



# Kolegji AAB

**FACULTY OF ECONOMICS – MASTER STUDIES**

**DEPARTMENT: MARKETING AND BUSINESS MANAGEMENT**

MASTER THESIS

TITLE OF THEME

**“MARKETING AND MANAGEMENT AS A PERFORMANCE TO THE  
COMMERCIAL BANKS”**

Mentor:  
Prof.Dr.Tefik HALILI

Candidate:  
Shkurte REXHEPI

Prishtine, November 2014

## CONTENT

INTRODUCTION .....	
CHAPTER I.....	
1. SUBJECT AND PURPOSE OF STUDY AND METHODOLOGY .....	
1.1 SUBJECT.....	
1.2 PURPOSE.....	
1.3 METHODOLOGY .....	
CHAPTER II.....	
2. CONCEPT OF BANKING MARKETING.....	
2.1 Analysis of the marketing concept.....	
2.2 Management strategy with marketing activities .....	
2.2.1 Banking marketing in the function of banking management .....	
CHAPTER III .....	
3. MANAGEMENT AND BANKING STRATEGY.....	
3.1.1 Operative banking management .....	
3.1.2 Managing the quality of products .....	
3.1.3 Managing the risks of business banking .....	
3.1.4 Managing the changes within bank.....	
CHAPTER IV .....	
4. MANAGEMENT, LEADERSHIP AND BUSINESS ETIQUETTE OF BANK .....	
4.1 Management and leadership of bank .....	
4.2 Business etiquette of bank .....	
4.3 Principles and samples of the ethic code in banks.....	
4.3.1 Business ethic of an ‘X’ commercial bank in the Republic of Kosovo .....	
CHAPTER V .....	
5. FINAL REVIEW AND LITERATURE.....	
5.1 Final review .....	
5.2 Literature.....	

## INTRODUCTION

This Master thesis' purpose is to include a defined number of segments of the contemporary marketing, banking marketing and management to the commercial banks' performances, in order that the commercial banks in the open market in free competition, be distinguished from others.

The concept of marketing from the etymological point of view, originates from the Anglo-Saxon origin. Consists of two words: market + ing, where market means market itself, meanwhile the ing suffix has several meanings such as process, action, way to profit.

Regarding to the marketing definitions, there were some different evolutions: for example The American Society for Marketing, has embezzled this definition: "Marketing is a process that deals with business activities which head the streams of goods and services from the manufacturer to the consummator or user."

Meanwhile Philip Kotler gives this definition : "Marketing means market business for processing the fulfillment of needs and wishes of people.

General review on the management and strategic planning to the Marketing is a series of activities which optimize production for the fulfillments of needs and requires of consummators, because the market with its mechanisms suggests on the production form, assortment, distribution, cost, , production, orders and behavior of consummators (of individuals, organizations and society).

So, marketing is a business activity, that has an impact on the regulating and defining production, in the exchange process with the only purpose of: fulfillment of needs and requests of consummators, and profit realization of the enterprise.

As a second component in the review of this theme is also the management and especially the strategic management along with the strategic planning which both make up the basic column of a successful banking business.

Banks, in the market economy conditions, companies (also banks) to concept and implement the long- term business politics, mid-term and short-term, which is going to be stable in the market along with competitive rivals, must compile and manage the strategy and its strategic planning.

This is the aim of every organization, respectively of every bank in order to provide competitive skill and superior performance. This purpose can be provided if the bank or company creates and manages strategies with contemporary managing processes and strategic planning.

The management and strategic planning as a scientific doctrine have started to apply in the banks and economics of Westerns countries in the 60s of the previous century (XX). Now in the first decade of this century, the management and strategic planning have become base components for a genuine development of each business. So, now the management and planning are implemented as very real predictions for increase and success in their future.

