



**UNIVERSITETI - UNIVERSITY**  
**“ISA BOLETINI”**  
**MITROVICË**

**Course Outline Model (Syllabus)**

<b>Faculty:</b>	Economics	
<b>Name of study program:</b>	Business and Management	
<b>Department:</b>	Specialization: Bank Finance and Accounting	
<b>Level:</b>	Bachelor	
<b>The code of subject:</b>		
<b>Subject:</b>	Principles of Marketing	
<b>Subject Status:</b>	Compulsory	(Compulsory or Elective)
<b>Semester:</b>	III	(Winter / Summer)
<b>Total hours:</b>	2+1	(According to approved programe)
<b>ECTS:</b>	6	(According to approved programe)
<b>Schedule / Hall</b>		
<b>Academic year:</b>	2022/2023	
<b>Professor:</b>	Associate Professor Dr. Ajtene Avdullahi	
<b>Assistants:</b>		
<b>Kontaktet:</b>		
	Email:	ajtene.avdullahi@umib.net
	Telefon:	

<b>Brief content of subject</b>	This course is designed to serve as an introduction to the basic principles of marketing, marketing practices and the implementation of these practices. The course examines our current marketing system from a managerial perspective and has a component of current events to help emphasize marketing principles in today’s business world. Topics covered include consumers, market research and target markets, feasibility analysis, products, promotion, distribution channels, pricing, international marketing and the use of technology in marketing. Most of the time in lectures will be spent discussing different marketing case solutions with the application of marketing principles.
<b>Aims</b>	This course aims to: <ul style="list-style-type: none"> <li>• Equipping students with basic concepts related to marketing and its importance in an individual firm and in the general economy,</li> <li>• Develop an understanding for students on how to approach problems, to learn about the tools used by economists in problem solving</li> </ul>

<b>Expected goals and outcomes</b>	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of strategic marketing and the basic scheme for a marketing plan</li> <li>• Explain how organizations use the marketing mix (often called the four Ps) to market to their target customers</li> <li>• Identify the opportunities and challenges of a business in the external environment</li> <li>• Define the term marketing and its role and importance in private companies and in the general economy</li> <li>• Analyze the external business environment</li> <li>• Demonstrate the use of marketing research techniques.</li> <li>• Develop the marketing plan of a business</li> </ul>	
<b>PROGR AM</b>	<b>Weeks</b>	Topic and Readings
	<b>Week - I</b>	Introduction to the course, concepts and definitions of marketing.
	<b>Week - II</b>	Introduction to Marketing, it's evolution, concepts, functions and policies
	<b>Week - III</b>	Market segmentation
	<b>Week - IV</b>	Market research
	<b>Week - V</b>	Product policy
	<b>Week - VI</b>	Product branding
	<b>Week - VII</b>	The first test
	<b>Week - VIII</b>	Product life cycle
	<b>Week - IX</b>	New product concept
	<b>Week - X</b>	Pricing policy
	<b>Week - XI</b>	Pricing methods
	<b>Week - XII</b>	Distribution policy
	<b>Week - XIII</b>	Promotion policy
	<b>Week - XIV</b>	Presentation of seminar papers by students
<b>Week - <u>XV</u></b>	Second Test	
<b>LITER ATURE</b>	<ol style="list-style-type: none"> <li>1. Philip Kotler/Gary Armstrong : Parimet e Marketingut,Uetpress,Botimi i 13- të Tirane,2013</li> <li>2. Philip Kotler/Gary Armstrong : Principles of Marketingut, 14 edition, Pearson Prentice Hall, 2017</li> <li>3. Philip Kotler, Kevin Lane Keller: Marketing Management, 15 Global Edition, Pearson Education Limited, England, 2016.</li> <li>4. Mustafe Pllana: Menaxhimi i Marketingut, Prishtine, 2015</li> </ol>	

