

SYLLABUS Form

Basic data of subject			
Academic unit:	Faculty of Economics		
Subject:	Marketing and Social Responsibility		
Level:	BSc		
Subject status	Elective		
Study year:	II		
No. of hours per week:	2 + 1		
Credits – ECTS:	4		
Time / location:			
Professor:			
Contact details:			
Description of the subject			
Description of the subject	Students will address the challenges in creating and managing organizations and enterprises that have good financial performance, but also good performance in relation to the environment and society. This course will address contemporary challenges in corporate ethics and corporate social responsibility (CSR).		
Objective of the course			
Objective of the course	The main goals of the course are related to defining the key issues that businesses face in incorporating CSR (Corporate Social Responsibility) principles into their own strategies. The emphasis will be on elaborating the best practices of CSR, social marketing and the implementation of CSR strategies in the context of strategic plans and marketing plans		
Expected learning outcomes			
Expected learning outcomes	<p>Upon the completion of this course, the students shall be able to:</p> <ul style="list-style-type: none"> - Examine the complexity of CSR; - Develop a perspective on the involvement of different actors in dealing with issues related to CSR; - Develop marketing plans with the CSR component; - Analyze the impact of CSR implementation on corporate culture 		
Contribution to student load			
Activity	Hours	Day/week	Total

Lectures	2	15	30
Exercises	1	15	15
Practical work	0	0	0
Contacts with the teacher / consultations	1	11	11
Field exercises			
Colloquium	2	2	4
Student's personal study time	2	10	20
Final exam preparation	2	5	10
Times passed in evaluation (tests, quizzes, final exam)	2	5	10
Projects, presentations			
Total			100
Teaching Methodology	Lectures, exercises and group work using theoretical material from existing literature related to the subject matter, and case studies that enable the practical understanding of the discussed topics.		
Assessment Methods:	<ul style="list-style-type: none"> - <i>Test 1: 30%</i> - <i>Test 2: 40%</i> - <i>Individual assignments during classes: 10%</i> - <i>Final paper 20%</i> 		
Literature			
Basic literature:	<ol style="list-style-type: none"> 1. Lectures prepared by the Course Professor 2. Werther, W.B Chandler,D (2016) Strategic Corporate Social Responsibility, Thousand Oaks: Siege 		
Additional literature:			
Designed Learning Plan			
Week	Lecture to be held		
<i>First week</i>	Introduction to the underlying concepts of the course		
<i>Second week</i>	CSR development		
<i>Third week:</i>	Importance of CSR for society, the economy and enterprises		
<i>Fourth week</i>	Analysis of key CSR actors		
<i>Fifth week</i>	Role of business in society		
<i>Sixth week:</i>	Organizational growth phases in CSR		
<i>Seventh week</i>	First test		

<i>Eighth week</i>	Impact of globalization and technology on CSR
<i>Ninth week</i>	Strategic importance of developing and implementing CSR
<i>Tenth week</i>	CSR incorporation in marketing plans
<i>Eleventh week:</i>	CSR as a competitive advantage
<i>Twelfth week:</i>	CSR implementation in practice
<i>Thirteenth week:</i>	CSR communication plan
<i>Fourteenth week:</i>	Presentation of final papers
<i>Fifteenth week:</i>	Second test

Academic policies and rules of conduct

Tools used during class must be cleaned and stored at the end of the class. Mobile/smart phones and other electronic devices (e.g. iPods) must be switched off (or set to vibrate) and must not be exposed during classes. Laptops and tablet computers are allowed to be used only in silence; other activities, such as checking your personal e-mail or browsing web pages, are prohibited. The copying and transmitting of words are not allowed in this course. If students engage in these activities, they will be treated on the basis of the relevant regulations of the University of Prishtina. If this is the case, they will receive a poor grade and this activity will be recorded in their personal notes.