



Меѓународен Универзитет Визион - International Vision University
 Universiteti Ndërkombëtar Vizion - Uluslararası Vizyon Üniversitesi

Adres: Ul. Major C. Filiposki No.1, Gostivar – Makedonya
 tel: +389 42 222 325, www.vizyon.edu.mk, info@vizyon.edu.mk

SYLLABUS

| COURSE NAME | COURSE CODE | SEMESTER | COURSE LOAD | ECTS |
|------------------|-------------|----------|-------------|------|
| DIRECT MARKETING | 2036 | 7 | 180 | 6 |

| | |
|------------------------|------|
| Prerequisite(s) | None |
|------------------------|------|

| | |
|---------------------------------------------------|----------------------------------------|
| Course Language | Turkish |
| Course Type | Elective |
| Course Level | First Cycle |
| Course Lecturer | |
| Course Assistants | |
| Classroom | |
| Extra Curricular Office Hours and Location | Meeting: Consultancy: |

| | |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Course Objectives | This course focuses on the major decisions about marketing functions, the increasing importance of marketing and provides the needed information about marketing processes. |
| Course Learning Outcomes | <ul style="list-style-type: none"> • Framework for contemporary marketing is presented. • Principles of Marketing are comprehended. • Marketing strategy building and implementations are discovered. • Relevant case studies are analyzed. |
| Course Contents | Introduction to Marketing/ Historical Development of Marketing Concept/ Marketing Information System/ Marketing Research/ Developing Marketing Mix/ Components of Marketing Mix/ Place and promotion Decisions. |

WEEKLY SUBJECTS AND RELATED PREPARATION STUDIES

| Week | Subjects | Related Preparation |
|-------------|----------------------------------------------------------------------------------------------------------|------------------------------------|
| 1 | Building Customer Satisfaction, Value and Retention, Attracting and Retaining Customers, Winning Markets | Related Chapters of Course Sources |
| 2 | Scanning the Marketing Environment, Analyzing Customer and Business Markets and Buyer Behavior | Related Chapters of Course Sources |
| 3 | Analyzing Business markets and Business Buying Behavior | Related Chapters of Course Sources |
| 4 | Dealing with Competition, Designing Competitive Strategies | Related Chapters of Course Sources |
| 5 | Identifying Market Segments and Selecting Target Markets | Related Chapters of Course Sources |
| 6 | Product Lines and Brand Management | Related Chapters of Course Sources |
| 7 | Mid-term Exam | Related Chapters of Course Sources |
| 8 | Product Life Cycle, New Product Development | Related Chapters of Course Sources |
| 9 | Designing and Managing Services | Related Chapters of Course Sources |
| 10 | Designing Pricing Strategies and Programs | Related Chapters of Course Sources |
| 11 | Managing Marketing Channels | Related Chapters of Course Sources |
| 12 | Managing Direct Marketing | Related Chapters of Course Sources |
| 13 | Managing Advertising, Sales Promoting and Public Relations | Related Chapters of Course Sources |
| 14 | Managing the Sales Force and Personal Selling | Related Chapters of Course Sources |
| 15 | Final Exam | Related Chapters of Course Sources |

ECTS / WORKLOAD TABLE

| | | | |
|---------------------------------------------------------|----|----------|----|
| Presentation / Seminar | | | |
| Hours for off-the-classroom study (Pre-study, practice) | 14 | 3 | 42 |
| Midterm Exam | 1 | 12 | 12 |
| Final examination | 1 | 14 | 14 |
| Total Work Load | | | |
| ECTS | | 6 | |

GENERAL PRINCIPLE RELATED WITH COURSE

Dear students,

In order to be included, learn and achieve full success that you deserve in the courses you need to come well prepared by reading the basic and secondary textbooks. We are expecting from you carefully to obey to the course hours, not to interrupt the lessons unless is very indispensable, to be an active participant on the courses, easily to communicate with the other professor and classmates, and to be interactive by participating to the class discussions. In case of unethical behavior both in courses or on exams, will be acting in framework of the relevant regulations. The attendance of the students will be checked in the beginning, in the middle or at the end of the lessons. Throughout the semester the students who attend to all lectures will be given 15 activity-attendance points in addition to their exam grades.

SOURCES

| COMPULSORY LITERATURE | | |
|-----------------------|--------------------|--------------------------------------------------------------------------------------|
| No | Name of the book | Author's Name, Publishing House, Publication Year |
| 1 | Doğrudan Pazarlama | İge Pınar Tavmergen, SEÇKİN Yayıncılık, 2010 |
| 2 | Менаџмент | Шуклев, Бобек, универзитетски учебник, петто издание, Економски факултет-Скопје 2008 |
| 3 | Jr. Management | John R. Schermerhorn, John Willey & Sons Inc, 9th edition 2008 |

| ADDITIONAL LITERATURE | | |
|-----------------------|--------------------------|---------------------------------------------------|
| No | Name of the book | Author's Name, Publishing house, Publication Year |
| 1 | Karlı Doğrudan Pazarlama | Lois K. Geller, Sistem Yayıncılık, 2003 |
| 2 | Marketing Management | Philip Kotler, Kevin Lane Keller |
| 3 | | |

EVALUATION SYSTEM

| Underlying the Assessment Studies | NUMBER | PERCENTAGE OF GRADE |
|------------------------------------------|---------------|----------------------------|
| Attendance/Participation | 15 | %10 |
| Project / Event | 1 | %20 |
| Mid-Term Exam | 1 | %35 |
| Final Exam | 1 | %35 |
| TOTAL | 17 | %100 |

ETHICAL CODE OF THE UNIVERSITY

In case of the students are cheating or attempt to cheat on exams, and in the case of not to reference the sources used in seminar studies, assignments, projects and presentations, in accordance to the legislations of the Ministry of Education and Science of Republic of Macedonia and International Vision University, will be applied the relevant disciplinary rules. International Vision University students are expected never to attempt to this kind of behavior.