

<b>Annex No. 3</b>		<b>First Cycle Studies Course Programme</b>			
1.	Course Title	Principles of Marketing			
2.	Code	MKT 210			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 / Second year / third semester (winter semester)	7.	Number of ECTS credits	7,5
8.	Professor	Prof. Snezana Ristevska-Jovanovska, PhD			
9.	Preconditions for enrolment	None			
10.	<p><b>Course Objectives (Competencies):</b> After completing the course students should be able to:</p> <ul style="list-style-type: none"> <li>• Every student should be able to perform market segmentation and interpret the positioning and targeting processes by knowing the consumer behavior in different market segments.</li> <li>• The student should be able to identify and successfully combine marketing tools by analysing the exposed material, examples from practice and project development.</li> <li>• The student should be able to design and conduct a research project as a team, as well as to compare and evaluate the obtained data from marketing aspect.</li> <li>• The student should be able to apply marketing concept in operations and make the right marketing decisions based on knowledge of the principles of marketing management.</li> </ul>				
11.	<p>Course content: The purpose of the course is to acquaint students with the marketing concept in the operation of companies and how it works in practice. In that sense is the need to gain broader knowledge of marketing, starting from the fact that the focus of interest of every company is the consumer and the needs and desires that need to be understood to be satisfied. This will be achieved through the products offered on the market, the prices at which they are offered, the distribution channels and the promotional activities that aim at informing and convincing the consumers. Due to all this, special attention should be paid to the product, ie. service, pricing, distribution and promotion as well as issues related to the management of marketing activities.</p> <ol style="list-style-type: none"> <li>1. Marketing concept</li> <li>2. Marketing management</li> <li>3. Marketing research</li> <li>4. Market segmentation</li> <li>5. Product</li> <li>6. Price of products</li> <li>7. Promotion</li> <li>8. Distribution</li> <li>9. Marketing for global market</li> </ol>				
12.	<p>Learning methods: Lectures with presentations, interactive lectures, teamwork, guest lecturer, case studies, preparation and presentation of a project assignment.</p>				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60 + 30 + 30 + 15 + 90 = 225 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	60 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	30 classes	
16.	Other types of activities	16.1.	Seminar paper / project / research (presentation: written and oral)	30 classes	
		16.2.	Individual assignments	15 classes	
		16.3.	Home-study	90 classes	
17.	Grading method	60+30+10 = 100 points			

	17.1.	Tests	60 points			
	17.2.	Seminar paper / project (presentation: written and oral), laboratory exercises	30 points			
	17.3.	Activity and participation	10 points			
18.	Grading scale		Less than 50 points	5 (five) (F)		
			From 51 to 60 points	6 (six) (E)		
			From 61 to 70 points	7 (seven) (D)		
			From 71 to 80 points	8 (eight) (C)		
			From 81 to 90 points	9 (nine) (B)		
			From 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam		Realized activities from points 15 and 16			
20.	Language		Macedonian (or English)			
21.	Evaluation method		Internal evaluation and survey			
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Снежана Ристевска-Јовановска	Маркетинг: теорија и практика	Економски факултет-Скопје	2014
		2.	Kotler, P., Armstrong, G., Saunders, J., Wong, V.	Принципи на маркетинг	Prentice Hall (превод од Влада, Скопје: Академски печат)	2001
		Additional literature				
		No.	Author	Title	Publisher	Year
	22.2.	1.	Снежана Ристевска-Јовановска, Бошко Јаковски	Маркетинг		2009
2.		Kotler, P., Armstrong, G.	Principles of Marketing	Prentice Hall	2008	