

Course Syllabus Form

Basic data for the course	
Academic unit:	Faculty of Economy
Course name:	Marketing Decision-making
Degree:	Bachelor
Course status:	Elective
Year of studies:	3rd
Number of hours per week:	2+1
ECTS:	4
Time / location:	
Course professor:	Justina Shiroka Pula
Contact details:	justina.pula@uni-pr.edu

Course description:	<p>The science of decision-making is an intuitive deepening in interdisciplinary study, combining organizational behavior, psychology, sociology, strategy, management, philosophy, ethics and other social areas. Decision-making is the tribune where knowledge of strategy, finance, marketing, and organizational behavior is translated into action. For a future manager, the effective decision making is an essential skill. The success of a manager is measured by the success of the results of the decisions taken.</p> <p>Managerial decision-making is contained in the theories of decision-making, from basic theories of decision-making science-normative, descriptive, prescriptive theory, to derived and new theories - prospect theory, nudge theory. The course presents decision-making models, from a rational model with it's rational decision-making process, to intuitive, political, incremental models and other non-rational models. The unit of analysis in managerial decision-making is the decision-making individual, and hence the roles, skills, styles that predetermine its decision-making behavior are treated. Stages of group formation, norms, group cohesion, and group decision making techniques are the focus of the course matter.</p> <p>Marketing as a functional field and marketing decision-making are treated comprehensively and as integral part of managerial decision-making. The use of creativity techniques and group techniques in decision making is an important part of the subject.</p> <p>Through active learning methods, students participate in group decision-making simulations by addressing issues</p>
----------------------------	---

	of interest in marketing.
Course goals:	<p>The purpose of the course is to familiarize students with the basic concepts of the theory and methods of managerial decision-making. The main purpose of this module is to enable students to effectively apply knowledge gained from other areas in decision-making processes based on contemporary managerial decision-making practices in accordance with different conditions and situations of decision-making in marketing. After completing the course, the student will acquire a basic level of knowledge in the field of the theory of decision-making science; which means providing knowledge of the meaning and role of decision-making science in the contemporary business world and on how marketing managers make choices in a complex and dynamic environment.</p> <p>Marketing decision-making course intends to introduce students with decision-making theories, strategies and styles of decision-making of managers and other decision makers, contextualizing the use of rational, intuitive decision making and other forms of decision-making in the field of marketing. Students learn about leadership styles and decision-making styles and how they are used by organizations for adapting the individual to workplace and as instruments for group formation for creative decision making. Students will be able to differentiate the circumstances, conditions and situations when individual and group decision-making should be used, to know the problems of group decision-making, contemporary patterns and group decision-making techniques in marketing.</p>

Expected learning outcomes:	<ul style="list-style-type: none"> • Knowledge on decision-making theories and decision-making models that are appropriate for situations • Understanding the cognitive aspects of decision-making • Knowledge on the styles of decision-making and interaction with the task and the situation for determining the performance and managerial success • Implementing tools, techniques and frameworks for marketing decisions • Knowledge and implementation of group decision making techniques in marketing
------------------------------------	---

--	--

Contribution to student load (which should correspond to student learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	15	30
Theoretical / laboratory exercises	1	15	15
Practical work			
Contacts with the professor / consultations	1	15	15
Field exercises			
Midterms, seminars	2	2	4
Homework	6	2	12
Student study time (in library or at home)			
Final preparation for exam	4	4	16
Time spent on assessment (tests, quiz, final exam)			
Projects, presentations, etc.	2	2	4
Total			100

Teaching methodology:	<p>Lectures are held in a spirit of interaction with students by applying techniques that put the student at the center. The intensive interaction between the professor and student and students with their peers creates the energy, culture and climate suitable for acquiring knowledge in a critical way and developing skills for creative and logical solutions to problems and organizational situations. Exercises are designed entirely in the active learning format. Students participate on simulations, games, group work, and quizzes, through which they develop critical thinking, logical judgment, pragmatic reasoning and the ability to solve practical problems. They learn the importance of group work, dynamics, difficulties, influences, power politics, and measures to prevent group thinking.</p> <p>Lectures and exercises require intensive use of visual materials, presentations, materials to be delivered to students, self-report instruments, quizzes, and case studies.</p> <p>Students are required from time to time to submit home assignments in the form of essays, critical assessments, or marketing case studies.</p>
------------------------------	--

Methods of assessment:	<p><i>Student assessment is done in accordance with expected learning outcomes. The level of achievement of these outcomes is measured throughout the course, through two midterm tests and through presentations and homework.</i></p> <p><i>The breakdown of the ratings that students benefit from various contributions throughout the semester:</i></p> <p><i>First midterm: 40 %</i></p> <p><i>Second midterm: 40 %</i></p> <p><i>Homework: 10 %</i></p> <p><i>Presentation of seminar work: 10 %.</i></p> <p><i>For students who have not managed to build up a passing or acceptable grade during the semester, the possibility to enter the exam is available, and it represents 100% of the grade.</i></p>
Literature	
Main Literature:	<i>Vendimmarrje menaxheriale; Besnik Krasniqi dhe Justina Pula; Globus: Prishtinë, 2012</i>
Additional Literature:	<i>Thinking fast and slow; Daniel Kahneman; Farrar, Straus and Giroux: New York, 2011</i> <i>Blink: The Power of Thinking Without Thinking; Malcolm Gladwell; Little, Brown and Company: New York, 2005</i>

The detailed course plan:	
Week	Topic
<i>First week:</i>	Decision-making and management
<i>Second week:</i>	Decision-making theory
<i>Third week:</i>	Decision-making models
<i>Fourth week:</i>	The rational process of decision-making
<i>Fifth week:</i>	Conditions and limitations in decision-making
<i>Sixth week:</i>	Decision-making in environment context
<i>Seventh week:</i>	First midterm
<i>Eighth week:</i>	Management skills and decision-making
<i>Ninth week:</i>	Decision making in marketing
<i>Tenth week:</i>	Leadership and decision making of marketing managers
<i>Eleventh week:</i>	Individual and group decision-making
<i>Twelfth week:</i>	Cohesion and group dynamics
<i>Thirteenth week:</i>	Group decision-making models and techniques
<i>Fourteenth week:</i>	Presentation of seminar work

<i>Fifteenth week:</i>	Second midterm
-------------------------------	----------------

Academic Policies and Rules of Conduct:
The lecturer is committed to fulfil all what is stated in the syllabus, with rigor and the highest standards of ethical behavior, in classroom conditions and contact hours. Students are guaranteed the right to speak and be heard, the right to a different opinion, the right to express dissatisfaction and to require accountability. Students are expected to respect the schedule, keep discipline in the classroom, and respect the code of honor in lectures, exercises, and tests.