

Identification	Subject (code, title, credits)	MKT 302 – Principles of Marketing– 3KU/6ECTS
	Department	Economics and Management
	Program (undergraduate, graduate)	Undergraduate (BBA)
	Term	Fall, 2025
	Instructor	Elnur Guliyev
	E-mail:	Elnur.guliev@khazar.org
	Classroom/hours	41 Mehseti street (Neftchilar campus)
	Office hours	By appointment
Prerequisites	ECON 101 Introduction to Economics	
Language	English	
Compulsory/Elective	Compulsory	
Required Textbooks and Course Materials	<u>Core Textbook:</u> Marketing An Introduction: 7th Edition Canadian 2022 <u>Supplementary Textbook:</u> Marketing: Grewal, Levy 2022 Marketing Management, Kotler & Keller, Thirteenth edition, Pearson International Edition, 2009	
Course Website	This course combines traditional face-to-face classes with online learning. For support learning following websites can be used: https://www.ama.org/ https://www.campaignlive.co.uk https://www.marketingweek.com/ http://www.futurelab.net/blogs/marketing-innovation/ http://www.brandingstrategyinsider.com/ https://www.mckinsey.com/ https://hbr.org/topic/marketing https://books.google.co.uk	
Course Outline	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 the focal point. Students 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?") Marketing involves a set of activities that summed up as follows: • 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	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: 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.		
Learning Outcomes	At the end of this course, students should be able to: 1. critically analyze the following key concepts: • Marketing Concept • Customer behavior. • Market segmentation. • Target market selection. • Positioning. • Brand equity. • Marketing mix – Product, Price, Place & Promotion. 2. Produce Marketing Plan using Marketing tools. 3. Measure and Evaluate Market Performance. 4. Identify and integrate market mix elements into a comprehensive practical marketing plan		
Course Description	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	Week 8	30
	Class Attendance		5
	Class activity		5
	Quiz	Week 4	5
	Project/Presentation		15
	Final Exam	Week 16	40
	Total		100
Policy	The course project is designed in a way that offers students the opportunity to apply the learned concepts and marketing methods in a 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 groups will choose one of the topics below: • The role of digital marketing tools in fashion industry. • Explain the role of Integrated Marketing Communications in the Beauty industry. • The use cases of virtual and augmented reality in e-commerce. • Measurement: How can you track the success of your digital marketing campaigns? • Analyze the role of digital marketing in the B2B market. • How Marketers target Generation Z and Millennials: Comparative analysis • Explain the influence of the recession on promotional activities in car industry. • Development of real estate marketing in Azerbaijan. • The effect of price and price changes on sales of consumer goods. • The role of Corporate Social Responsibility for international companies. • What internet marketing trends can be expected for the future?		

	• Does green (sustainable) marketing translate into sales? • Purchase decisions of generation Z and Y: Comparative Analysis • Building a Company Brand Image Through Guest Blogging • How will artificial intelligence support in making better marketing decisions? • The importance of product packaging in competitive marketing strategy. • The most efficient marketing strategies to repair bad reputation. • How is alcohol marketed legally? • How is augmented reality going to enhance marketing experiences? 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. Attendance: Students exceeding the 25% absence limit will not be allowed to participate in the final exam. The quizzes: The quiz 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. A quiz will be 5 points. Presentation/Project: There will be presentations or a project. A situation will be given to students; a leader will be chosen. They will analyze the situation according to the 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 in their way to work as a team. If it is a project, it will be graded individually. Cheating / Plagiarism: 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 consideration. Generative AI Policy: Generative artificial intelligence (GenAI) tools may be incorporated into teaching and learning activities in this course, particularly to assist students in generating, developing, and improving ideas. Any use of GenAI must be transparently acknowledged in submitted work, with students clearly stating which tools were used, for what purpose, and in what manner, as required under Section 8. Students are responsible for evaluating the accuracy and credibility of AI-generated information. All final submissions must provide clear evidence of the student's own reasoning, critical evaluation, and original intellectual contribution.
--	--

Tentative Schedule			
We ek	Date/Day (tentative)	Topics	Textbook/Assignments
1		Discussion on course and requirements Marketing understanding	Chapter 1
2		Impact of Marketing to the economy, it's necessity	Chapter 2
3		Analyzing the Market Environment.	Chapter 3 Case Study

4		Consumer Markets and Buyer Behavior. Case # 2.	Chapter 5
5		Customer-Driven Marketing Strategy, Creating Value for Target Customers.	Chapter 7 Case Analysis
6		Products, Services and Brands: Building Customer Value. Case # 3	Chapter 8
7		New Product Development And Product Life Cycle Strategies	Chapter 9
8		Mid Term Examination	Chapter 1 - 9
9		Pricing: Understanding and Capturing Customer Value. Pricing Strategies. Group Presentation	Chapter 10,11
10		Quiz 2 Marketing Channels: Delivering Customer Value. Retailing and Wholesaling. Group Presentation Case # 4	Chapter 12, 13
11		Communicating Customer Value: Integrated Marketing Communications Strategy. Group Presentation	Chapter 14
12		Advertising and Public Relations. Case # 5 Group Presentation	Chapter 15
13		Personal Selling and Sales Promotion	Chapter 16
14		Direct, Online, Social Media and Mobile Marketing Case # 6 Guest lecturer	Chapters 17
15		Chapters Reviewing	Chapters Revision
16	TBA	Final Exam	Chapter 10 - 17