

1.	Course Title	Marketing
2.	Code	F18L1S026
3.	Study program	Software engineering and information systems
4.	Study Program Organizer	Faculty of Computer Science and Engineering
5.	Degree (first, second, third cycle)	first cycle
6.	Academic year / semester 1 / summer / optional	7. ECTS credits 6
8.	Teacher	Ph.D. Andreja Naumoski, associate professor Smilka Janeska SarkaNjac, assistant professor Georgina Mircheva, assistant professor Biljana Stojkoska
9.	Course enrollment prerequisites	
10.	<p>Course program goals (competencies): Introduction to the main elements for developing a marketing strategy and planning a marketing program; Development of skills to solve marketing problems through analytical tools (frameworks, concepts, models and techniques); Examples of case studies how enterprises are organizing their marketing operations, with an emphasis on ICT enterprises; Improving communication skills, oral and written, team work in the preparation of a project task, presenting the project task.</p>	
11.	<p>Course program content: Introduction to the basic concepts in the field of marketing; Organizations; Analysis of the marketing environment; Consumer markets and consumer buying behavior; Business markets and business buying behavior; Consumer driven marketing strategy; Marketing mix; Products, services and brands; New product development and product life cycle strategies; Setting prices; Pricing strategies; Marketing channels; Retail and wholesale; Integrated Marketing Communications Strategy; Advertising and public relations; Personal sales and sales promotion; Direct and online marketing; Building long-term customer relationships.</p>	
12.	<p>Learning methods: Lectures using presentations, interactive lectures, exercises (using equipment and software packages), teamwork, case studies, invited guest lecturers, independent preparation and defense of a project assignment and seminar work.</p>	
13.	Total available time	6 ECTS x 30 hours = 180 hours
14.	Distribution of the available time	30 + 45 + 15 + 15 + 75 = 180 hours

15.	Teaching activity forms		15.1.	Lectures – theoretical teaching	30 hours	
			15.2.	Exercises (laboratory, auditory), seminar papers, teamwork	45 hours	
16.	Other activity forms		16.1.	Project Tasks	15 hours	
			16.2.	Independent Learning Tasks	15 hours	
			16.3.	Home learning	75 hours	
17.	Assessment methodology					
	17.1.	Tests			0 points	
	17.2.	Seminar paper/project (presentation: written and oral)			10 points	
	17.3.	Activity and learning			10 points	
	17.4.	Final exam			80 points	
18.	Assessment criteria (points/grade)		up to 50 points		5 (five) (F)	
			51 to 60 points		6 (six) (E)	
			61 to 70 points		7 (seven) (D)	
			71 to 80 points		8 (eight) (C)	
			81 to 90 points		9 (nine) (B)	
			91 to 100 points		10 (ten) (A)	
19.	Course completion and final exam requirements		Realized activities 15.1 and 15.2			
20.	Teaching Language		Macedonian and English			
21.	Teaching quality evaluation method		Internal evaluation mechanisms and questionnaires			
22.	Course Material					
	22.1.	Mandatory course material				
		No	Author	Title	Publisher	Year
		1	Kotler Philip, Armstrong Gary	Principles of Marketing, 14/e	Prentice Hall	2012
	22.2.	Additional course material				
		No.	Author	Title	Publisher	Year

