

<b>Annex No. 3</b>		<b>First Cycle Studies Subject Programme</b>			
1.	Title of subject	Marketing Management			
2.	Code	MKT 310			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Faculty of Economics-Skopje, Ss. Cyril and Methodius University in Skopje			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year/semester	Third year / fifth semester	7.	Number of ECTS credits	7,5
8.	Professor	Prof. Anita Ciunova-Shuleska, Ph.D.			
9.	Preconditions for enrolment	None			
10.	<p>Course Competencies and Student Learning Objectives: After completing the course:</p> <ol style="list-style-type: none"> <li>1. Students should be able to conduct a business portfolio analysis</li> <li>2. Students should be able to conduct SWOT analysis based on the situation analysis (external and internal analysis)</li> <li>3. Students should be able to define the marketing strategy and marketing tactics based on their knowledge about marketing instruments and segmentation, targeting, and positioning concepts</li> <li>4. Students should be able to make the best decisions about certain marketing activities through the analysis of the financial and other effects (consequences) that might appear from those decisions</li> <li>5. Students should understand the basic types of marketing control and know how to implement them for controlling the planned marketing activities.</li> </ol>				
11.	<p>Subject content: The aim of this course is to give students knowledge in the field of managing marketing activities, i.e. marketing environment and its dynamics, marketing planning, and decisions regarding marketing strategies, marketing tactics, and marketing control. Based on the customers' needs and wants, adequate strategical and tactical marketing decisions at corporate, business, and lower organizational levels should be made for achieving customer satisfaction and loyalty.</p> <ol style="list-style-type: none"> <li>1. Understanding marketing management</li> <li>2. Strategic and marketing planning</li> <li>3. Connecting with customers</li> <li>4. Building strong brands</li> <li>5. Developing market offerings: defining product and price strategies</li> <li>6. Value delivery</li> <li>7. Value communication</li> <li>8. Marketing organization and control</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.	Self-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.	Mandatory literature				
		No.	Author	Title	Publisher	Year
		1.	Kotler, P. and Keller, K.L.	A Framework for Marketing Management	Pearson	2016
		3.	Wilson, R.M.S. and Gilligan, C.	Strategic Marketing Management: Planning, Implementation, and Control	Elsevier-Butterwort Heinemann	2005
		Supplemental literature				
	22.2.	No.	Author	Title	Publisher	Year
		1.	Pete, P.J., Donnelly, J.H.	Marketing Management: Knowledge and Skills	McGraw-Hill	2007
		2.	Doyle, P., Stern, P.	Marketing Management and Strategy	Prentice-Hall	2006
		3.	Sutton, D. and Klein, T.	Enterprise Marketing Management: The New Science of Marketing	John Wiley and Sons Inc.	2003