

## SYLLABUS for the course

<b>Basic data for the course</b>	
<b>Academic unit:</b>	<b>Marketing Department, Faculty of Economics</b>
<b>Title of the course:</b>	<b>Marketing 3.0</b>
<b>Level:</b>	<b>Bachelor</b>
<b>Status of the course:</b>	<b>Elective</b>
<b>Year of studies:</b>	<b>II</b>
<b>Number of hours per week:</b>	<b>2+1</b>
<b>ECTS credits:</b>	<b>4</b>
<b>Time / location:</b>	<b>Third Semester / Faculty of Economics, University of Prishtina “Hasan Prishtina”</b>
<b>Tutor:</b>	<b>Vjosa Fejza, PhD Candid.</b>
<b>Tutor’s contact details:</b>	<b>Tel: 049 398 066 Email: vjosa.fejza@uni-pr.edu</b>
<b>Content of the course</b>	<p>Marketing evolves in parallel with technology. During the last seven years, Marketing 3.0 has become the most innovative marketing approach, because the today clients are choosing products and companies which are able to meet the deepest needs for creativity, community and idealism. Therefore, companies have to create products, services and corporate cultures, which inspire, involve, and reflect clients’ values.</p> <p>Through the Marketing 3.0 course will be attempted to explain to the students the new approach, which should be developed by companies, shifting from product-centricity (Marketing 1.0), to consumer – centricity (Marketing 2.0) to human – centricity (Marketing 3.0).</p> <p>Marketing 3.0 keeps a much more general attitude towards customers, by considering them as a multidimensional human being, prone to values and even as their potential partners.</p> <p>Through this course will be shown the influential role of the brand in such issues as: poverty, socio-cultural changes and environmental sustainability.</p> <p>Furthermore, during this course will be shown how markets influence employees, distribution partner channels, and shareholders.</p> <p>During this course, students will learn how to express their attitudes toward this global and interacted community, in order to better understand this new era of marketing.</p>
<b>Course’s objectives:</b>	<b>The aim of the course is to give students basic</b>

	knowledge from Marketing 3.0.
<b>The expected outcomes:</b>	<p>On completion of the course, students are expected to:</p> <ol style="list-style-type: none"> <li>1. Understand what is Marketing 3.0;</li> <li>2. Make the difference between Marketing 1.0, 2.0 and 3.0,</li> <li>3. Demonstrate how to marketing the mission to the consumers, values to the employees, values to the channel partners, and vision to the shareholders.</li> <li>4. Evaluate the influential role of the brand in such issues as: poverty, socio-cultural changes and environmental sustainability.</li> <li>5. Outline and interpret the importance of 10 credos of Marketing 3.0.</li> </ol>

<b>Teaching methods:</b>	<p>Teaching methods that will be applied in this course are listed below:</p> <ul style="list-style-type: none"> <li>• lecturing,</li> <li>• explanation,</li> <li>• conversation (as an interactive form)</li> <li>• seminar papers,</li> <li>• presentations,</li> <li>• tasks,</li> <li>• Exams, etc.</li> </ul> <p>Concretization means / IT: Computer, projector, marker and white –board.</p>
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<b>Contribution to student load (which should correspond to student learning outcomes)</b>			
<b>Activity</b>	<b>Hour</b>	<b>Day / week</b>	<b>Total</b>
Lectures	2	15	30
Theoretical / laboratory exercises	1	15	15
Practical work		-	-
Contacts with the teacher / consultants	1	6	6
Field exercises	-	-	-
Test, seminars	3	1	3
Homework	1	1	1
Student study time (in library or at home)	1	10	10
Final exam preparation	2	5	10
Time spent on assessment (tests, quiz, final exam)	2	5	10

