



BASICS OF MARKETING

Basic data of the subject	
Academic unit:	Faculty of Life and Environmental Sciences
Course title:	Basics of marketing
Study program:	Agribusiness
Level of study:	Bachelor (BSc)
Course status:	Obligatory (O)
Study year:	1 year / 2 semester
Number of hours per week:	2 + 2
Credit value – ECTS:	6 ECTS
Time/location:	To be announced
Lecturer:	Prof. Ass. Dr. Festim Tafolli
Contact details:	festim.tafolli@uni-prizren.com; +383 49 436 848
Course description:	<p>This course is designed to serve students as an introduction to the basic principles of marketing, to their knowledge of marketing practices and their application. This course examines the present-day marketing system from a managerial perspective and helps to apply marketing principles in the real business world. Topics covered in this course include examining the marketing environment, consumer and business markets, market research and targeted markets, product, promotion, distribution channels, pricing and use of technology in marketing. At the same time, this course provides students with insights into the problems of brand building, new product development and product life cycle, creating competitive advantage and global marketing. Majority of the lecture time will be spent in discussing and solving marketing problems by the application of the theoretical principles of the marketing.</p>
Course objectives:	<p>The objective of this course is to teach students to identify the components of marketing mix, explain environmental factors that influence consumer and business decision-making processes, describe a marketing plan and interpret research marketing data to forecast industry trends and meet customer demands. Developing students' skills to understand and understand the process of planning, designing and implementing marketing strategies is an important priority of this course.</p>
Learning outcomes:	<p>Upon completion of this course, students will be able to:</p> <ul style="list-style-type: none"> ▪ Understand and use key marketing terminology and concepts. ▪ Develop analytical skills of the marketing environment. ▪ Identify consumer and business markets and understand their buying behavior. ▪ Identify and classify market segments and target them using marketing research techniques. ▪ Discuss the management of products, services and brands as well as understand the development of new products and services. ▪ Understand product and service pricing strategies.



	<ul style="list-style-type: none"> ▪ Recognize and identify the distribution channels and supply chains. ▪ Understand the integration of communication channels including advertising, sales promotion and public relations. ▪ Understand the basics of marketing planning, including the ability to identify key elements of a marketing plan. ▪ Demonstrate understanding of global marketing and implementation strategies in the context of the international environment. 		
Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	13	26
Exercise theoretical/laboratory	2	13	26
Practice work	/	/	/
Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	2	1	2
Homework	1	14	14
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	10	20
Time spent in evaluation (tests, quiz, final exam)	1	13	13
Projects, presentations, etc.	2	2	4
Total			150 hours (6 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	<ul style="list-style-type: none"> ▪ Regular and active attendance: 10%, ▪ Midterm exam: 20%, ▪ Course project: 10%, ▪ Final exam: 60%. 		
Literaturae			
Basic Literature:	<p>Kotler, P. & Armstrong, A. (2013) Parimet e marketingut. UET Press, Tiranë.</p> <p>Kotler, P., Kartajaya, H. & Setiawan, I. (2023). Marketing 6.0 The Future is Immersive.</p> <p>Ali Jakupi (2000) Bazat e marketingut. Universiteti i Prishtinës, Prishtinë.</p>		
Additional Literature:	Kotler, P., Keller, K., Chernev, A., Sheth, J. & Shainesh, G. (2022) Marketig Managment (16 edtion). Pearson.		



	<p>Çeku, B., Kristo, I., Abazi, A. & Duka, A. (1998) Hyrje në Marketing. SHBLU, Tiranë.</p> <p>Çeku, B. & Reshidi, N. (2006) Marketingu. Universiteti i Prishtinës, Prishtinë.</p> <p>Elmazi, L. (2002) Strategjia e Marketingut. Universiteti i Tiranës, Tiranë.</p>
--	---

Designed study plan:		
Week	Lectures	Exercises
First week:	Introduction to basic concepts and principles of marketing (An overview of basics concepts of marketing, Marketing: Partnering to build customer relationships).	Distribution of the semestral project topics.
Second week:	Analyzing the marketing environment (Company's microenvironment, Company's macroenvironment, Responding to the marketing environment).	Quizzes and case studies related to the topic of the first week lecture.
Third week:	Consumer markets and consumer buyer behavior (Model of consumer behavior, Characteristics affecting consumer behavior, Buyer decision process, The buyer decision process for new products).	Quizzes and case studies related to the topic of the second week lecture.
Fourth week:	Business markets and business buyer behavior (Definition of the business market, Identification of the major factors that influence business buyer behavior, Listing and defining the steps in the business buying-decision process, Comparison of the institutional and government markets).	Quizzes and case studies related to the topic of the third week lecture.
Fifth week:	Customer-driven marketing strategy: Creating value for target customers (Customer-driven marketing strategy, Market segmentation, Market targeting, Differentiation and positioning).	Quizzes and case studies related to the topic of the fourth week lecture.
Sixth week:	Products, services and brands: Building customer value (What is a product? Product and services decisions, Branding strategy, Services marketing).	Quizzes and case studies related to the topic of the fifth week lecture.
Seventh week:	New product development and product life-cycle strategies (New product development strategy, New product development process, Managing new product development, Product life-cycle strategies).	Quizzes and case studies related to the topic of the sixth week lecture.
Eighth week:	Midterm exam	Quizzes and case studies related to the topic of the seventh week lecture.
Ninth week:	Pricing: Understanding and capturing customer value (What is a price? Customer perceptions of value, Company and product costs, Other internal and external considerations affecting price decisions).	Quizzes and case studies related to the topic of the eighth week lecture.



Tenth week:	Pricing strategies (New product pricing strategies, Product mix pricing strategies, Price adjustment strategies, Price changes).	Quizzes and case studies related to the topic of the ninth week lecture.
Eleventh week:	Marketing channels: Delivering customer value (Supply chains and value delivery network, Nature and importance of marketing channels, Channel behavior and organization, Marketing channel design decisions, Marketing channel management decisions).	Quizzes and case studies related to the topic of the tenth week lecture.
Twelfth week:	Communicating customer value: Integrated marketing communications strategy (Promotion mix, Integrated marketing communications, Total promotion budget and promotion mix).	Quizzes and case studies related to the topic of the eleventh week lecture.
Thirteenth week:	Creating competitive advantage (Competitor analysis, Competitive strategies, Balancing customer and competitor orientations).	Quizzes and case studies related to the topic of the twelfth week lecture.
Fourteenth week:	The global marketplace (Global marketing today, Global marketing environment, Deciding whether to go global, Deciding which markets to enter, Deciding how to enter the market, Deciding on the global marketing program).	Quizzes and case studies related to the topic of the thirteenth week lecture.
Fifteenth week:	Presentation of course projects.	Presentation of course projects.
Academic policies and rules of conduct:		
<ul style="list-style-type: none"> ▪ Student should be aware of and respect the institution and Code of ethics. ▪ Student should respect the schedule of lectures, exercises and be attentive. ▪ It is mandatory possess and present student ID card in the mid-terms and exam, ▪ During compilation of course projects, student must adhere the instructions given by the professor. ▪ During the exam is forbidden the use of mobile phones. 		