

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Marketing Management			
2.	Code	MKT 546			
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 / First year / first semester (winter semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Anita Ciunova-Shuleska, PhD			
9.	Preconditions for enrolment	Completed the first cycle of studies with an obtained minimum of 240 credits			
10.	<p>Course Objectives (Competencies): After completing the course:</p> <ol style="list-style-type: none"> Students should be able to perform market analysis for the purpose of value creation Students should be able to make the best decisions for achieving customer satisfaction and retention Students should be able to perform marketing analysis i.e. market analysis, customer analysis, and competitor analysis for creating value and profit Students should know to calculate marketing performance metrics and analyze marketing performance Students should be able to make the best decisions regarding positioning strategy, pricing strategy, marketing-channel strategy, e-marketing strategy, and marketing communications strategy Students should know about the strategic marketing plan and how the marketing plan is created Students should know to evaluate marketing activities based on their impact on profitability Students should know how to use the leading marketing metrics for analyzing market dynamics from different perspectives. 				
11.	<p>Course content:</p> <ol style="list-style-type: none"> Market orientation and performance Market analysis Product positioning and brand strategies Market-based pricing and pricing strategies Marketing channels and e-marketing Marketing communications and customer response Strategic market planning and building a marketing plan Profit impact of market-based management and marketing metrics 				
12.	<p>Learning methods: Lectures, interactive teaching, quizzes, projects, movies, supported by LCD and PowerPoint</p>				
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.	Consultative teaching and exercises (laboratory, auditory), seminars, teamwork	16 classes	
16.	Other types of activities	16.1.	Project assignments	40 classes	
		16.2.	Individual assignments	10 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)		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/English		
21.	Evaluation method			Internal evaluation and survey		
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Best J.R.	<i>Market-based Management</i>	sixth edition, Prentice-Hall, GB	2013
		2	Capon, N. and Capon, R,	<i>Managing Marketing in the 21st Century, third edition</i>	Wessex Press, USA	2012
		3	Farris, P.W., Bendle, N.T., Pfeifer, P.E. and Reibstein, D.J.	<i>Marketing Metrics</i>	Wharton School Publishing	2016
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1	Edited by Schlegelmilch, B.B. and Winer, R.S.	<i>Routledge Companion to Strategic Marketing</i>	Routledge, Taylor & Francis group	2021
		2.	Russell, W.S.	<i>Marketing Management, 2e</i>	Prentice Hall, Inc., USA	2004