

Identification	Subject	MKT 302 Marketing – 3KU credits (6 ECTS)	
	Department	Economics and Management	
	Program	Undergraduate	
	Term	Fall 2026	
	Instructor	Hikmat Akhundov	
	Email	Hikmat.axundov@khazar.org	
	Classroom/hours		
Prerequisites	ECON 101 Introduction to Economics		
Language	English		
Compulsory/Elective	Compulsory		
Textbooks and course materials	Core textbook: Principles of Marketing, 17th ed. Philip Kotler, Gary Armstrong Additional materials: selected company cases, current marketing examples, and instructor-provided exercises.		
Course outline	Marketing introduces the principles and practices used to create, communicate, deliver, and capture customer value. The course follows the customer-value framework developed by Kotler and Armstrong, moving from the marketing process and company strategy to analysis of the marketing environment, customer and business buyer behavior, segmentation and targeting, the marketing mix, integrated marketing communications, digital marketing, competitive advantage, global marketing, and sustainable and ethical marketing. Emphasis is placed on applying concepts through cases, exercises, group work, and contemporary digital and AI-enabled marketing examples.		
Course objectives	This course aims to develop students’ understanding of marketing as a process of creating customer value and building profitable customer relationships. Students will learn how organizations analyze markets, select target customers, develop value propositions, manage products and brands, make pricing and channel decisions, communicate value, and evaluate digital and global marketing strategies. The course also develops practical analytical and decision-making skills through cases, marketing-plan activities, and responsible use of AI and marketing analytics.		
Learning outcomes	• Explain the core concepts of marketing, customer value, customer engagement, and relationship management. • Analyze the marketing environment, consumer and business buyer behavior, and marketing information. • Develop customer value-driven segmentation, targeting, differentiation, and positioning strategies. • Apply the marketing mix to product, branding, pricing, channels, integrated marketing communications, sales promotion, and digital marketing decisions. • Evaluate competitive, global, sustainable, ethical, and AI-enabled marketing decisions using evidence and appropriate marketing metrics. • Prepare and present a concise marketing plan for a selected product, service, or organization.		
Teaching methods	Case analysis/ Exercises/Assignments		X
	Group discussion		X
	Lecture		X
Evaluation Criteria	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Attendance		5
	Activity		5
	Group project		10
	Quizzes		10
	Final Exam	TBA	40
	Total points		100

Policy		Activity and attendance – Mark will be evaluated based on the participation discipline in the classes and how active you interact during the lecture. Students exceeding the 25% absence limit will not be allowed to participate at final exam Use of AI – Permitted for partial use only. You may use it to better understand the topic, map out the structure, and brainstorm ideas for your group project. Quizzes – Might occur randomly; therefore, you should duly prepare yourself for each class. Questions will be mix of open and multiple-choice questions. No make-up quizzes will be made! Group project – A practical marketing-plan project will be completed in groups. The project should apply course concepts to a selected product, service, or organization and include situation analysis, segmentation/targeting/positioning, marketing mix decisions, communication/digital strategy, and basic performance measures. Harvard-style referencing is required where sources are used; plagiarism will not be tolerated.	
Tentative Schedule			
Week	Date/Day	Topics	Textbook/Assignment s
1		Marketing: Creating Customer Value and Engagement	Ch. 1
2		Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	Ch. 2 Exercise & Case study
3		Analyzing the Marketing Environment; Managing Marketing Information to Gain Customer Insights	Ch.3, 4 Exercise & Case study
4		Consumer Markets and Buyer Behavior; Business Markets and Business Buyer Behavior	Ch.5; Ch.6 Exercise & Case study
5		Customer Value–Driven Marketing Strategy: Creating Value for Target Customers Quiz 1	Ch. 7 Exercise & Case study
6		Products, Services, and Brands: Building Customer Value Developing New Products and Managing the Product Life Cycle	Ch..8; Ch 9 Exercise & Case study
7		Pricing: Understanding and Capturing Customer Value; Pricing Strategies	Ch. 10; Ch.11 Exercise & Case study
8		Mid-term Exam	
9		Marketing Channels: Delivering Customer Value; Retailing and Wholesaling	Ch. 12; Ch 13 Exercise & Case study
10		Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy; Advertising and Public Relations	Ch. 14; Ch.15 Exercise & Case study
11		Personal Selling and Sales Promotion;	Ch. 16
12		Direct, Online, Social Media, and Mobile Marketing Quiz 2	Ch.17 Exercise & Case study
13		Creating Competitive Advantage; The Global Marketplace	Ch. 18; Ch. 19 Exercise & Case study
14		Revision and Final Exam Preparation	Revision
15		Final Exam	