SYLLABUS for the course

Basic data for the course	
Academic unit:	Faculty of Economy
Title of the course:	Marketing Information System
Level:	Master
Status of the course:	Elective
Year of studies:	III
Number of hours per weel:	2+0
ECTS credits:	6
Time/location:	*To be decided by the Dean*
Tutor:	Prof. Mihane Berisha
Tutor's contact details:	mihane.berisha@uni-pr.edu
Content of the course	In the last two decades, the economy is characterized by dynamic changes conditioned by increasing needs for information and knowledge. In these circumstances, the function of business systems especially of the marketing system cannot be thought without the use of IT systems. The use of IT systems in marketing is a must, because marketing function in a business system cannot be realized unless this technology is applied. The Marketing Information System provides the necessary knowledge in the field of IT systems, marketing, databases, data warehousing and data mining technologies as well as SC, SCM and CRM software. Within this course we intend to become acquainted with how IT technology, IT marketing system and other types of IT systems are used by marketing managers in carrying out marketing activities.
Course's objectives:	The marketing information system aims to provide knowledge about the role and importance of the IT system and how this system can provide support to marketing managers during the decision-making process related to marketing activities, the role of information and communication technology in the marketing information system as well as the design methodology used for the development of the IT system of marketing. Specifically, the course aims to focus on determining the needs of marketing managers for information and how they can be met using marketing information systems. The

	concept of the subject starts with the use of computers and IT in business processes and marketing activities and continues with the support that this system provides at the operational, tactical and strategic level of marketing managers. Importance is also given to the marketing database and the evolution of the marketing information system and some types of marketing information systems such as: The Marketing Decision Support System (DSSm), the Group Decision Support System (GDSSm), etc.		
The expected outcomes:	Students will gain knowledge about marketing information systems in order to understand the role of this technology in marketing activities and how today's online marketing activities can be realized. Then they will focus on designing the marketing information system, determine the needs of business entities for developing this system, and be able to determine the benefits of using this technology. They will also discover the marketing managers needs for information and propose their solution by providing support from the marketing information system. The knowledge gained in this course can be used to supplement the knowledge acquired during previous studies from other subjects in the field of marketing.		

The students' workload *(hours per semester, ECTS)*			
Activity	**Activity**	**Activity**	**Total**
Lectures	2	15	30
Seminars (theoretical and practical)	1	10	10
Case studies			
Direct contact with tutor	1	15	15
Field research			
Colloquiums	2	2	4
Homework			40
Individual study (at library or at home)			50
Final preparation for the exam			
Evaluation			
Projects, presentation etc.			
Totali			**149**

Teaching methods:	Teaching methodology is in accordance with contemporary teaching requirements. During lectures, it is practiced the use of contemporary information technology equipment: computer and projector. Brainstorming and interactive conversation methods are applied and then the topic is explained for that day. Seminars, group and individual work studies can be developed in order to develop student's knowledge and skills in this field.
Assessment methods:	Attendance and activity: 20% Final exam: 80%.
Literature	
Basic literature:	• Philip Kotler "Marketing, Management, Millinium Edition", • Pearson Custom Publishing, Boston, 2001 • Fletcher, K.: "Marketing, Management and Information Technology", Prentice Hall, London, 1990 • Terry Lucey: Management Information Systems, London, 2005 • Mihane Berisha-Namani: Sistemi informatik i investimeve, Prishtinë, 2004. • Dr. Mihane Berisha-Namani: Ligjerata të autorizuara
Additional literature:	• Laudon, K. and Laudon, J.: Management Information Systems-Managing the Digital Firm, 9th Edition, 2006. • Davis and Olson, Management Information Systems, New York, 1995

The detailed plan of work:	
Week	**Topic**
Wee 1	Introduction to the subject: Marketing information system. The role and importance of IT technology in business processes and marketing. Relationship between given concepts and information
Wee 2	Relationship between given marketing concepts and marketing information. Characteristics of the information, the needs of marketing managers for information. Systematic approach as a method of developing a marketing information system.
Wee 3	Information and marketing system.

	The concept and definition of the marketing information system. Components of the marketing information system. Inputs and outputs of the marketing information system.
Wee 4	Elements and Structure of the marketing information system. Design and development of the marketing information system. Business Needs for marketing information system technology.
Wee 5	The marketing information system at the operational level, the marketing information system at the tactical level, the marketing information system at the strategic level.
Wee 6	The overload phenomenon with marketing information. Participation of users in the development of the marketing information system.
Wee 7	Organization of marketing information system development activities. Marketing research and marketing information system.
Wee 8	Database of the marketing information system (Datawarehousing and Data Mining). The marketing data management system.
Wee 9	The role, importance and advantages of using the marketing information system.
Wee 10	Trends in the development of the marketing information system. Types of management information system. The system for processing marketing transactions, The structure of the system for processing marketing transactions
Wee 11	Marketing Decision Support System (DSSm) Components for Marketing Decision Support System.
Wee 12	System Tools for Marketing Decision Support System. Methods and models of DSSm.
Wee 13	Group Marketing Decision Support System (GDSSm). Types of Group Marketing Decision Support System. The difference between SIMk, DSSm and GDSSm.
Wee 14	Executive Support System (EIS). Definition, Structure and Components of the Executive Support System. Expert System. Expert System Components.
Wee 15	The difference and similarity between SIM, DSS, GDSS, EIS and ES. CASE tools. Artificial Intelligence.

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.