

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	Marketing Strategies		
Level:	Bachelor		
Status of the course:	Obligatory		
Year of studies:	III		
Number of hours per week:	2+1		
ECTS credits:	4		
Time/location:	<i>To be decided by the Dean</i>		
Tutor:	Prof.Nail Reshidi		
Tutor's contact details:	Fakulteti Ekonomik, UP, Kabineti 33 Email: nailreshidi@yahoo.com Consultations: Wednesday, 12:00-14:00		
Content of the course			
	This course examines the forms of strategies that companies should use to build and choose enterprise marketing strategies. This course deals with strategies for combining marketing mix instruments, international marketing strategies, and assessment of strategies effects in general.		
Course's objectives:			
	The purpose of the course is to provide students with the basic knowledge from Marketing Strategies Management.		
The expected outcomes:			
	Teaching the MS course, will enable students to: <ul style="list-style-type: none"> • Understand the importance of SM in the market economy • Understand the SM notion • Study the relationship between Marketing and Strategy • Use SWOT analysis • Choose marketing strategies, • Plan competitive marketing strategies • Use STP strategy for positioning in the market • To offer knowledge for marketing warfare strategies • Implement and evaluate marketing strategies 		
The students' workload (<i>hours per semester, ECTS</i>)			
Activity	Activity	Activity	Total
Lectures	2	15	30
Seminars (theoretical and practical)	1	15	15

Case studies	0	0	0
Direct contact with tutor	1	11	11
Field research			
Colloquiums	2	2	4
Homework			
Individual study (at library or at home)	2	10	20
Final preparation for the exam	2	5	10
Evaluation	2	5	10
Projects, presentation etc.			
Totali			100
Teaching methods:	<p>Teaching methods in the MSM course include lecturer and student activity because they are not just means of transmitting knowledge from a professor to a student but they also require a more active participation in the learning process. The basic methods used in the course program are: method of phenomenon analysis, method of explanation (monologist method), method of conversation (repetition conversation, reinforcement talk) and illustrative demonstrative methods.</p> <p>Teaching materials are very important in the conceptualization of teaching because they make the course easier, more comprehensible and synthetic. Students learn the most from what they see, so using learning visual audio tools is better, because they can get information in two forms: audio and visual. For this purpose, I use slides, transparent photographic films, designed on a large distance screen, often inscriptions and adhesive charts. For each segment of a lecture I prepare slides using any photo related to the problem and it is presented to students during lectures and exercises.</p>		
Assessment methods:	<p>Assessment of acquired knowledge and skills is done through:</p> <p>Attendance, 10 points Seminar and activity: 20 points First Colloquium: 35 points Second Colloquium: 35 points Total: 100 points Final exam is evaluated at 55% of the success, with</p>		

	a further building system of the final grade with the other criteria above highlighted.
Literature	
Basic literature:	O. Ferrell &M. Hartline: Marketing Strategy, 4e 2006 Natasa Renko : Strategije marketinga, Zagreb 2006 Nail Reshidi: Ligjerata te autorizuar, PR 2008 Nail Reshidi & Bardhyl Ceku: Marketingu, 2006 Philip Kotler: Marketing Menagment, 2006
Additional literature:	O. Ferrell &M. Hartline: Marketing Strategy, 4e 2006 Natasa Renko : Strategije marketinga, Zagreb 2006

The detailed plan of work:	
Week	Topic
<i>Wee 1</i>	Presentation of the subject
<i>Wee 2</i>	The notion of Marketing Strategies
<i>Wee 3</i>	The concept of marketing in the new economy The importance of MS in the market economy
<i>Wee 4</i>	Understanding the model and process of MS
<i>Wee 5</i>	Scanning Environment - Collection and Analysis of Marketing Infomations
<i>Wee 6</i>	Develop Competitive Advantages and Strategic Focus
<i>Wee 7</i>	SWOT analysis, PEST analysis and PIMS analysis
<i>Wee 8</i>	STP - segmentation, target and positioning
<i>Wee 9</i>	Choosing Marketing Strategies
<i>Wee 10</i>	Product Strategies
<i>Wee 11</i>	Price Strategies
<i>Wee 12</i>	Distribution Strategies
<i>Wee 13</i>	Promotion Strategies
<i>Wee 14</i>	Designing Competitive Marketing Strategies
<i>Wee 15</i>	Implementing and evaluating marketing strategies

Academic policies and code of conduct:
Participation in lectures and exercises is mandatory. 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. Students are encouraged to follow media discussions and open discussions about them. The student should be mindful and respect the institution and the study rules. It should respect the schedule of lectures, exercises and to be attentive to the lectures. It is obligatory possession and presentation of the ID card in exams. During the preparation of seminars, the student must adhere to the instructions given by the professor for the research and technical accomplishment of the seminar.

