



**University "Ukshin Hoti" Prizren**  
**Faculty of Economics**  
**Program: Business Administration (MSc)**

<b>SYLLABUS</b>							
Level of studies	<b>Master</b>	Program	<b>Business Administration</b>		Academic year	<b>2023/24</b>	
<b>SUBJECT</b>		<b>MARKETING MANAGEMENT</b>					
Year	<b>I</b>	Course status	<b>Obligatory</b>	Code		ECTS credits	<b>6</b>
Semester	<b>I</b>						
Teaching weeks	<b>15</b>		Teaching hours		Lectures	Exercises	
					<b>2</b>	<b>2</b>	
Teaching methodology	<b>Interactive lectures, discussions, seminar papers, etc.</b>						
Consultation	<b>Monday – Thursday : From 14:00 to 16:00</b>						
Professor	<b>Prof. Asoc. Dr. Nerimane Bajraktari</b>		E-mail	<b>Nerimane.bajraktari@uni-prizren.com</b>			
			Tel.				
Assistant	<b>Ass. Dr. Festim Tafolli</b>		E-mail	<b>festim.tafolli@uni-prizren.com</b>			
			Tel.	<b>+383 49 436 848</b>			
<b>Course objectives</b>				<b>Learning outcomes</b>			
<p>Marketing is not just selling or advertising. Rather, it is the business function that deals with customers' needs and wants. Marketing management help companies to understand customer preferences, link that knowledge to designing appropriate products and services for selected customers, and determine appropriate methods to communicate, to capture, and to deliver value. The marketing management process is important at all levels of the organization, regardless of the title applied to the activity. This course covers principles of market-driven managerial decision making that determine competitiveness in dynamic consumer and organizational markets. Particular areas of emphasis include industry analyses, dynamics of competition, market segmentation, target marketing, channels of distribution, product and pricing decisions, and finally integrated communication.</p> <p>Planning alternative marketing strategies is crucial to successfully managing a business enterprise. Students have the opportunity to learn marketing management techniques currently being used in the</p>				<p>Students:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of marketing and the marketing process.</li> <li>• Identify the major trends and forces that are changing the marketing landscape.</li> <li>• Locate, interpret, and evaluate marketing information for decision making.</li> <li>• Analyze the changes in marketing strategies during the product's life cycle.</li> <li>• Evaluate the internal and external forces that influence an organization's marketing strategy.</li> <li>• Assess the attractiveness of a market segment.</li> <li>• Evaluate the roles of ethics in marketing activities.</li> <li>• Apply the tools and concepts learned in the course to develop a customer-driven marketing strategy and mix.</li> </ul>			

business environment which enables students to make better marketing management decisions. In-depth analytical skills are developed through case analyses, class discussions, and applied projects.				
<b>Teaching methodology</b>				
Lectures, exercises, discussions, consultations, semestral projects, homework, exams.				
<b>Conditions for implementation of the course topics</b>				
Classroom, computer and projector.				
<b>Examination methods and grading</b>				
Regular and active attendance: 10%, Homeworks: 20%, Semestral project: 30%, Final exam: 40%.	<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)		
<b>Student obligations</b>				
<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 conduct, etc.</li> </ul>		<ul style="list-style-type: none"> <li>- Attending of hours of exercise</li> <li>- Adhering to the code of conduct, etc</li> </ul>		
<b>Student workload (must correspond with learning outcomes)</b>				
<b>Activity</b>	<b>Hours</b>	<b>Days/week</b>	<b>Total</b>	
Lectures	2	15	30	
Exercises	2	15	30	
Consultation with teachers	1	12	12	
Field work visits	5	2	10	
Practical work (Internship)	2	5	10	
Seminars	3	10	30	
Own study time	2	12	24	
Preparation for final exam	2	3	6	
Time spent on assessment (tests, exams, etc.)	2	3	6	
<b>Note: 1 ECTS credit = 25 hours workload, i.e. if the subject has 6 ECTS credits student must have 150 hours workload during the semester</b>		<b>Total workload:</b>	<b>150</b>	
<b>Designed study plan</b>				
<b>Week</b>	<b>Lectures</b>		<b>Exercises</b>	
	<b>Topic</b>	<b>Hours</b>	<b>Topic</b>	<b>Hours</b>

