



MARKETING MANAGEMENT

Basic data of the subject	
Academic Unit:	Faculty of Life and Environmental Sciences
Course title:	Marketing management
Study program:	Agribusiness Management
Level:	Master (MSc)
Course status:	Elective (E)
Study year:	2 year / 3 semester
Number of hours per week:	2 + 1
Credit value – ECTS:	5 ECTS
Time / location:	To be announced
Lecturer:	Prof. Ass. Dr. Festim Tafolli
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Course description:	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.
Course objectives:	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 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.
Learning outcomes:	This course includes, but is not limited to: ▪ Demonstrate an understanding of marketing and the marketing process. ▪ Identify the major trends and forces that are changing the marketing landscape. ▪ Locate, interpret, and evaluate marketing information for decision making. ▪ Analyze the changes in marketing strategies during the product's life cycle. ▪ Evaluate the internal and external forces that influence an organization's marketing strategy. ▪ Assess the attractiveness of a market segment. ▪ Evaluate the roles of ethics in marketing activities. ▪ Apply the tools and concepts learned in the course to develop a customer-driven marketing strategy and marketing mix.



Contribution on student load (must correspond with learning outcomes)			
Activity	Hours	Days/week	Total
Lectures	2	13	26
Exercise theoretical/laboratory	1	13	13
Practice work	2	1	2
Contact with lecturer/consultations	1	15	15
Field exercises	/	/	/
Mid-terms, seminars	3	1	3
Homework	1	13	13
Individual time spent studying (at the library or home)	2	15	30
Final preparation for the exam	2	8	16
Time spent in evaluation (tests, quiz, final exam)	2	2	4
Projects, presentations, etc.	3	1	3
Total			125 hours (5 ECTS)
Teaching methods:	Lectures, exercises, discussions, consultations, course projects, homework, midterm exam, final exam.		
Evaluation methods:	▪ Regular and active attendance: 10%, ▪ Midterm exam (colloquium): 20%, ▪ Course project: 10%, ▪ Final exam: 60%.		
Literature			
Basic Literature:	Kotler, P. & Keller K.L. (2014). Marketing Management. Pearson Education. Kotler, P. & Keller K.L. (2016). A Framework for Marketing Management. Pearson Education. Ramadani V. & Redzepi A. (2011). Menaxhimi i Marketingut. Datapons. Blokdyk, G. (2019). Marketing Management - A Complete Guide. Emereo Publishing.		
Additional Literature:	Hooley, GJ., Piercy NF., Nicoulaud, B. & Rudd, J. (2016). Marketing strategy and competitive positioning. Pearson Education. McDonald, M. & 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, K.B. (2011). Strategic Planning: A Practical Guide to Strategy Formulation and Execution. Praeger. Wootton, S. & Horne, T. (2010). Strategic Thinking: A Nine Step Approach to Strategy and Leadership for Managers and Marketers. Kogan Page.
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Designed study plan:		
Week	Lectures	Exercises
<i>First week:</i>	Introduction to basic concepts and principles of Marketing Management.	Discussion and distribution of the semestral project topics.
<i>Second week:</i>	Defining Marketing for the 21 st Century (Importance of Marketing, Scope of Marketing, Marketing concepts, New marketing realities).	Assignments, quizzes and case studies related to the topic of the first week lecture.
<i>Third week:</i>	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).	Assignments, quizzes and case studies related to the topic of the second week lecture.
<i>Fourth week:</i>	Collecting Information and Forecasting Demand (Marketing intelligence, Analyzing the macroenvironment, Forecasting and demand measurement).	Assignments, quizzes and case studies related to the topic of the third week lecture.
<i>Fifth week:</i>	Conducting Marketing Research (The marketing research process, Measuring marketing productivity).	Assignments, quizzes and case studies related to the topic of the forth week lecture.
<i>Sixth week:</i>	Creating Long-Term Loyalty Relationships (Building customer value, satisfaction and loyalty, Customer databases and marketing database).	Assignments, quizzes and case studies related to the topic of the fifth week lecture.
<i>Seventh week:</i>	Analyzing Consumer Markets (What influence consumer behavior? Key psychological processes, Buying decision process).	Assignments, quizzes and case studies related to the topic of the sixth week lecture.
<i>Eighth week:</i>	Midterm exam (colloquium).	Assignments, quizzes and case studies related to the topic of the seventh week lecture.
<i>Ninth week:</i>	Identifying Market Segments and Targets (Bases for segmenting consumer markets, Bases for segmenting business markets,	Assignments, quizzes and case studies related to the topic of the eight week lecture.

	Market targeting).	
<i>Tenth week:</i>	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).	Assignments, quizzes and case studies related to the topic of the ninth week lecture.
<i>Eleventh week:</i>	Setting Product Strategy (Products characteristics and classifications, Product and services differentiation, Product and brand relationship, Packaging, labeling, warranties and guarantees).	Assignments, quizzes and case studies related to the topic of the tenth week lecture.
<i>Twelfth week:</i>	Designing and Managing Services (Nature of services, New services realities, Achieving excellence in services marketing).	Assignments, quizzes and case studies related to the topic of the eleventh week lecture.
<i>Thirteenth week:</i>	Developing Pricing Strategies and Programs (Setting the price, Adapting the price, Initiating and responding to the price).	Assignments, quizzes and case studies related to the topic of the twelfth week lecture.
<i>Fourteenth week:</i>	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).	Assignments, quizzes and case studies related to the topic of the thirtieth week lecture.
<i>Fifteenth week:</i>	Designing and Managing Integrated Marketing Communications (The role of marketing communications, developing effective communications, deciding on the marketing, managing the integrated marketing).	Presentation of the course projects.
Academic policies and rules of conduct:		
- Students should be aware of and respect the institution and Code of ethics. - Students should respect the schedule of lectures, and exercises and be attentive. - It is mandatory to possess and presents a student ID card in the mid-terms and exam, - During the compilation of course projects, students must adhere to the instructions given by the professor. - During the exam is forbidden the use of mobile phones.		