

Teaching Resources Work plan

Overall work plan:

This assignment is divided into two parts – classroom participation (4 lectures of 2 hours with students and other stakeholders) and 60 hrs of fieldwork, meeting marketing department officials of producers in the milk sector and customers of dairy products

Part 1

During the eight hours of lectures, students will be introduced to Marketing concepts and strategies based on the book “Principles of Marketing” by Philip Kotler and Gary Armstrong, chapters: I, II, III, IV, XII and XVIII. (Pearson Prentice Hall, 2012). Furthermore, students could use some chapters of the book “Marketing” by Nail Reshidi and Bardhyl Ceku. (Prishtine, 2006) In addition, representatives coming from the marketing sectors of the Ministry of Agriculture, Forestry and Rural Development (MAFRD) and the Chambers of Commerce will be invited as guest speakers in the lecture.

During the second part of the lecture, students will be divided into groups of 3 and they will be asked to select at least one producer from the dairy sector as a consultant to facilitate easier understanding of the challenges of the industry. The stakeholders from the dairy sector are companies: Devolli Corporation (Vita); Bylmeti, Kabi, Abi and Dreni.

Part 2 (40 hours)

The second part includes field work, the students will conduct the research based on questionnaires which will be delivered to customers face-to-face and using online techniques. In this part, students will need assistance from the stakeholders like MAFRD and Chambers of Commerce, which were part of the previous lectures.

The sources that students can use for easier collection of data and better understanding of the dairy sector are:

- <http://www.invest-ks.org/>
- <http://www.kosovafair.com/>
- <http://www.mbpzhr-ks.net/>
- <http://www.euroqualityfiles.net/...1/Kosovo%20Agripolicy%20D2-1.pdf>
- http://pdf.usaid.gov/pdf_docs/pnade184.pdf
- www.oek-kcc.org/
- [www.eastagri.org/files/Kosovo Dairy Sector Study of Compet_06.pdf](http://www.eastagri.org/files/Kosovo_Dairy_Sector_Study_of_Compent_06.pdf)

Part 3 (20 hours)

In this section students will deliver the report conducted during the field study to the producers. Producers from the diary sector will benefit from the findings by helping them understand the market needs and wants better; and identify the possible weaknesses of their domestic products. Moreover, this will help them improve the quality of the products in order to increase their sales, substitute import in the sector and finally encourage sustainable growth and development.