

## SME Marketing

In this module the students learn the fundamental knowledge of marketing for a Small and Medium Sized Enterprises (SME). Students learn about consumer behavior and marketing strategies for SME. This module provides a detailed analysis of the promotional aspect of marketing in the SME sector. Some of the main topics that will be discussed during this module are: Definition of marketing and goals of marketing function in a SME, Developing the marketing mix for SMEs, Analyzing market opportunities, Marketing research, Marketing information systems, Marketing plans, Selecting target markets, Consumer buying behavior, Market segmentation, Targeting and positioning, Designing products/services, Sales promotions, Advertising, Public relations, etc.

### Module code

MARK 447

### Semester

3<sup>rd</sup> Semester

### Credits

5 ECTS

### Language

English / Shqip

### Duration

55 Hours / 3 Weeks

### Study Program

For BA Study Programs – SME Management

### Module Lecturers

- Gratiela Boca
- Macit Koc
- Azeta Tartaraj