

## SYLLABUS for the course

Basic data for the course			
<b>Academic unit:</b>	Faculty of Economy		
<b>Title of the course:</b>	Marketing		
<b>Level:</b>	Bachelor		
<b>Status of the course:</b>	obligatory		
<b>Year of studies:</b>	2		
<b>Number of hours per week:</b>	2+1		
<b>ECTS credits:</b>	6		
<b>Time/location:</b>	<i>To be decided by the Dean</i>		
<b>Tutor:</b>	Prof.Nail Reshidi		
<b>Tutor's contact details:</b>	Fakulteti Ekonomik, UP, Kabineti 33 Email: nailreshidi@yahoo.com Consultations: Wednesday, 12:00-14:00		
Content of the course			
<b>Content of the course</b>	This course provides an overview of the labour market. The following topics are also discussed: the theory of Marketing, The importance of marketing, The scope of marketing, Company orientations toward the marketplace, identifying the market segments and targets, product life cycle, developing pricing, place , promotions strategies and programs,		
<b>Course's objectives:</b>	This course aims at preparing students to better understand the functioning The importance of marketing, The scope of marketing, Company orientations toward the marketplace, identifying the market segments and targets, product life cycle, developing pricing, place , promotions strategies and programs,		
<b>The expected outcomes:</b>	Upon finishing this course, students are expected: 1. To understand how the Market functions, 2. To understand the relationship between marketing end customers; 3. To develop pricing, place , promotions strategies and programs.		
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	1	15	15
Field research			
Colloquiums	2	2	4
Homework	3	15	45
Individual study (at library or at home)	3	7	21
Final preparation for the exam	2	5	10
Evaluation	2	5	10
Projects, presentation etc.			
<b>Totali</b>			<b>150</b>
Teaching methods:	Each week, 2 hours of lectures and 1 hours of seminars/discussions are organised. Case studies and homework are given after each lecture for students to study and research in their own time. Results from such activities are then discussed in the following week. Essays prepared by students are then discussed. Individual and group presentations are also encouraged.		
<b>Assessment methods:</b>	<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> <ul style="list-style-type: none"> <li>- First assessment      15%</li> <li>- Second assessment    15%</li> <li>- Seminars                20%</li> <li>- Final exam              50 %</li> <li>    Total                    100%</li> </ul> <p>In addition, the following are also considered toward the final mark:</p> <ul style="list-style-type: none"> <li>- Academic writing,</li> <li>- Presentation of data and references,</li> <li>- The length of writing and</li> <li>- Overall presentation.</li> </ul>		
<b>Literature</b>			
<b>Basic literature:</b>	Nail Reshidi & Bardhyl Ceku: Marketingu, 2006		

<b>Additional literature:</b>	Philip Kotler: Marketing Management, 2010 Ali Jakupi : Marketing. 2005 Nail Reshidi*& Nexhmi Rexha: Marketingu. 2001
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<b>The detailed plan of work:</b>	
<b>Week</b>	<b>Topic</b>
<i>Wee 1</i>	Introduction and understanding the Marketing;
<i>Wee 2</i>	Defining marketing for the 21st century,
<i>Wee 3</i>	Identifying market segment and targets
<i>Wee 4</i>	Segmenting consumer markets
<i>Wee 5</i>	Segmenting Business markets
<i>Wee 6</i>	Market targeting and positions in the market,
<i>Wee 7</i>	Testing 1
<i>Wee 8</i>	Product policy
<i>Wee 9</i>	The Product life cycle
<i>Wee 10</i>	Developing Pricing strategies and programs
<i>Wee 11</i>	Developing placing strategies and programs
<i>Wee 12</i>	The role of promotions
<i>Wee 13</i>	Developing effective communications
<i>Wee 14</i>	Managing a holistic marketing organization
<i>Wee 15</i>	Testing 2

<b>Academic policies and code of conduct:</b>
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.