

| Course Name : Introduction to Marketing | | | | | | | |
|---|---|------------------|----------------------|----------------------|-------------------|---------|------|
| Course Code | Course Type | Regular Semester | Lecture (hours/week) | Seminar (hours/week) | Lab. (hours/week) | Credits | ECTS |
| IMC 121 | A | Fall | 2.00 | 0.00 | 0.00 | 2.00 | 3.00 |
| Lecturer Edlira Mali, MSc | | | | | | | |
| Assistant | | | | | | | |
| Course language Albanian | | | | | | | |
| Course level Bachelor | | | | | | | |
| Description The purpose of this course is to introduce students to the principles and concepts of marketing and to provide them with an analytical framework for how these concepts can be used by marketing professionals to develop and implement effective strategies in this field. The course is designed to help students understand the field of marketing from a theoretical and practical perspective. | | | | | | | |
| Objectives During this course, it is intended that students become familiar with the main contemporary theories in the field of marketing, as well as to elaborate on the strategies followed in this field. The main objectives of the course are to elaborate on the concepts of marketing and to enable students to recognize and apply the knowledge gained from the marketing subject. | | | | | | | |
| Core Concepts | | | | | | | |
| Course Outline | | | | | | | |
| Week | Topic | | | | | | |
| 1 | Basic Marketing Concepts. Definition and general marketing knowledge. Presentation of the literature and basic resources of the subject, presentation of the syllabus and the evaluation process. | | | | | | |
| 2 | The basics of marketing planning | | | | | | |
| 3 | Customer marketing strategy, segmentation, targeting, differentiation, and positioning | | | | | | |
| 4 | Branding, brand position | | | | | | |
| 5 | Mix promotion, integrated marketing communications | | | | | | |
| 6 | Product development and planning. Product life cycle management. | | | | | | |
| 7 | Marketing Channels. Distribute value to customers | | | | | | |
| 8 | Midterm exam | | | | | | |
| 9 | Key Pricing Strategies. Internal and external factors affecting the price decision. | | | | | | |
| 10 | Research and analysis in marketing. The role of marketing information | | | | | | |
| 11 | Strategic planning in marketing. The importance and role of strategic planning | | | | | | |
| 12 | Digital Marketing | | | | | | |
| 13 | Direct marketing, online marketing and marketing in the era of social media | | | | | | |
| 14 | International Marketing. Marketing Strategies in the Global Market | | | | | | |
| 15 | Design and implement a marketing plan | | | | | | |
| 16 | Final Exam | | | | | | |

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| Prerequisites | The student must attend the course at a minimum rate of 75%. |
| Literature | • Philip Kotler & Gary Armstrong, Parimet e marketingut, Botimi i 13-të, UET Press, 2013 |
| References | • Advertising and Promotion, Chris Hackley, SAGE Publications, 2005 • Bardhyl Ceku "Bazat e marketingut", ribotim, 2008 |

Course Outcome

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|----------|---|
| 1 | Students will understand and use the basic marketing terminology and key concepts |
| 2 | Students will be able to recognize the basics of marketing planning, including the ability to identify the main elements of the marketing plan |
| 3 | Students will be able to describe mix marketing elements, how these elements are integrated into the marketing strategy, and how these elements affect the organization's ability to compete in the market. |
| 4 | Students will be able to design and implement marketing plans, which include tactical decisions about the product, price, delivery and promotion. |

Course Evaluation

| In-term Studies | Quantity | Percentage |
|---|-----------------|-------------------|
| Midterms | 1 | 30 |
| Quizzes | 2 | 10 |
| Projects | 0 | 0 |
| Term Projects | 1 | 20 |
| Laboratory | 0 | 0 |
| Class Participation | 1 | 10 |
| Total in-term evaluation percent | | 70 |
| Final exam percent | | 30 |
| Total | | 100 |

ECTS Workload (Based on Student Workload)

| Activities | Quantity | Duration (hours) | Total (hours) |
|--|-----------------|-------------------------|----------------------|
| Course duration (Including the exam week: 16x Total hours of the course) | 16 | 2 | 32 |
| Study hours outside the classroom (Preparation, Practice, etc.) | 14 | 0 | 0 |
| Duties | 1 | 10 | 10 |
| Midterms | 1 | 10 | 10 |
| Final Exam | 1 | 15 | 15 |
| Other | 0 | 0 | 0 |
| Total Work Load | | | 67 |
| Total Work Load / 25 (hours) | | | 2.68 |
| ECTS | | | 3.00 |