

## Subject SYLLABUS

Basic information			
<b>Academic Unit:</b>	Faculty of Economy		
<b>Subject:</b>	Advanced Marketing Models		
<b>Degree:</b>	Master		
<b>Status of subject:</b>	Obligatory		
<b>Year:</b>	II		
<b>Hours per week:</b>	3		
<b>Credits – ECTS:</b>	8		
<b>Building:</b>	Friday, room 6, 10h		
<b>Professor:</b>	Prof.asoc. dr. Fatos Ukaj		
<b>Contact information:</b>	<a href="mailto:fatos.ukaj@uni-pr.edu">fatos.ukaj@uni-pr.edu</a>		
<b>Content:</b>	This subject focuses on recent developments in quantitative methods in marketing decision-making. The course covers the basics of theoretical and empirical modeling in the field of marketing, and then studies traditional and new studies on mix marketing elements for product, pricing, promotion and advertising and distribution. Marketing Models is a subject from which student gains knowledge of strategy building based on qualitative and quantitative data, and how to use marketing models in making business decisions.		
<b>Aims and Results:</b>	The aim of the course is to encourage students to raise marketing awareness from the literary point of view on marketing patterns and encourage them to research, and enter on new research projects. This subject is also designed to equip students with the knowledge of how to use mathematical, and other models in marketing. Also help you learn how to write a research paper using modeling methods for any marketing problems .		
	❖		
Link between theory and practise			
Activity	Hours	Days/Week	Total
Lectures	3	15	45
Theoretical Exercises	12		12
Practical activities			
Consultation with the professor			
Field reserach			
Seminars			
Homework	8		8
Studying time	8	15	120
Final preparation for exam			
Time evaluation			
Projects & Presentations	15		15
<b>Total</b>			<b>200</b>

<b>Teaching Methods:</b>	Interactive lectures illustrated with power point presentations, <ul style="list-style-type: none"> <li>• seminars, debates and group work on specific issues (analysis and discussion)</li> <li>• interactive work, group work, learning by working and repeating.</li> </ul>								
<b>Evaluation and Assessment</b>	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:  <u>Full time study</u> <table style="margin-left: 40px; border-collapse: collapse;"> <tr> <td>Participation-Activity</td> <td style="text-align: right;">20%</td> </tr> <tr> <td>Presentation/Individual work</td> <td style="text-align: right;">30%</td> </tr> <tr> <td>Final exam</td> <td style="text-align: right;"><u>50%</u></td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: right;">100%</td> </tr> </table>	Participation-Activity	20%	Presentation/Individual work	30%	Final exam	<u>50%</u>	Total	100%
Participation-Activity	20%								
Presentation/Individual work	30%								
Final exam	<u>50%</u>								
Total	100%								
<b>Literature</b>									
<b>Basic literature:</b>	Lilien, G.L., Kotler, P. and Moorthy, K.S. (1992) Marketing Models. Prentice Hall, London.								
<b>Other literature:</b>	(WN) Winer and Neslin (2014), The History of Marketing Science, World Scientific Publishing <a href="https://www.worldscientific.com/worldscibooks/10.1142/9128#t=oc">https://www.worldscientific.com/worldscibooks/10.1142/9128#t=oc</a> (EL) Eliashberg and Lilien (1993), Handbook in Operations Research and Management Science: V 5, Marketing, North Holland <a href="https://www.sciencedirect.com/handbook/handbooks-in-operations-research-and-management-science/vol/5">https://www.sciencedirect.com/handbook/handbooks-in-operations-research-and-management-science/vol/5</a> Yoram (Jerry) Wind & Gary L.Lilien "Marketing Strategy Models"; <a href="https://pdfs.semanticscholar.org/2fc5/c11a530b373cebc05a9347e7ef4e5ee20bbe.pdf">https://pdfs.semanticscholar.org/2fc5/c11a530b373cebc05a9347e7ef4e5ee20bbe.pdf</a> Peter R.J Trim 1994, "Strategic Marketing Models and Competitive Advantage", <a href="https://www.escholar.manchester.ac.uk/api/datastream?publicationPid=uk-ac-man-scw:2n653&amp;datastreamId=FULL-TEXT.PDF">https://www.escholar.manchester.ac.uk/api/datastream?publicationPid=uk-ac-man-scw:2n653&amp;datastreamId=FULL-TEXT.PDF</a> Dennis Fok "Advanced Econometrics Marketing Models" Studentet mund to shfrytëzojnë materiale nga www. <a href="https://bookboon.com/">https://bookboon.com/</a>								
<b>Detailed plan of teaching:</b>									
<b>Weeks</b>	<b>Presentation of syllabus</b>								
<b>Week: 1</b>	Introduction to Marketing Models								
<b>Week: 2</b>	Understanding the Marketing Models								
<b>Week: 3</b>	Mathematical models								
<b>Week: 4</b>	Oligopoly, Competition								
<b>Week: 5</b>	Theory of games,								
<b>Week: 6</b>	Presentation of proposals for seminar papers								
<b>Week: 7</b>	Customer Behavior								
<b>Week: 8</b>	Behavior of buying organizations								
<b>Week: 9</b>	Decision-making in the field of products								
<b>Week: 10</b>	Decision-making in the field of new products								
<b>Week: 11</b>	Decision-making in the price policy								
<b>Week: 12</b>	Distribution and Promotion Models								
<b>Week: 13</b>	Advertising models								

<b>Week: 14</b>	Interactive marketing in the enterprise
<b>Week: 15</b>	Social Media

**Academic policies and behavioral rules:**

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.