

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	Marketing in Bank and Financial Institutions		
Level:	Bachelor		
Status of the course:	Elective		
Year of studies:	II		
Number of hours per week:	2+1		
ECTS credits:	4		
Time/location:	Friday, room 6, 10h		
Tutor:	Prof.asoc. Dr. Fatos Ukaj		
Tutor's contact details:	fatos.ukaj@uni-pr.edu		
Content of the course			
	To the Students will be introduced the basic knowledge about analyses, planning, organizing, managing and controlling marketing activities in Financial Institutions. There will be acquainted the importance of application of marketing concept in this business, and the role of the Marketing in establishing the image of Company. The course uses theory and models to analyse the above mentioned topics.		
Course's objectives:			
	The aim of the course is to acquaint students with the Financial Industry business as contemporary social and economic phenomenon. This course aims at preparing students to better understand the functioning of the marketing in Financial activities and its interactions with the rest of the economy.		
The expected outcomes:			
	Upon finishing this course, students are expected: -Understanding the basic principles on which the marketing function is developing activities in Bank and Insurance. -Understanding, the interaction of Financial Institutions with other economic activities. -Modern way in which marketing is functioning, Financial market and in general in the market.		
The students' workload (hours per semester, ECTS)			
Activity	Activity	Activity	Total
Lectures	2	15	30
Seminars(theoretical and practical)	1	15	15
Case studies			
Direct contact with tutor			
Field research			
Colloquiums	2		2
Homework	8		8
Individual study (at library or at home)	3	15	45
Final preparation for the exam			
Evaluation			
Projects, presentation etc.			
Totali			100
Teaching methods:	Lectures on Marketing in Bank and Insurance will provide to students the theoretical and practical knowledge about marketing as a		

	generator of changes in market and in perception of it and consumers. Interactive lectures illustrated with Power Point presentations will be followed by Seminars, Debates, group work on specific issues (analyses, discussions). Interactive work, and work in cooperation, learning and repeating the subjects.																												
Assessment methods:	<p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <table border="0"> <tr> <td></td> <td><u>Full time study</u></td> <td><u>Part time students</u></td> <td></td> </tr> <tr> <td></td> <td></td> <td>Seminars</td> <td>10%</td> </tr> <tr> <td></td> <td>Presentation-home work:</td> <td>15%</td> <td>Individual work 10%</td> </tr> <tr> <td></td> <td>Assessment–Test</td> <td>25%</td> <td>Final exam <u>80%</u></td> </tr> <tr> <td></td> <td>Other-Seminars</td> <td>10%</td> <td></td> </tr> <tr> <td></td> <td>Final exam</td> <td><u>50%</u></td> <td>Total 100%</td> </tr> <tr> <td></td> <td>Total</td> <td>100%</td> <td></td> </tr> </table>		<u>Full time study</u>	<u>Part time students</u>				Seminars	10%		Presentation-home work:	15%	Individual work 10%		Assessment–Test	25%	Final exam <u>80%</u>		Other-Seminars	10%			Final exam	<u>50%</u>	Total 100%		Total	100%	
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Literature																													
Basic literature:	Fatos Ukaj, “Marketingu ne Institucionet Financiare”, Prishtine, 2013.																												
Additional literature:	Harrison, T.: «Financial Services Marketing», Prentice Hall, London, 2002. Philip Kotler & Kevin Lane Keller, <i>Marketing Management</i> , Twelfth ed. Pearson Prentice - Hall, New Jersey, 2006, Ksenija Klasiq dhe Ivo Andrijaniq, Bazat e Sigurimit, Universiteti Victory dhe Instituti i H.Sh . Victory, Prishtine ,2009.																												

The detailed plan of work:	
Week	Topic
<i>Week 1</i>	Introduction on marketing, -marketing and specifics of bank and insurance market,
<i>Week 2</i>	Marketing planning,
<i>Week 3</i>	Management of Marketing process,
<i>Week 4</i>	Development and analyses of the situation, development of strategy,
<i>Week 5</i>	Consumer and his behaviour,,
<i>Week 6</i>	Information in Marketing and research,
<i>Week 7</i>	I. Intermediary assessment Technological development and ecology.
<i>Week 8</i>	Strategy for products and development of new products,
<i>Week 9</i>	Pricing strategy,
<i>Week 10</i>	Distribution strategy and physical distribution,
<i>Week 11</i>	Promotion Strategy, Advertising and sales promotion
<i>Week 12</i>	Organisation, Implementation and evaluation of Promotion,
<i>Week 13</i>	Communicating with public, and relation with public,
<i>Week 14</i>	Information system management in marketing,
<i>Week 15</i>	Organisation, Implementation and Control in Marketing,

Academic policies and code of conduct:

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. They should respect the code of conduct during lectures and exams and in communication with the academic staff.