

Identification	Subject	MKT 302 Marketing, 3 KU (6 ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall 2026	
	Instructor	Gunay Imanova	
	Email		
	Classroom/hours	15:20-16:50 17:00-18:30	
Prerequisites	ECON 101 Introduction to Economy		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	Core textbook: 1. Kotler, P. and Armstrong, G., Principles of Marketing 17th Edition, Pearson Education Limited, 2018. Recommended Readings: 2. The Marketing Book, Michael J. Baker. 3. Peter Morris & Malcolm McDonald, Marketing: A Complete Guide in Pictures. Additional information will be either distributed electronically or delivered in printed forms.		
Course outline	Top marketers share a common goal: putting the consumer at the heart of marketing. Today’s marketing is all about creating customer value and engagement in a fast-changing, increasingly digital and social marketplace. Marketing starts with understanding consumer needs and wants, determining which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract and grow valued consumers. Then, more than just making a sale, today’s marketers want to engage customers and build deep customer relationships that make their brands a meaningful part of consumers’ conversations and lives. In this digital age, to go along with their tried-and-true traditional marketing methods, marketers have a dazzling set of new online, mobile, and social media tools for engaging customers anytime, anyplace to jointly shape brand conversations, experiences, and community. If marketers do these things well, they will reap the rewards in terms of market share, profits, and customer equity.		
Course objectives	The primary objectives of the marketing course are to educate students with a strong understanding of important marketing concepts and practices, improve their ability to analyze customer needs, wants and demands as well as market conditions, and to assist them to build and implement effective marketing strategies. This course also attempts to teach students about consumer behavior, market segmentation, targeting and positioning, and how to effectively use the 4Ps/marketing mix (product, price, place, and promotion) to generate customer value. Students will also learn how to assess marketing decisions, develop and maintain strong customer relationships, and respond appropriately to shifts in the competitive and digital marketing environments.		
Learning outcomes	After completing this course, students will be able to: • Explain core marketing concepts and describe how marketing contributes to customer value and satisfaction. • Analyze customers and marketplaces, taking into account consumer behavior, marketing research, and the marketing environment. • Use segmentation, targeting, and positioning to develop customer-driven marketing strategies. • Understand the concepts of branding, products, and services, as well as how companies build and manage customer value and customer relationships. • Implement the 4Ps/marketing mix—product, price, place, and promotion to marketing decisions. • Identify ethical, social, sustainable, and global marketing issues. • Understand the importance of digital marketing techniques including social media, big data, and digital marketing technologies such as AI, IoT and VR. • Formulate and analyze marketing strategies while implementing marketing principles in practical business scenarios.		
Teaching methods	Case studies/ Exercises/Assignments		X

	Group discussion		X
	Lecture		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Assignment		5
	Activity		5
	Attendance		5
	Group project		15
	Final Exam	TBA	40
	Total points		100
Policy	Attendance and participation: The attendance and participation will account for 10 % of the total course grade, which depends on students’ good class attendance and active participation in class discussions. Preparation for class: The structure of this course makes your individual study and preparation outside the class extremely important. The lecture material will focus on the major points introduced in the text. Reading the assigned chapters and having some familiarity with them before class will greatly assist your understanding of the lecture. After the lecture, you should study your notes and work relevant problems from the end of the chapter and sample exam questions. Withdrawal (pass/fail): This course strictly follows grading policy of the School of Economics and Management. Thus, a student is normally expected to achieve a mark of at least 60% to pass. In case of failure, he/she will be referred or required to repeat the course the following term or year. For referral, the student will be required to take examination scheduled by instructor. Quizzes: There will be two quizzes, and these quizzes will constitute 10 percent of the total grade. Students are required to turn in answers to assignments at the beginning of the classes at which they are due. Late assignments will not be accepted. All quizzes will be consisting of both open-ended. Project / Field research: There will be a group project. Students will be given a situation; a leader will be chosen. They will analyze the situation according to the knowledge they have gained during the field research in the selected tourist location. The project will be assessed not only on the basis of the work they have done, but also on how well they worked as a team. The projects will be divided into weeks according to the number of students and will be presented at each seminar course. Cheating/plagiarism: Cheating or other plagiarism during the Quizzes, Mid-term and Final Examination will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations. Professional behavior guidelines: The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited. Use of AI – Artificial intelligence (AI) is authorized for limited applications. AI can help students arrange their study schedules, as well as do research and analysis.		
Tentative Schedule			
Week	Date/Day	Topics	Textbook/Assignments
1		Defining Marketing and the Marketing Process • Marketing definitions • Needs, Wants, and Demands • Customer Value and Satisfaction • Customer Relationship	Chapter1[1] Application: “Adding value” Video Case: Turkish Airlines, British Airways

2		Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships • Company-Wide Strategic Planning • Goals and Objectives • Mission Vision Statements • Portfolio Analysis • SBU • BCG Matrix • Developing Strategies	Chapter 2[1] Case Study & discussion
3		Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships (Continuing) • SWOT analysis • Return on marketing investment	Chapter 2[1] Case Study: SWOT Analysis of Google
4		Analyzing the Marketing Environment • The Microenvironment and Macroenvironment • The Demographic and Economic Environments • The Natural and Technological Environments • The Political–Social and Cultural Environments • Responding to the Marketing Environment	Chapter 3[1] Case Study: Burger King
5		Managing Marketing Information to Gain Customer Insights • Marketing Information and Customer Insights • Big Data • Assessing Information Needs and Developing Data • Marketing Research • Analyzing and Using Marketing Information • CRM	Chapter 4[1] Case study: FERRERO: Managing Marketing Information and Customer Insights
6		Consumer Markets and Buyer Behavior • Model of Consumer Behavior • Buying Decision Behavior • Buyer Decision Process	Chapter 5[1] Application Study
7		Business Markets and Business Buyer Behavior • B2B vs B2C • The Business Buyer Decision Process • Social Media Marketing	Chapter 6[1] Marketing Ethics Case: Innocent: Proven Guilty?
8		Midterm Exam	
9		Customer Value–Driven Marketing Strategy: Creating Value for Target Customers • Market Segmentation • Market Targeting • Differentiation and Positioning • Positioning Map	Chapter 7[1] Case Study: HENKEL’S PERSIL: A “Glocal” Marketing Success
10		Products, Services, and Brands: Building Customer Value • What Is a Product? • Product Levels • Product and Service Decisions • Services Marketing • Brand Equity and Brand Value	Chapter 8[1] Case Study: Apple, Brand Logo Makeovers for the Digital Age
11		Developing New Products and Managing the Product Life Cycle • Idea Generation • Product Development • Evaluations • PLC stages	Chapter 9[1] Discussion: Tesla PLC in Azerbaijan

12		Pricing: Understanding and Capturing Customer Value • Value-Based vs Cost-Based Pricing • Competition Based Pricing • Penetration vs Skimming Pricing • Discounts, Promotional Pricing	Chapter 10-11 [1] Case Study & discussion
13		Marketing Channels • Distribution Channels • Marketing Logistics and Supply Chain Management • Retailing • Wholesaling • Decision of Channels	Chapter 12-13 [1] Case Study & discussion
14		Advertising and Public Relations • Major Advertising Decisions • Public Relations • AIDA model	Chapter 15 [1] Video Case
15		Direct, Mobile, Social Media, and Digital Marketing • Forms of Direct and Digital Marketing • Marketing, the Internet, and the Digital Age • Social media and Direct Marketing • Traditional Direct Marketing Form	Chapter 17[1] Case Study & discussion
		Group presentation	
		FINAL EXAM	