

Sample Course Description

Dr. Alkida Hasaj

Faculty: Economic

Study program: Bachelor in Tourism

Course Title: Marketing

Course Credits: 9

Language of Instruction: Albanian/English

Course Description: The purpose of the course is to acquaint students with the basic concepts of marketing and general knowledge of its applications in business practice. Students will have the opportunity to become familiar with the marketing environment and its constituent forces, the elements of the marketing mix and how to apply them to businesses, as well as a general introduction to strategic planning.

Course Goals: At the end of the course students will be able to understand in theory and real world the concepts like: Marketing, Marketing Strategy, Consumer, Element of Marketing Mix, Environmental Forces.

Course Requirements: The students need to participate at 75% of course seminary, to create and write a project, a do the exam at the end of the course. List and describe the assessments which contribute to course score.

Grading: Evaluation by continuous control 30 points, Final exam 70 point. Specifically:

Exam 70%

Coursework in group 20%

Activation in Seminars 10%

Course Schedule: This course takes place in the first semester of the first academic year. There are 3 hours for the lectures and 3 hours of seminars per week (the semester is 15 weeks).