



**University of Prizren “Ukshin Hoti”**  
**Faculty of Economics**  
**Program: International Management**

<b>SYLLABUS</b>							
Level of studies	Bachelor	Program	<b>International Management</b>			Academic year	2021/2022
<b>SUBJECT</b>		<b>Strategic Marketing</b>					
Year	III	The status of Subject	Obligatory	Code		ECTS credits	6
Semester	VI						
Teaching weeks	15		Teaching classes		30	Lectures	Exercises
						2	2
Teaching Methodology	Interactive lectures, seminar papers, discussions						
Consultation							
The teacher	Prof. Ass. Dr. Hysni Terziu		e-mail		hysni.terziu@hotmail.com		
			Tel.		044-134-730		
<b>Assistant</b>	Festim Tafolli		e-mail		/		
			Tel.		/		
<b>The purpose of the course</b>				<b>Expected learning outcomes</b>			
<p>The purpose of the course program is to acquire the knowledge and skills for the management and economic development, the treatment and the object of the Strategic Marketing study in general, students are familiar with the methodology of pointing out the developmental effects both from the aspect of the formulation and also from the aspect of creation of the marketing strategy.</p> <p>The purpose of the marketing strategy is to prevail the methodology for preparing strategic programs in marketing, economics and managerial skills for leadership. Knowledge, theoretical skills and methodical skills, students will gain during lectures organized by using contemporary methods: projector, computer, media, etc.</p> <p>The task of this course is for students to gain some knowledge from strategic marketing and to get acquainted with the theoretical and practical formatting of forms, different methods of applying marketing plans and implementing projects that derive from their direct business in the field of strategic marketing, to acquire knowledge about the practical implementation of all models and the development of relevant strategies.</p>				<p>At the end of this course, students will be able to: Know what E-Marketing really is.</p> <p>How does E-Marketing help the enterprise to deal with many consumers, how it affects the overall growth and development of the enterprise and the most efficient methods of using it.</p> <p>Students will develop the skills needed for a successful electronic marketing promotion from the theoretical and practical aspect of online shopping and sales.</p> <p>a) Knowledge: The subject transmits student knowledge of the basic concepts of electronic marketing, such as methods of consumer behavior research, e-marketing policies, and management practices that are required for job applications. Electronic marketing activities of electronic marketing activities appear as social needs of people and the necessity of studying e-commerce marketing is even more pronounced because of the new conceptualization that is taking the subject of E-marketing as a scientific teaching subject. which contains within it potential to be commercialized because it provides perceptions of service.</p> <p>b) Skills: Students are expected to be trained in the practical application of subject concepts and develop according to these concepts and model criteria of</p>			

Students participate in professional lectures in the form of seminars, consultations and discussions. These theoretical practical activities directly affect the professional preparation of students' teaching in the field of strategic marketing.	intellectual education classes in the academic and academic and university institutions of the respective field. c) Attitudes: Students are expected to become aware of and understand the importance of professional development of teaching physical and professional education on the basics of electronic marketing at universities and assess the knowledge gained from this subject.
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**Methodology for the implementation of educational topics:**

Interactive lectures, seminar papers, discussions etc.

**Conditions for realization of educational topics:**

Hall with the possibility of obscuring, computer and projector.

**Methods of evaluation and passing criterions**

Students are evaluated through testing, whereas the final grade consists of four components: - Attendance and activity classes: 0-10 points - First colloquium: 0 – 45 points - Working seminar: 0 – 10 points - Second colloquium: 0- 45 points Exam: 100 points	<b>Evaluation in%</b>	<b>Final grade</b>
	91 - 100	10 ( ECTS – A)
	81 – 90	9 ( ECTS - B)
	71 – 80	8 ( ECTS - C)
	61 – 70	7 ( ETCS - D)
	51 – 60	6 ( ETCS - E)
40 - 50	5* ( ETCS – FX)	

**Obligations of the student:**

<b>Lectures</b>	<b>Exercises</b>
<ul style="list-style-type: none"> <li>- Attending lectures,</li> <li>- Participation in debates,</li> <li>- Adhering to the code of courtesy, etc.</li> </ul>	<ul style="list-style-type: none"> <li>- Attending of hours of exercise</li> <li>- Adhering to the code of courtesy, etc.</li> </ul>

**Student's workload for the subject**

Activity	classes	Days / Week	Total:
Lectures	3	15	45
Practical work (Internship)	6	3	18
Consultation with teachers	1	10	10
Field work visits	6	1	6
Seminars	3	3	9
Own study time	2	5	10
Preparation for final exam	6	8	48
Time spent on assessment (tests, exams, etc.)	1	3	3
Projects, presentations, etc.	1	1	1
Note: 1 ECTS credit = 25 hours of commitment, example -if the subject has 6 ECTS credits a student must have 150 hours during the semester commitment	<b>In total:</b>		<b>150</b>

Week	Lecture		Exercises	
	Topic	classes	Topic	classes
1.	Knowledge of the subject, concepts and definitions of strategic marketing.		Questions and Discussions	
2.	Strategic Marketing, Defining a Marketing Strategy.		Questions and Discussions	
	Methods of analyzing marketing strategies.		Discussions and Examples	

3.				
4.	Market segmentation strategy, enterprise strategy alternatives.		Questions and Discussions	
5.	Marketing co-operation with market economy, Marketing management.		Discussions and Examples	
6.	Understanding and adapting the core strategy, Market segmentation strategy.		Examples	
7.	Alternative Market Strategies, Choosing a Target Market Market.		Discussions and Examples	
8.	Consultations – Test		Evaluation	
9.	Creating a Difference Advancement Strategy, Positioning Strategy.		Discussions and Examples	
10.	Marketing process management environment marketing environment.		Discussions and Examples	
11.	Marketing Strategies, Marketing Strategy Management Process.		Examples	
12.	Model for Strategic Marketing, Vision of Mission, Enterprise Mission.		Discussions and Examples	
13.	Techniques of Marketing Strategy Selection Methodology, Risk Matrix - Opportunity-Prevalence (MATRIX), Growth Matrix - Boston Consulting Group.		Discussions and Examples	
14.	Formulation of Marketing Strategy Objectives, Formulation of Strategies -type, Formulation of the Strategy Implementation Program.		Examples	
15.	Marketing Strategy Strategy Miks-4p. Exam preparation		Final Test	

**LITERATURE**

Prof.Ass.Dr. Liliana Elmazi "Marketing Strategy" Tirana 2002 University of Tirana, Prof.Dr. Ali Jakupi "Marketing Basics", Prishtina, 2000. University of Prishtina Faculty of Economics.

**ADDITIONAL LITERATURE:**

Prof. Nexhmi Rexha, "Marketing" Prishtina 1982 University of Prishtina Faculty of Economics.

Prof.Dr.Nail Residi, Marketing, Pristina University 2007, Philip Kotler and Keven Keler: Marketing Menagment, 2012.

**Note:**

Keeping quiet in learning according to the Code of Good Practice. The student should be mindful of and respect the institution and academic rules. Must observe the class schedule, and be aware of the classroom hours. It is obligatory to have possession and presentation of student index / card in tests and exams. When drafting seminar papers, the student must adhere to the instructions given by the teacher for the research and technical accomplishment of the work.