

SYLLABUS for the course

Basic data for the course			
Academic unit:	Faculty of Economy		
Title of the course:	Promotion		
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 Promotion.		
The expected outcomes:			
	Teaching the Promotion - SIK course will enable students to: <ul style="list-style-type: none"> • Understand the notion and characteristics of SIK, • Study the Promotion-Instrument of Marketing Mix, • Use the integral approach of the main promotion forms, • Understand the role and importance of promotion in enterprise, • Plan the promotion process, • Utilize promotional strategies; • Apply methods for promotion budget formulation • Assess the communication and promotional effects of the promotion. 		
The students' workload (hours per semester, ECTS)			
Activity	Activity	Activity	Total
Lectures	2	15	30
Seminars (theoretical and	1	15	15

practical)			
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 Promotion-SIK 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</p>		

	Final exam is evaluated at 55% of the success, with a further building system of the final grade with the other criteria above highlighted.
Literature	
Basic literature:	Nail Reshidi : Promocioni, Prishtinë, 1996 Philip Kotler: Marketing Menagment, 2006 (Pjesa e promocionit)
Additional literature:	George e. Blech: Advertising and promotion – An integrated Marketing Communications perspective, 2006

The detailed plan of work:	
Week	Topic
Wee 1	Presentation of the subject
Wee 2	Understanding the market economy, functions of the concept of MK
Wee 3	Definition and communication functions
Wee 4	The notion and characteristics of the promotion
Wee 5	Purpose and Promotion Strategies
Wee 6	Promotions - MM instrument
Wee 7	Plan of the promotion process
Wee 8	The main forms of promotion
Wee 9	Promotion Strategies
Wee 10	Bartedit, media and advertising tools
Wee 11	Evaluating the communication and sales effects
Wee 12	Methods for formulation a promotion budget
Wee 13	Formulation of advertising budget
Wee 14	The relation between the main forms of promotion
Wee 15	Presentation of seminar papers

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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.