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| Identification | Subject (code, title, credits) | MKT 301 – Principles of Marketing– 3KU/6ECTS credits |
| | Department | Economics and Management |
| | Program (undergraduate, graduate) | Undergraduate (BBA) |
| | Term | Fall, 2019 |
| | Instructor | Aytakin Badalova |
| | E-mail: | aytakin.badalova@gmail.com |
| | Phone: | |
| | Classroom/hours | Monday 18:30 – 21:00 41 Mehseti street (Neftchilar campus), Khazar University, 302N |
| | Office hours | |
| Prerequisites | ECON 100 Introduction to Economy | |
| Language | English | |
| Compulsory/Elective | Required | |
| Required Textbooks and Course Materials | <p>Core Textbook: Principles of Marketing, Kotler & Armstrong, Fourteenth Edition, Pearson International Edition, 2010</p> <p>Supplementary Textbook: Marketing: Real People, Real Choices, Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, Global Edition, Eighth Edition Marketing Management, Kotler & Keller, Thirteenth edition, Pearson International Edition, 2009</p> | |
| Course Website | <p>This course combines traditional face-to-face classes with online learning. For support learning following websites can be used:</p> <p>https://www.campaignlive.co.uk https://www.marketingweek.com/ http://www.futurelab.net/blogs/marketing-strategy-innovation/ http://www.brandingstrategyinsider.com/ www.pearsonhighered.com/product/Kotler-Principles-of-Marketing https://books.google.co.uk www.slideshare.net/.../marketing-philip-kotler</p> | |
| Course Outline | <p>In this course, the marketing process and range of marketing decisions that an organization must make in order to sell its products and services will remain as the focal point. Student will start thinking as a marketer, he/she will identify the focus of a marketer that remains the consumer. Answers to these questions ("Who is the consumer of goods and services?" "What does the consumer need? Is it different from consumer's want will be found?")</p> <p>Marketing involves a set of activities that summed up as follows:</p> <ul style="list-style-type: none"> • Creation of products and services. • Create a value offer that will be communicated to the consumer. • Deliver products and services that consumer believes that are valuable. • Exchanging value for offerings. | |
| Course Objectives | <p>The main area of focus of the course will remain understanding customer needs, designing customer driven marketing strategies, building customer relationships and understanding the major trends and forces affecting customer relationships. The primary course objectives are:</p> <ol style="list-style-type: none"> 1. To analyze the basic market – Analysis will include primary customer, company and competitor. 2. To introduce the elements of Marketing Mix 3. To expand the knowledge base of students about current marketing situations. By case studies market big shareholders and failures, analytical ability of students will be tested. | |

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| Learning Outcomes | <p>At the end of this course, students should be able to:</p> <ol style="list-style-type: none"> critically analyze the following key concepts: <ul style="list-style-type: none"> Marketing Concept Customer behavior. Market segmentation. Target market selection. Positioning. Brand equity. Marketing mix – Product, Price, Place & Promotion. Produce Marketing Plan using Marketing tools. Measure and Evaluate Market performance. Identify and integrate market mix elements into a comprehensive practical marketing plan | | |
| Course Team Project | <p>The course project is designed in a way that it offers students to apply the learned concepts and marketing methods in practical world. The execution of the project will be set in real time environment in order to understand the complexities of the real marketing environment. The project will be done in groups. The group size will be between 4-6 (depending on class size) The marketing plan will be provided to the students in the third session. It will involve the following:</p> <ol style="list-style-type: none"> The group will: <ul style="list-style-type: none"> Compare two Global Brands as to how they have helped in creation of National Identity. Analyze the current situation, marketing environment, market segmentation, targeting and positioning of the chosen brand product/service. All the marketing mix elements – Product, Price, Place and Promotion to be observed and developed in the marketing report. A group presentation will be made in the last class. The duration of the presentation will be between 10-12 minutes. The report will be submitted by the students at the beginning of the final class. Assignments / reports submitted by email will not be accepted under any circumstances. | | |
| Teaching methods | Lecture | | X |
| | Group Discussion | | X |
| | Experiential Exercise | | X |
| | Case analysis | | |
| | Simulation | | |
| | Course Paper | | |
| | Others | | |
| Evaluation | Methods | Date/deadlines | Percentage (%) |
| | Midterm Exam | 04.11.2019 | 25 |
| | Class Attendance | | 5 |
| | Class activity | | - |
| | Quizzes | 30.09.2019 14.10.2019 18.11.2018 | 15 |
| | Project/Presentation | 11.11.2019 18.11.2019 25.11.2019 02.12.2019 16.12.2019 | 15 |
| | Final Exam | | 40 |
| | Others | | |
| | Total | | 100 |

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| Policy | <p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Class attendance shall mean physical presence in the classroom.</p> <p>The quizzes: There will be three quizzes throughout the course. The quizzes might be made of multiple choice questions, true/false questions and short open questions. The questions will cover the subjects learned until each preceding class. Each quiz will be 5 points.</p> <p>Presentation/Project: There will be presentations and a project. A situation will be given to students, a leader will be chosen. They will analyze the situation according to knowledge they learned. If it is a presentation the work of the group will not only be graded based on the job they did, but also how they were successful to work as a team. If it is a project it will be graded individually.</p> <p><u>Cheating / Plagiarism</u> Cheating or other plagiarism during the Quizzes, Mid-term and Final Examinations will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> |
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Tentative Schedule

| Week | Date/Day (tentative) | Topics | Textbook/Assignments |
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| 1 | 16.09.2019 | Discussion on course and requirements Marketing - Creating Customer Value and Engagement. | Chapter 1 |
| 2 | 23.09.2019 | Company Marketing Strategy: Partnering to Build Customer Relationships. | Chapter 2 Allocation of Class Presentations |
| 3 | 30.09.2019 | Quiz 1 Analyzing the Market Environment. | Chapter 3 Case Study |
| 4 | 07.10.2019 | Consumer Markets and Buyer Behavior. | Chapter 5 |
| 5 | 14.10.2019 | Quiz 2 Customer-Driven Marketing Strategy, Creating Value for Target Customers. | Chapter 7 Case Analysis |
| 6 | 21.10.2019 | Products, Services and Brands: Building Customer Value. | Chapter 8 |
| 7 | 28.10.2019 | New Product Development And Product Life Cycle Strategies | Chapter 9 |
| 8 | 04.11.2019 | Mid Term Examination | Chapter 1 - 9 |

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| 9 | 11.11.2019 | Pricing: Understanding and Capturing Customer Value. Pricing Strategies. Group Presentation on Pricing Strategies | Chapter 10,11 |
| 10 | 18.11.2019 | Quiz 3 Marketing Channels: Delivering Customer Value. Retailing and Wholesaling. Group Presentation on Marketing Channels. | Chapter 12, 13 |
| 11 | 25.11.2019 | Communicating Customer Value: Integrated Marketing Communications Strategy. Group Presentation on IMC | Chapter 14 |
| 12 | 02.12.2019 | Advertising and Public Relations. Group Presentation on Advertising | Chapter 15 |
| 13 | 09.12.2019 | Personal Selling and Sales Promotion | Chapter 16 |
| 14 | 16.12.2019 | Direct, Online, Social Media and Mobile Marketing Group Presentation of Social Media Marketing | Chapters 17 |
| 15 | 23.12.2019 | Chapters Reviewing | Chapters Revision |
| 16 | TBA | Final Exam | Chapter 10 - 17 |