

## Course Syllabus Form

| Basic course data                  |  |
|------------------------------------|--|
| <b>Academic unit:</b>              | Faculty of Economy   |
| <b>Course name:</b>                | Marketing Management   |
| <b>Degree:</b>                     | Master   |
| <b>Course status:</b>              | Obligatory   |
| <b>Year of studies:</b>            | 1st  |
| <b>Number of hours per week:</b>   | 3  |
| <b>ECTS:</b>                       | 8  |
| <b>Time / lokacion:</b>            | To be determined by the Dean   |
| <b>Course professor:</b>           | Prof. Dr. Nail Reshidi   |
| <b>Contact details:</b>            | nailreshidi@yahoo.com  |
| <b>Course description:</b>         |  |
|                                    | This course will introduce students with the basics of theory and practice of MKM. The course will focus on the choices and decisions taken by individuals and enterprises in limited resource conditions. Particular attention will be paid to the market and the mix marketing tools (4P). Also, special attention will be paid to the marketing management process and key strategies.  |
| <b>Course goals:</b>               |  |
|                                    | This module will equip students with introductory knowledge on the understanding of MKM basic issues such as:<br>*The importance of MKM in the market economy<br>* Development of MKM's plans and strategies;<br>* Market research and sales forecasting;<br>* Consumer behavior analysis;<br>* STP Strategy;<br>* Compilation of 4P plan;<br>* Implementation and Evaluation of MKM plan. |
| <b>Expected learning outcomes:</b> |  |
|                                    | By completing this module, students will be able to: <ul style="list-style-type: none"> <li>• Understand the role and importance of MKM in the market economy;</li> <li>• Prepare MKM plans and strategies;</li> </ul>   |

|  | <ul style="list-style-type: none"> <li>Organize and implement a department within the organizational structure of the enterprise etc.</li> </ul>  |           |       |
|--|---|-----------|-------|
| <ul style="list-style-type: none"> <li><b>Contribution to student load (which should correspond to student learning outcomes)</b></li> </ul> |   |           |       |
| Activity   | Hours   | Days/week | Total |
| Lectures   | 2   | 15        |       |
| Theoretical / laboratory exercises   |   |           |       |
| Practical work   |   |           |       |
| Contacts with the professor / consultations  | 2   | 15        |       |
| Field exercises  |   |           |       |
| Midterms, seminars   | 2   | 2         |       |
| Homework   |   |           |       |
| Student study time (in library or at home)   | 2   | 15        |       |
| Final preparation for exam   | 3   | 10        |       |
| Time spent on assessment (tests, quiz, final exam)   | 3   | 8         |       |
| Projects, presentations, etc   |   |           |       |
| <b>Total</b>   |   |           |       |
| <b>Teaching methodology:</b>   | <p>The teaching process will be based on the following main principles:</p> <ul style="list-style-type: none"> <li>→ <i>the principle of integral and interactive approach,</i></li> <li>→ <i>the principle of linking theory with practice,</i></li> <li>→ <i>the principle of implementing the knowledge gained,</i></li> <li>→ <i>the principle of systematic approach</i></li> <li>→ <i>the principle of creativity.</i></li> </ul> |           |       |
| <b>Methods of assessment:</b>  | <ul style="list-style-type: none"> <li>First midterm: 25%</li> <li>Second midterm: 25%</li> </ul>   |           |       |

|                                  |  |
|----------------------------------|--|
|                                  | <ul style="list-style-type: none"> <li>• Active participation in lectures and exercises<br/>10%</li> <li>• <b>Final Exam:</b> 40%</li> </ul>                       |
| <b>Literature</b>                |  |
| <b>Basic Literature:</b>         | <ul style="list-style-type: none"> <li>▪ Bardhyl Ceku: Drejtim marketingu, Tirane 2010</li> <li>▪ Nail Reshidi: Ligjerata te autorizuar; prishtine 2011</li> </ul> |
| <b>Additional Literature:</b>    | <ul style="list-style-type: none"> <li>▪ Koteler and Keller: Marketing Management , 12 e</li> </ul>  |
| <b>The designed course plan:</b> |  |
| <b>Week</b>                      | <b>Ligjerata që do të zhvillohet</b>   |
| <i>First week:</i>               | Meaning and role of MKM  |
| <i>Second week:</i>              | Plan compilation   |
| <i>Third week:</i>               | MKM Strategies   |
| <i>Fourth week:</i>              | Models of consumer behavior  |
| <i>Fifth week:</i>               | STP Strategy   |
| <i>Sixth week:</i>               | First assessment   |
| <i>Seventh week:</i>             | STP Strategy-continuing  |
| <i>Eighth week:</i>              | MKM Process  |
| <i>Ninth week:</i>               | Market research  |
| <i>Tenth week:</i>               | Sales forecasting  |
| <i>Eleventh week:</i>            | Competition analysis   |
| <i>Twelfth week:</i>             | PLC Strategy and Price Strategy  |
| <i>Thirteenth week:</i>          | Distribution and promotion strategies  |
| <i>Fourteenth week:</i>          | Implementation and organization of MKM   |
| <i>Fifteenth week:</i>           | Second Assessment  |
|                                  |  |

#### **Academic Policies and Rules of Conduct:**

- Above all, the student should be aware of and respect the institution and scholar rules;
- Must follow the schedule of lectures, exercises and be attentive to the lesson;
- The student is obliged to possess and provide the student id/index during tests and exams.
- During the preparation of seminar papers, the student must adhere to the instructions given by the professor for the research and technical accomplishment of the work.