

No. 31

<b>Course syllabus for first cycle studies</b>					
1.	<b>Course title</b>	Marketing			
2.	<b>Code</b>	CDE6E22			
3.	<b>Study Program</b>	Clothing design and engineering			
4.	<b>Study program organizer (unit, institute, department, division)</b>	Faculty of Technology and Metallurgy, Institute of textile engineering			
5.	<b>Degree (first, second, third cycle)</b>	First cycle			
6.	<b>Academic year / semester</b>	3 year 6 semester	7.	<b>Number of ECTS</b>	5
8.	<b>Instructors</b>	Prof. Dr. Elena Tomovska			
9.	<b>Prerequisites for course enrollment</b>	-			
10.	<b>Objectives of the course syllabus (competences):</b>  Students should gain introductory understanding of clothing and textiles marketing.  <b>Acquired skills (competences):</b> Ability to understand consumer behavior and make marketing management decisions for clothing products.				
11.	<b>Content of the course:</b> 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.	<b>Study methods:</b> lectures, practical lessons, discussion, team work, projects, home work				
13.	<b>Total available time</b>	90			
14.	<b>Allocation of available time</b>	45+45			

15.	<b>Teaching activities</b>	15.1.	Lectures	30
		15.2.	Practicals	15
16.	<b>Other types of activities</b>	16.1.	Projects	20
		16.2.	Individual assignments	
		16.3.	Homework	25
17.	<b>Grading system</b>			
	17.1.	Final exam		80
	17.2.	Project		10
	17.3.	In class participation and activity		10
18.	<b>Grading criteria (points/grade)</b>	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.	<b>Prerequisites for taking the final exam</b>	Minimum 15 points from 17.2 and 17.3		
20.	<b>Language in which lectures are conducted</b>	English		
21.	<b>Method for monitoring the quality of lectures</b>	Survey		
22.	<b>LITERATURE</b>			
	22.1.	Compulsory literature		
		No.	Author	Title
		1.	M. Easey	Fashion Marketing
		2.		
		3.		
	22.2.	Additional literature		
		No.	Author	Title
		1.	Brassington, Pettit	Essentials of Marketing
		2.		
		3.		