1.	Introduction to basic concepts and principles of Marketing Management.	2	Distribution of the homework topics.	2
2.	Defining Marketing for the 21 <sup>st</sup> Century (Importance of Marketing, Scope of Marketing, Marketing concepts, New marketing realities).	2	Quizzes and case studies related to the topic of the first week lecture.	2
3.	Developing Marketing Strategies and Plans (Marketing and customer value, Corporate and division strategic planning, Business unit strategic planning, Nature and contents of a marketing plan).	2	Quizzes and case studies related to the topic of the first week lecture.	2
4	Collecting Information and Forecasting Demand (Marketing intelligence, Analyzing the macroenvironment, Forecasting and demand measurement).	2	Quizzes and case studies related to the topic of the first week lecture.	2
5	Conducting Marketing Research (The marketing research process, Measuring marketing productivity).	2	Quizzes and case studies related to the topic of the first week lecture.	2
6	Creating Long-Term Loyalty Relationships (Building customer value, satisfaction and loyalty, Customer databases and marketing database).	2	Quizzes and case studies related to the topic of the first week lecture.	2
7	Analyzing Consumer Markets (What influence consumer behavior? Key psychological processes, Buying decision process).	2	Quizzes and case studies related to the topic of the first week lecture.	2
8	Midterm exam (colloquium).	2	Quizzes and case studies related to the topic of the first week lecture.	2
9	Identifying Market Segments and Targets (Bases for segmenting consumer markets, Bases for segmenting business markets, Market targeting).	2	Quizzes and case studies related to the topic of the first week lecture.	2
10	Analyzing Business Markets (What is organizational buying? Participants in the business buying process, Stages in the buying process, Managing B2B customer relationships, Institutional and government markets).	2	Quizzes and case studies related to the topic of the first week lecture.	2
11	Setting Product Strategy (Product characteristics and classifications, Product and services differentiation, Product and brand relationship, Packaging, labeling warranties and guarantees).	2	Quizzes and case studies related to the topic of the first week lecture.	2
12	Designing and Managing Services (Nature of services, New services realities, Achieving excellence in services marketing).	2	Quizzes and case studies related to the topic of the first week lecture.	2
13	Developing Pricing Strategies and Programs (Setting the price, Adapting the price, Initiating and responding to the price).	2	Quizzes and case studies related to the topic of the first week lecture.	2

14	Designing and Managing Integrated Marketing Channels (Marketing channels and value network, The role of marketing channels, Channel-Design decisions, Channel-Management decision, Channel integration and systems).	2	Quizzes and case studies related to the topic of the first week lecture.	2
15	Designing and Managing Integrated Marketing Communications (The role of marketing communications, developing effective communications, deciding on the marketing, managing the integrated marketing).	2	Presentation of the semester projects.	2

## LITERATURE

### Basic literature:

- Kotler, P. and Keller KL. (2016). A Framework for Marketing Management. Pearson Education.
- Kotler, P. and Keller KL. (2011). Marketing Management. Pearson Education.
- Ramadani V. and Redzepi A. (2011). Menaxhimi i Marketingut. Dataposts.Flick, U. (2020). Introducing Research Methodology: Thinking Your Way Through Your Research Project. Sage Publications.
- Creswell, J.W. and Creswell, D.J. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage Publications.
- Jakupi, A. (2005). Metodologjia e punës shkencore kërkimore. Universiteti i Prishtinës.

### Additional literature:

- Hooley, GJ., Piercy NF., Nicoulaud, B. and Rudd, J. (2016). Marketing strategy and competitive positioning. Pearson Education.
- McDonald, M. and Wilson, H. (2016). Marketing Plans: How to prepare them, how to profit from them. Wiley.
- Rothaermel, F. (2016). Strategic Management: Concepts. McGraw-Hill Education.
- Simerson, KB. (2011). Strategic Planning: A Practical Guide to Strategy Formulation and Execution. Praeger.
- Wootton, S. and Horne, T. (2010). Strategic Thinking: A Nine Step Approach to Strategy and Leadership for Managers and Marketers. Kogan Page.

## Academic policies and code of conduct

- Students must respect the schedule of lectures, exercises and be attentive in class.
- Student must have their ID card with them, they cannot undergo the test without their ID card.
- During the drafting of the course papers, the student must adhere to the instructions given by the teacher.
- The use of mobile phones is not allowed during the test/exam hours.