

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	B2B Marketing		
Level:	Bachelor		
Status of the course:	Elective		
Year of studies:	II		
Number of hours per week:	2		
ECTS credits:	5		
Time/location:	Friday, room 6, 10h		
Tutor:	Prof.asoc. Dr. Fatos Ukaj		
Tutor's contact details:	Email: 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 Industry in practice. There will be acquainted the importance of application of marketing concept in 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 Industrial business as contemporary social and economic phenomenon. This course aims at preparing students to better understand the functioning of the marketing in Industrial activities and its interactions with the rest of the economy.		
The expected outcomes:	Upon finishing this course, students are expected: -Understanding the basic principles of on which the B2B marketing function is developing activities in Industrial business. -Understanding, the interaction of industry with other economic activities. -Modern way in which marketing is functioning Industrial 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)	4	15	60
Final preparation for the exam			
Evaluation			
Projects, presentation etc.	10		10
Totali			125
Teaching methods:	Lectures on Industrial Marketing 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 colspan="2"><u>Full time study</u></td> <td colspan="2"><u>Part time students</u></td> </tr> <tr> <td>Presentation-home work:</td> <td>15%</td> <td>Seminars</td> <td>10%</td> </tr> <tr> <td>Assessment-Test</td> <td>25%</td> <td>Individual work</td> <td>10%</td> </tr> <tr> <td>Other-Seminars</td> <td>10%</td> <td>Final exam</td> <td><u>80%</u></td> </tr> <tr> <td>Final exam</td> <td><u>50%</u></td> <td>Total</td> <td>100%</td> </tr> <tr> <td>Total</td> <td>100%</td> <td></td> <td></td> </tr> </table>	<u>Full time study</u>		<u>Part time students</u>		Presentation-home work:	15%	Seminars	10%	Assessment-Test	25%	Individual work	10%	Other-Seminars	10%	Final exam	<u>80%</u>	Final exam	<u>50%</u>	Total	100%	Total	100%		
<u>Full time study</u>		<u>Part time students</u>																							
Presentation-home work:	15%	Seminars	10%																						
Assessment-Test	25%	Individual work	10%																						
Other-Seminars	10%	Final exam	<u>80%</u>																						
Final exam	<u>50%</u>	Total	100%																						
Total	100%																								
Literature																									
	Prof.Dr.Fatos Ukaj, Menaxhimi i Marketingut Industrial, Ligjerata te autorizuar, Prishtine, 2013,																								
Additional literature:	<ul style="list-style-type: none"> - Bob Bly, 2013, The Business-to-Business Marketing handbook, Center for technical Communication, New York. - Ph. Kotler, & G. Armstrong, 2013 "Parimet e Marketingut, Botimi i 13te, UETPRESS, Tirane, - Prof. Fatos Ukaj, <i>Hyrje ne Marketing</i>, UVE, Peje, 2014 - Philip Kotler & Kevin Lane Keller, 2006, <i>Marketing Management</i>, Twelfth ed. Pearson Prentice - Hall, New Jersey,... - John Westwood, Marketing you business. Kogan Page, 2011. <p>Fatos Ukaj, The Role and Importance of Brand in the Marketing of Small and Medium-Sized Enterprises in Kosovo, International Journal of Marketing Studies, 2016, vol. 8, issue 6, 52-57. http://www.ccsenet.org/journal/index.php/ijms/article/view/64340/34618 Fatos Ukaj, Organizing a marketing function in SME in Kosovo Academic Journal of Business, Administration, Law and Social Sciences, 2016, Volume 2 Issue 1 Pages 219-224. http://iipcl.org/wp-content/uploads/2016/03/219-224.pdf</p>																								

The detailed plan of work:	
Week	Topic
<i>Wee 1</i>	B2B Marketing- Introduction to Business market
<i>Wee 2</i>	Industrial marketing,
<i>Wee 3</i>	Environment of Business marketing
<i>Wee 4</i>	Industrial market and pricing policy,
<i>Wee 5</i>	Market of producing goods consume,
<i>Wee 6</i>	Pricing , types of price for producing goods consume,
<i>Wee 7</i>	I. Intermediary assessment Technological development and ecology.
<i>Wee 8</i>	Behaviour of the consumers as organization,
<i>Wee 9</i>	Development of the new products, innovation of the existing products.
<i>Wee 10</i>	Role and duties of the sale in marketing concept,
<i>Wee 11</i>	Consumer behaviour and decision to buy,
<i>Wee 12</i>	Logistics and distribution management,
<i>Wee 13</i>	Inter business Promotion,
<i>Wee 14</i>	Quality management strategy,
<i>Wee 15</i>	B2B Direct 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.