



Short Program of Course:

Academic Year: 2021 – 2022

“ Basis of Marketing”

"Bachelor" in "Agribusiness Management"
First Cycle Study Program (180 ECTS)

Type of activity	hours
Lectures:	45
Seminars:	15
Exercises:	
Laboratory:	
Fieldwork practice:	
Clinical practice:	
Sportive practice:	

Credits:	5
Discipline:	B

Total workload	5 x 25 = 125
Class workload:	60
Individual workload:	65

Code:	
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Description of Course

Contemporary Marketing. The creation and distribution of value. Meaning and definition of marketing. The marketing process

1 Exchange and transactions. Return of the value by the consumers.
Seminar. Discussion on the theoretical issues about the topic. Cases of study the foreign and Albanian experience.

competitors, public.

The macro environment:

2 The demographic, economic, natural, technological, political and cultural environment.
The response towards the marketing environment.
Seminar. Discussion on the theoretical issues about the topic. Cases of study the foreign and Albanian experience.

The strategy of the company and marketing partnership to build relationship. The meaning of planning.

The process of planning. The strategic plan of a company

3 The mission, goals, SWOT analysis
The analysis and the design of the business portfolio.
Development of increase and decrease strategies.

Planning in marketing. Strategic planning.

Management of marketing information to penetrate in the consumer. The system of information in marketing.

Source of data.

4 Intelligence about competitors.
Development of a search plan in marketing.
Measurement of demand in the market. Predicting future demand.

The ethics of search in marketing.

Consumer market and his buying manners. Examples of buying manners.

Influencing factors.

5 The process of making buying decisions by the consumer.
Types of buying manners.

Complex, aimed, dissonance reduction, routine buying

The process of decision making about new products and the factors that influence the speed of adoption.

Marketing of relationship with consumers. Satisfying the needs of the consumers.

Determination of the value and satisfaction.

6 Chain of value.
Management of total quality.
Preservation of the consumer.

Marketing of relationships.

	<p>The strategy of product and brand. What is the product?</p> <p>Levels of product</p>
7	<p>Decisions for the product.</p> <p>Decisions for the individual product.</p> <p>Branding. The strategy of the brand.</p> <p>The creation of strong brands.</p>
8	<p>Marketing of services, NGO-s, person, place and ideas. The nature and character of services. The characteristics of service. The strategies of marketing of service companies. The service-profit chain. Management of differentiation. Managing the quality of the service. Managing NGO-s. Managing a person, place, idea. Seminar. Discussion on the theoretical issues about the topic. Cases of study the foreign and Albanian experience.</p>
9	<p>Marketing channels: Distribution of value for consumers. The supply chains and the network of value distribution. Nature and importance of supply channels: How do the participants of the channel add value?</p> <p>Levels of distribution channel. Decisions for the projection of the channel. Managing decisions of the channel.</p> <p>Logistics of the marketing and management of the supply chain. Transport. Storage. Managing the inventory. Integrated management of marketing logistics. Seminar. Discussion on the theoretical issues about the topic. Cases of study the foreign and Albanian experience.</p>
10	<p>Advertisement and public relations. Definition of advertisement. Main decisions in relation to advertisement: determining the aims. Determining the budget. Development of the advertisement strategy. Valuation of the advertisement. Operational determination of the advertisement. Responsibilities. Cooperation in advertisement.</p> <p>Public relations – definition. Main instruments of the public relations.</p>
11	<p>Price. Strategies for setting the price. What is prize?</p> <p>Competition with and without prices.</p> <p>The factors that influence the setting of price</p> <p>Strategies of price setting for new products.</p> <p>Strategies for price regulation.</p> <p>Price setting and public policies.</p>
12	<p>Methods for price calculation. Withdrawal of value by consumers. General considerations.</p> <p>Setting of price based on cost.</p> <p>Setting of price based on demand. Setting of price based on competition.</p> <p>Changes in price.</p> <p>Main terms. Discussion and execution of concepts. Study case.</p>
13	<p>Direct and online marketing. The new model of direct marketing. The data of consumers and direct marketing.</p> <p>Forms of direct marketing. Online marketing. Marketing on internet. Possessions of online marketing. The creation of presence in online marketing.</p>
14	<p>Global Marketing. Global marketing in our days.</p> <p>The environment of global market.</p> <p>Decisions on global marketing: whether the company will become global.</p> <p>Which markets it will enter.</p> <p>The way it is going to enter in the selected market.</p> <p>Marketing strategy in global markets: product, place, promotion and price.</p>
15	<p>The integration of the marketing plan and the analysis of the marketing plan. Meaning and necessity of integration of the marketing plan.</p> <p>The instruments used.</p> <p>The use of reacting Functions in the integration of the marketing plan.</p> <p>The factors that affect the integration of the marketing plan.</p> <p>Analysis of the marketing plan.</p>