

MARKETING MANAGEMENT

Faculty: Faculty of Economy

Study program: Professional Master in Business Administration and Finance-Banking

Course Title: Marketing Management

Course Credits: 7 ECTS

Language of Instruction: Albanian

Course Description: describe the course content, purpose, contributions, etc and what the learner may expect if enrolled in the course.: Marketing managers coordinate, plan, and implement the marketing functions of an organization. This course offers a deeper understanding of marketing functions, including product pricing, distribution, promotion, segmentation, research, and sales

Course Goals: Describe a practical purpose for the course, often are or relate to core competences. These are general learning outcomes:

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Formulate a marketing plan that will meet the needs or goals of a business or organization.
- Develop an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target.
- Formulate strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs.
- Develop strategies for the efficient and effective placement/ distribution of products*, concepts, goods, and services that respond to evolving markets.
- Evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization.
- Evaluate the viability of a concept, product, good and/ or service in a local, national or international market.
- Conduct market research to provide information needed to make marketing decisions.
- Communicate marketing information persuasively and accurately in oral, written, graphic and interactive media formats.

Course Requirements: List and describe the assessments which contribute to course score. (May include exams, portfolios, participation, attendance, papers, oral reports, group projects, assignments, etc.)

Paper presentation 40 points

Written exam 60 points

Grading: Indicate how a final course grade (including credit/no credit) will be assigned

Written exam – 7 ECTS

Course Schedule: Course frequency 2 lectures per week

The Schedule of Activities is subject to change.

(Maximum 250 words)