

Principles of Marketing

Second Cycle Studies Course Programme					
1.	Course Title	Principles of Marketing			
2.	Code	MKT 541			
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)	Second Cycle Studies			
6.	Academic year / semester	2022-2023 /first (winter)	7.	Number of ECTS credits	6
8.	Professor	Prof. Snezana Ristevska-Jovanovsa, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	<p>Course Competencies and Student Learning Objectives: Upon completion of the course students should be able to:</p> <ol style="list-style-type: none"> 1. Know the consumers and their behavior towards which the company directs its offer. 2. Successfully combine the tools of the marketing mix. 3. Help the company to succeed in foreign markets just as successfully as in domestic markets. 4. Make the right marketing decisions based on previous marketing research 5. Apply the marketing concept in the operation of enterprises by understanding the basics of management and management of marketing activities. 				
11.	<p>Course content:</p> <ol style="list-style-type: none"> 1. Defining marketing and marketing concept 2. Understanding the market and consumers 3. Marketing information system and marketing research 4. Marketing tools 5. Marketing management 6. Specific areas of application of marketing 				
12.	Learning methods: Interactive lectures with power point presentations, design of films and videos, guest lecturer, teamwork project assignments - presentations of examples from practice, consultative teaching, seminars				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 = 180 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	24 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	16 classes	
		15.3.	Project assignments	40 classes	
16.	Other types of activities	16.1.	Individual assignments	10 classes	
		16.2.	Home-study	90 classes	
17.	Grading method		60+30+10 = 100 points		
	17.1.	Test			60 points
	17.2.	Seminar paper / project (presentation: written and oral)			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 15 and 16			
20.	Language	Macedonian/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	Скопје	2014
22.2.	Additional literature				
	No.	Author	Title	Publisher	Year
	1.	Philip Kotler&Gary Armstrong	Principles of marketing, 13/E,	Pearson Prentice Hall New Jersey	2009
	2.	Philip Kotler&Gary Armstrong	Principles of marketing	Pearson Prentice Hall New Jersey	2008
	3.	Philip Kotler&Gary Armstrong	Principles of marketing 12/E	Pearson Prentice Hall New Jersey	2007
	4.	Снежана Ристевска Јовановска; Б.Јаќовски	Маркетинг, 8е	Економски факултет, Скопје,	2007
	5.	Снежана Ристевска Јовановска; Б.Јаќовски	Маркетинг, 9е	Скопје	2009