<b>Teaching methodology</b>	<p>15 weeks with 2 hours of lectures and 1 exercise (seminars and discussions) as well as two colloquia are planned within this semester. Colloquia will be held within the 15 scheduled lectures (weeks 7 and 15). Each lesson will consist of a combination of short lectures, case studies, small group discussions and / or films and documentaries, depending on the material available. Students are encouraged to follow current marketing developments by reading relevant articles, business papers, and other materials. They can identify issues / topics for discussion from these readings. Essays prepared by students are then discussed. Individual and group presentations are also encouraged. Given that student participation in discussions is of particular importance, they are encouraged to discuss by reminding them that there is no “right” or “wrong” answer when discussing topics. Most of the time, issues need to be discussed and confronted and have no simple and immediate solutions. The important thing is that they think and try to find solutions to them.</p> <p><b>The ratio between the theoretical and practical part of the study</b></p> <p>Theoretically, general scientific knowledge based on contemporary literature will be provided. The practical part will mainly be realized through concrete examples from the literature and practical knowledge of private and public production enterprises and for-profit organizations. The relationship between the theoretical and the practical part is given in the tabular part of the study program. Theory-practical ratio : 60% theory and 40% practice / case study / seminar paper.</p>
-----------------------------	--

<p align="center"><b>Contribution to student workload (which should correspond to student learning outcomes 1 ECTS credit = 25 hours)</b></p>			
Activity	Hours	Days/weeks	Total
Lectures	2	15	30
Exercise sessions (with TA)	1	15	15
Practical work	1	15	15
Office hours	1	15	15
Fieldwork	2	10	20
Midterms, seminars	1	2	2
Homework	1	15	15
Self-study	1	15	15
Final exam preparation	1	15	15
Time spent in assessment (tests, quizzes, final exams)	1	5	5
Projects, presentations, etc	1	5	5
<b>Total:</b>			<b>152</b>

<b>EVALUATION</b>	Evaluation methods [according to the Statute and Regulation of UMIB Studies]	
	Tests	2*20%=40%
	Practical test during exercises	
	Seminary work (in word)	10%
	Interpretation and presentation of seminary work	10%
	Tasks and essays during the semester	10%
	Final exam	30%
	<b>ACADEMIC POLICIES</b>	<p><b>Further guidance:</b></p> <ul style="list-style-type: none"> <li>● <b>Working with computer</b> Written papers must be written in computerised form. In the seminars it is obligatory to respect the criteria for both the visual and the substantive aspects of the required works. Spelling rules and APA style are required during the written work.</li> <li>● <b>Ethics in learning</b> All students tasks should be the student's work. There will be no tolerance for copying, "borrowing" from the Internet or any other material. The same or similar works will have negative ratings on the student's final grade.</li> <li>● <b>Deadlines</b> The deadlines will be set in agreement with the students. There will be no tolerance for delays in submission. Student's absence to class when the task is explained does not justify the student for not submitting the paper. The deadline will be given earlier. If student is traveling abroad, he/she must submit their work earlier. The student has the right to request consultation with the professor whenever needed and necessary for the performance of his / her work.</li> <li>○ <b>Rules of conduct and academic policies:</b> <ul style="list-style-type: none"> <li>o student's active participation in lectures</li> <li>o participation in discussions, comments and free expression of academic opinion, opinion and attitude (with arguments)</li> <li>o mandatory independent work and the use of additional sources of information (various scientific websites, scientific journals, conference proceedings etc.)</li> <li>o adherence to lecture schedules without prejudice to academic freedom (silent cell phones)</li> <li>o respect for the speech, thoughts and ideas of colleagues</li> <li>o low tolerance for late arrivals and departures without a valid reason</li> <li>o preparing and equipping relevant lectures (teacher's obligation).</li> </ul> </li> </ul>

Mitrovicë

Subject teaching professor:

03/01/2022

\_\_\_\_\_  
(Name Surname)

\_\_\_\_\_  
(Signature)