature:	<ul style="list-style-type: none"> • Liljana Elmazi: Strategji Marketingu: Tirane 2010; ▪ Bardhyl Ceku: Drejtim marketingu, Tirane 2010 ▪ Nail Reshidi: Ligjerata te autorizuar; Prishtine 2011 		
Additional literature:	<ul style="list-style-type: none"> • Andew Whalley: Strategic marketing. 2010 Koteler and Keller: Marketing Management , 12 e 		

The detailed plan of work:	
Week	Topic

Wee 1	The marketing strategy management process
Wee 2	The role of marketing strategies
Wee 3	What is the marketing strategy?
Wee 4	Dimensions of marketing strategies
Wee 5	Mission and objectives of marketing strategies
Wee 6	Market and business environment analysis- Pestel analysis
Wee 7	STP - segmentation, target and positioning
Wee 8	Formulation of marketing strategies Models - BCG Strategies based on Products / Markets The advantages and weaknesses of BCG Porter's Competitive Strategies
Wee 9	Marketing warfare strategies
Wee 10	Implementing and evaluating marketing strategies

Academic policies and code of conduct:

Participation in lectures and exercises is mandatory. Students are expected to participate in lectures, seminars and group discussions. Tutor is available for individual consultations as well. Students are required to read the literature before each lecture. Students are not obliged to undertake the intermediate 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 to be attentive to the lectures. It is obligatory possession and presentation of the ID card in exams. During the preparation of seminars, the student must adhere to the instructions given by the professor for the research and technical accomplishment of the seminar.