

SYLLABUS of International Marketing II

Basic information	
Academic Unit:	Faculty of Economics - Marketing
Subject:	International Marketing II
Degree:	Master
Status of subject:	Obligatory
Year:	-II-
Hours per week:	3+0
Credits – ECTS:	8
Building:	Faculty of Economics
Professor:	Dr.sc.Visar Rrustemi
Contact information:	+ 377 44 18 99 18 ; +386 49 507 624
Content:	
	The characteristics of international marketing-IM, the development of the discipline, the determinants of IM, implementation of IM within enterprises, international environment, evaluation of business environment, international marketing researches, different strategies entering into international markets, barriers entering to international markets; tariff and non-tariff barriers, expanding activities outside of national economy through exporting investments with capital and without capital also.
Aims and Results:	
	The major objectives of the course are to prepare students to develop knowledge about international markets' theories and make use of them in knowing to penetrate international markets. More specifically the course is designed to prepare students in understanding principles of international markets and activities under which new ventures are established, theory foreign processes and interaction with their international environment.
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Link between theory and practise			
Activity	Hours	Days/Week	Total
Lectures	2	3	6
Theoretical Exercises	3	4	12
Practical activities	2	1	2
Consultation with the professor	2	2	4
Field reserach	2	1	2
Seminars	1	1	1
Homework	2	1	2
Studying time	2	5	10
Final preparation for exam	4	5	20
Time evaluation	1	1	1
Projects & Presentations	2	3	6
Total	22	27	66
Teaching Methods:			
	<p>On each class will be delivered a lecture discussing main theories. Students participating in this course are expected to be actively involved in seminars and tutorials in which have to discuss essay type questions. In addition, each student has to prepare one topic related to building by their own a distribution channel reflecting their understanding and criticism to current state of literature.</p>		
Evaluation and Assessment			
	<p>The student assessment is threefold; class participation in lectures and seminars (10%), successful preparation of essay questions for discussion and term paper (50%), and final exam (40%).</p>		
Literature			
Basic literature:	<p>a) Rrustemi, V: Marketingu Ndwrkombwtar b) Jakupi, A: Marketingu Ndwrkombwtar</p>		
Other literature:	<p>1. Kotler, Ph “International Marketing” New</p>		

	<p>York- USA 2010.</p> <p>2. Journal articles on “International Marketing” provided by library of George Washington University – DC.</p>
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Detailed plan of teaching:	
Weeks	Presentation of syllabus
Week: 1	Introduction of International Marketing
Week: 2	Functions of International Marketing
Week: 3	Environment of International Marketing
Week: 4	Determinants of International Marketing
Week: 5	Stratetegies of International Marketing
Week: 6	Types of multinational companies
Week: 7	Entry strategies for MNC-s
Week: 8	Entry modes of MNC-s
Week: 9	Export Marketing
Week: 10	International Institutions
Week: 11	Globalisation
Week: 12	Dimensions of Globalisation
Week: 13	Presentation
Week: 14	Presentation
Week: 15	Presentation

Academis policies and behavioral rules:
<p>Statute of Prishtina University</p> <p>Article. 155</p> <p>Rights of students:</p> <ol style="list-style-type: none"> 1. Attending all lectures and participating in the fieldwork with their colleagues. <p>Article. 156</p> <p>Obligation of students:</p> <ol style="list-style-type: none"> 1. To follow the rules of UP. 2. To respect the rules of teachers and other university personnel. 3. To respect the schedules of lectures and activities. 4. To have behave accordingly within and outside of University campus.