

**Course Title : Media Marketing**

Code	Course Type	Regular Semester	Lecture (hours/week)	Seminar (hours/week)	Lab (hours/week)	Credits	ECTS
COM 321	B	5	3	0	0	3.00	5
<b>Lecturer and Office Hours</b>			Edlira Mali, Msc				
<b>Teaching Assistant and Office Hours</b>							
<b>Language</b>			Albanian				
<b>Course Level</b>			Bachelor				
<b>Description</b>			<p>When you say marketing in many people’s mind comes the sales and advertising concept. In fact marketing concept is more wide than that. Advertising and marketing (sales or Communication) is a small part of marketin. Today marketing is conceived as “knowledge of costumers needs” and includes many concepts that deal with the market, competitivenes, product, costumer and communication. In a more wide concept the marketing is a process where the companies create values for the clients and construct powerful relations with them. Also marketing is a social process that deals with the communication. During the marketing process we are dealing with the transmission of the message to the wide mass of potential customers from the companies in order to attract their interest so that the can chose the respective brand or company to compleye their needs. In nowdays the media (public information entity), traditional and new generation media are facing with an increased competitivenes. As a result of phenomenon, media as a tool for transmitting the message from the company to the customer mediatic companies are turned in market players which use the merketing methods to promote their mediatic product with the main purpose to gain market share towarde their competitors.</p>				
<b>Objectives</b>			<p>This course will help students to: - to understand the importance that holds marketing and to be informed regarding the base principles of this field; - to be informed regarding the media market, the changes brought by technology also the revenue sources and funding of media streams; - to understand the intergrated communication terms and their functioning in the marketing mix. - to understand the importance that marketing is taking in the media enterprises in a market where the competitivenes and the technological development pressure increases.</p>				

**Course Outline**

Week	Topics
1	Marketing Definition / general information on the course
2	Branding strategy, brand value
3	Marketing Strategy initiated from client’s needs, segmentatiuon, targeting, diferentiaton and positioning.
4	Marekting plan, Preparation and application
5	Brand capital and brand positioning
6	Promotion Mix, integrated marketing communication
7	Competitivenes dynamic and analyses
8	Midterm Exam
9	Marketing and the Media promotion, diference from the other products Marketing
10	Media Market, revenue sources and funding way
11	Marketing and promotion of the public media, television and Radio
12	New media marketing

<b>13</b>	Digital Media economy, new technical and economic models in the media industry		
<b>14</b>	Radio Marketing		
<b>15</b>	Advertising Agencies, structure and process		
<b>16</b>	Final Exam		
<b>Prerequisites</b>			
<b>Textbook</b>		<ul style="list-style-type: none"> <li>• Kotler, Philip, Amstron, Gery, Parimet e marketingut, Botimi i 13-të UET Press, 2013</li> <li>• Tyler Eastman, Susan &amp; Ferguson, Douglas A. &amp; Klein, Robert A., Media Promotion and Marketing for Broadcasting Cable &amp; The Internet, 5th Edition, Focal Press</li> </ul>	
<b>Other References</b>		<ul style="list-style-type: none"> <li>• Balle, Francis, Mediat dhe Shoqëritë, Botimi i 15, Papirus, 2011</li> <li>• McDowell, Walter and Batten, Alan, Branding TV, Principles and Practices, Focal Press</li> </ul>	
<b>Laboratory Work</b>			
<b>Computer Usage</b>			
<b>Other</b>			
<b>Learning Outcomes and Competences</b>			
<b>1</b>	Students will gain knowledge about the concepts and principles of marketing.		
<b>2</b>	Students will gain knowledge about ways of funding and the revenue sources for media.		
<b>3</b>	Students will be able to prepare marketing plans and discuss on the respective importance of the plans for the companies especially for the Media enterprises.		
<b>Course Evaluation Methods</b>			
<b>In-term studies</b>		<b>Quantity</b>	<b>Percentage</b>
Midterms		1	30
Quizzes		0	0
Projects		1	30
Term Projects		0	0
Laboratory		0	0
Attendance		0	0
<b>Contribution of in-term studies to overall grade</b>			<b>60</b>
<b>Contribution of final examination to overall grade</b>			<b>40</b>
<b>Total</b>			100
<b>ECTS (Allocated Based on Student) Workload</b>			
<b>Activities</b>	<b>Quantity</b>	<b>Duration (hours)</b>	<b>Total Workload (hours)</b>
Course Duration (Including the exam week : 16 x Total course hours)	16	3	48
Hours for off-the-classroom study (Pre-study, practice)	14	4	56
Assignments	1	0	0
Midterms	1	10	10
Final examination	1	11	11
Other	0	0	0
<b>Total Work Load</b>			<b>125</b>

<b>Total Work Load / 25 (hours)</b>	<b>5</b>
<b>ECTS</b>	<b>5</b>