Projects, presentations, etc.	3	5	15
<b>Total</b>			<b>100</b>
<b>Assessment methods:</b>	<p>Evaluation methods and passin critetia:</p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> Exam – 20 %</li> <li>• 2<sup>nd</sup> Exam – 30 %</li> <li>• 3<sup>rd</sup> Exam – 30 %</li> <li>• Class participation in lectures and exercises - 10 %</li> <li>• Activity and seminar paper - 10 %</li> </ul> <p style="text-align: right;">Total: <b>100 %</b></p> <p>In case a student fails to pass the exam, he/she should undergo a Final Exam (50%)</p>		
<b>Literature</b>			
<b>Basic literature:</b>	<ol style="list-style-type: none"> <li>1. Kotler, P., Kartajaya, H., Setiaëan, I. (2013) Marketingu 3.0. Nga Produktet te Klientët te Shpirti Human. Shtëpia botuese “DAMO”. Prishtinë.</li> <li>2. Kotler, P., Kartajaya, H., Setiawan, I. (2010) Marketing 3.0. From products to customers to the human spirit. John Wiley and Sons, Inc., Hoboken, New Jersey.</li> <li>3. Authorized lecturers – Vjosa Fejza</li> </ol>		
<b>Additional literature:</b>	<ol style="list-style-type: none"> <li>1. Brecht, S., Brinsky, S., Burkhart, M., Cibities, L., etc. (2011). Marketing 3.0 – New Issues in Marketing: From Integrated Marketing Communication to the Marketing of Sustainable Leaders. Stuttgart Media University, Stuttgart, Germany.</li> <li>2. Erragcha, N., Romdhane, R. (2014). New Faces of Marketing in the Era of the Web: From Marketing 1.0 to Marketing 3.0. Journal of Research in Marketing, Vol. 2, No. 2, pp. 137 - 142. ISSN: 2292-9355.</li> <li>3. Swieczak, W. (2017). The Impact of Modern Technology on Changing Marketing Actions in Organizations. Marketing 4.0. MINIB, Vol. 26, Issue 4, pp. 161 – 186. eISSN: 2353 – 8414.</li> <li>4. Skrobich, L., Kot, S. (2018). Marketing 3.0 in Contemporary Marketing Management Activities of Enterprises. CITPM 2018 – Contemporary Issues in Theory and Practice</li> </ol>		

	of Management. Conference Paper.

<b>The detailed plan of work:</b>	
<b>Week</b>	<b>Topic</b>
<i>Week 1</i>	<b>Introduction to the course</b>
<i>Week 2</i>	<b>Welcome to Marketing 3.0</b>
<i>Week 3</i>	<b>Future model of Marketing 3.0</b>
<i>Week 4</i>	<b>1<sup>st</sup> Exam</b>
<i>Week 5</i>	<b>Marketing the mission to the consumers</b>
<i>Week 6</i>	<b>Marketing the values to the employees</b>
<i>Week 7</i>	<b>Marketing the values to the channel partners</b>
<i>Week 8</i>	<b>Marketing the vision to the shareholders</b>
<i>Week 9</i>	<b>2<sup>nd</sup> Exam</b>
<i>Week 10</i>	<b>Delivering Socio-Cultural transformation</b>
<i>Week 11</i>	<b>Creating emerging market entrepreneurs</b>
<i>Week 12</i>	<b>Striving for environmental sustainability</b>
<i>Week 13</i>	<b>Putting it all together – 10 credos of Marketing 3.0</b>
<i>Week 14</i>	<b>3<sup>rd</sup> Exam</b>
<i>Week 15</i>	<b>Final consultations and discussion</b>

<b>Academic policies and code of conduct:</b>
Cheating on examination; Plagiarism; Misrepresentation or falsification of data of an examination; Unauthorized communication during examinations; Knowingly allowing another student to represent your work as his or her own; Forgery, alteration, or knowing misuse of graded examinations, quizzes, grade lists, or official records of documents; Theft or destruction of examinations or papers; Submitting the same work in more than one course; Altering or destroying another student's work or records, Attempting improperly to influence the award of any credit, grade, or honor; Violation of the rules governing teamwork; Failure to comply with the sanctions imposed under the authority of this code.