

Course syllabus for first cycle studies					
1.	Course title	Marketing			
2.	Code	CDE6E22			
3.	Study Program	Clothing design and engineering			
4.	Study program organizer (unit, institute, department, division)	Faculty of Technology and Metallurgy, Institute of textile engineering			
5.	Degree (first, second, third cycle)	First cycle			
6.	Academic year / semester	3 year 6 semester	7.	Number of ECTS	5
8.	Instructors	Prof. Dr. Elena Tomovska			
9.	Prerequisites for course enrollment	-			
10.	Objectives of the course syllabus (competences): Students should gain introductory understanding of clothing and textiles marketing. Acquired skills (competences): Ability to understand consumer behavior and make marketing management decisions for clothing products.				
11.	Content of the course: Defining marketing. Consumer behaviour (characteristics of individual and business consumers). Market segmentation. Product (classification, brand, product management). Price (pricing and influences on pricing decisions). Distribution (channel structure, distribution strategies). Promotion (advertising, other marketing communication tools, integrated marketing communication). Marketing research and planning.				
12.	Study methods: lectures, practical lessons, discussion, team work, projects, home work				
13.	Total available time	90			
14.	Allocation of available time	45+45			

15.	Teaching activities		15.1.	Lectures	30	
			15.2.	Practicals	15	
16.	Other types of activities		16.1.	Projects	20	
			16.2.	Individual assignments		
			16.3.	Homework	25	
17.	Grading system					
	17.1.	Final exam			80	
	17.2.	Project			10	
	17.3.	In class participation and activity			10	
18.	Grading criteria (points/grade)	Up to 61 points			5 (five) (F)	
		From 61 to 69 points			6 (six) (E)	
		From 70 to 79 points			7 (seven) (D)	
		from 80 to 89 points			8 (eight) (S)	
		From 90 to 95 points			9 (nine) (B)	
		from 95 to 100 points			10 (ten) (A)	
19.	Prerequisites for taking the final exam		Minimum 15 points from 17.2 and 17.3			
20.	Language in which lectures are conducted		English			
21.	Method for monitoring the quality of lectures		Survey			
22.	LITERATURE					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	M. Easey	Fashion Marketing	Blackwell Science	2002
		2.				
		3.				
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Brassington, Pettit	Essentials of Marketing	Prentice Hall	2005
		2.				
3.						