In order to provide a safe and profitable management and planning for the concrete bank, it has to perceive a defined number of elements that follow and conduct the strategy and its planning:

- Purpose or vision
- Concrete strategic aims for a defined period of time
- Alternatives and solutions of strategies and optimal plans
- Programs, projects and products that derive from management and strategic planning
- Business politics and annual objectives
- Strategies and supporting plans that enable the realization of aims

Within the strategic management, a central part of it, is the strategic planning, which being viewed globally, consists of features and principles that make it very important for the successful business of a bank or banking systems in general.

So, the strategic planning (as a function of the strategic management) consists of a defined anagram with very concrete purposes and tasks for a defined period of time. All or most of banks, use strategic planning as a tools for their position in highly competitive markets, and as a tool for exploring and researching methods and business technologies for their position for the future years and decades. The increase of operations for the concrete bank means the increase of new products and their placement in different spaces of competitive markets. Starting point of the management and strategic planning is the analysis of the offer and request of banking-financial services and projection of future changes in the structure of global financial systems.

In the competitive aggravating fight that is processed between mediatory financial institutions, more likely the winners will be the financial institutions (banks) which will choose the strategy, planning and optimal action programs. In this winning base, there will be those banks, respectively those mediatory financial institutions which:

- anticipate best the needs of financial-monetary services' users.
- show innovation and larger creativity for changes, and especially in the plan of products, technology and organizing banking business.
- possess knowledge, information and more progressed sense.
- pull off better and completed services for the needs of their services' users.

In the contemporary financial structure in which exists a higher school of competition between financial mediators, successful business of banking institutions, is formed based on the interaction of the three most important components. Those components are:

- entrepreneurs
- technology
- organizing

A decisive role in this three pair combination, belongs to the entrepreneur, a carrier of which is the banking management.

The strategic planning in the business banking and other institutions of financial mediatory, consists of some quite important and non-neglected periods during the managing process:

- creativities of visions
- strategy solution
- compilation of the action-implementing plan

The content of the strategic plan is for real the solution of methods and forms that show implementing and concretization of a vision preliminarily defined and approved by bank structures. In selecting the developing bank strategy for the future period, the possible options can be systematized as follows:

- penetration (penetrating power): the bank in its developing strategy aims at increasing the attendance in the existing and new markets (in different meridions)
- development of new products and their diversification
- development of new knowledge and cognition

## **CHAPTER V**

### **5.1 FINAL REVIEWS**

Contemporary marketing, respectively, respectively its methods and techniques that are used in the case of being implemented in commercial banks or business banks in general have the purpose of presenting business banking in the most appropriate and worthy form and above all very convincing to the existing clients and future clients.

So, the purpose of the contemporary marketing is to convince on the safety and quality of products and services that the bank generates and pulls off within its regular and challenging activity primarily for individuals, institutions and local, regional or global economical subjects.

The purpose of the contemporary marketing is the mutual fulfillment of two or more actors that participate in the markets of production (defined goods and products) and of sale by always fulfilling the needs of consummators whether they're latest clients or consumers of a late product (industries of material goods: cars, telephones, different equipment etc).

In market's economy conditions, the commercial or business bank in order to concept and implement long-term, mid-term or short-term business politics, which will be stable in market with its competitive rivals and must compile and manage its strategy. This is the aim of each organization (of the banks also) to provide competitive skills and of superior performance.

This aim can be achieved (undoubtedly)if the bank creates and manages its strategy with contemporary managing processes.

In the period which we are living and working in, with the unmerciful impact of globalization processes and permanent innovations in the new technical processes of the world monetary economics, is impossible to provide product investments and new banking services, in their sale and profit approach without managing well and scientifically the business commercial banking system.

And at last in this final review, we can ascertain without any doubt how the contemporary marketing base with the strategic management within the activity of commercial banks, is a necessity, knowledge that increases the chances of business success, and always consists of challenges and ideas by creativities and innovations that pave the journey in the markets of confrontation with competition and new requests.

The achievement of a goal is only the first step towards a rise in great heights, so motivation and challenges don't recognize obstacles if you want to accomplish in life and business.