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|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| <b>Identification</b>                          | <b>Subject (code, title, credits)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | TMKT 301 Principles of Marketing – 3KU/6ECTS                        |
|                                                | <b>Department</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Economics and Management                                            |
|                                                | <b>Program</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Undergraduate                                                       |
|                                                | <b>Term</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Fall, 2026                                                          |
|                                                | <b>Instructor</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Assos.Prof., PhD Naila Musayeva                                     |
|                                                | <b>E-mail</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | naila.musayeva@khazar.org                                           |
|                                                | <b>Classroom/hours</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 41 Mehseti street (Neftchilar campus), Khazar University / 60 hours |
| <b>Prerequisites</b>                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                     |
| <b>Language</b>                                | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                     |
| <b>Compulsory/Elective</b>                     | Compulsory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                     |
| <b>Required textbooks and course materials</b> | <b>Core textbooks:</b> <ul style="list-style-type: none"> <li>Principles of marketing, H. Ali, V. Talwar (2019)</li> </ul> Supplementary textbook: <ul style="list-style-type: none"> <li>Artificial intelligence for decision making in the era of Big Data – evolution, challenges and research agenda. Duan, Y., Edwards, J. S., &amp; Dwivedi, Y. K. (2021).</li> <li>Hamdan, Esra S. Aldhaen (2024)</li> <li>Marketing Technology, Ediz Edip Akçay (2026) Marketing</li> <li>Management 6th Edition, Dawn Iacobucci (2021)</li> <li>Modern Marketing (Principles and Practices), R. S N Pillai (2015)</li> <li>Principles of Marketing, Anthony Francescucci; Joanne McNeish; and Nukhet Taylor (2022)</li> <li>Principles of Marketing, Kotler, P. and G. Armstrong. (2017)</li> <li>Principles of Marketing, Maria Gomez Albrecht, Mark Green, Linda Hoffman (2023)</li> </ul>                                                                                                                                                                                                                                                              |                                                                     |
| <b>Course outline</b>                          | <p>The Fundamentals of Marketing course provides students with a comprehensive understanding of marketing principles, strategies, and real-world applications. It introduces students to key marketing concepts, including consumer behavior, market segmentation, and targeting strategies, enabling them to analyze and identify customer needs effectively. Students will explore the marketing mix (product, price, place, promotion) and learn how to develop strategic marketing plans based on industry trends and consumer insights. The course also emphasizes the importance of market research and data-driven decision-making, equipping students with analytical skills necessary for understanding market dynamics. Additionally, students will engage in strategic marketing planning, brand management, and competitive positioning, ensuring they can create impactful marketing campaigns that align with business goals. By the end of the course, students will be prepared to apply marketing concepts in real-world scenarios, fostering critical thinking and problem-solving skills in diverse marketing environments.</p> |                                                                     |
| <b>Course objectives</b>                       | <p>The central focus of the course will be on comprehending customer needs, crafting marketing strategies driven by customer insights, cultivating strong customer relationships, and analyzing key trends and factors that influence these relationships. The main objectives of the course are:</p> <p>CO1: Introduce students to fundamental marketing concepts, principles, and the role of marketing in business.</p> <p>CO2: Develop an understanding of consumer behavior, market segmentation,</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                     |

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|                          | <p>and targeting strategies.</p> <p>CO3: Equip students with knowledge of the marketing mix (product, price, place, and promotion) and its application in real-world scenarios.</p> <p>CO4: Enhance students' ability to analyze market trends, conduct market research, and make data-driven marketing decisions.</p> <p>CO5: Foster strategic thinking in marketing planning, brand management, and competitive positioning.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                       |                       |
| <b>Learning outcomes</b> | <p>At the end of this course, students should be able to:</p> <p>LO1: Explain fundamental marketing concepts, principles, and the role of marketing in business operations.</p> <p>LO2: Analyze consumer behavior patterns, market segmentation techniques, and targeting strategies to effectively reach different customer groups.</p> <p>LO3: Apply the marketing mix (product, price, place, and promotion) to develop strategic marketing plans tailored to real-world business scenarios.</p> <p>LO4: Conduct market research, interpret data, and use analytical tools to make informed marketing decisions.</p> <p>LO5: Develop strategic marketing plans, brand management strategies, and competitive positioning frameworks to enhance business success.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |                       |
| <b>Teaching methods</b>  | <b>Lecture</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       | ✓                     |
|                          | <b>Practices</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       | ✓                     |
|                          | <b>Group discussion</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       | ✓                     |
|                          | <b>Case analysis</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                       | ✓                     |
| <b>Evaluation</b>        | <b>Methods</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Date/deadlines</b> | <b>Percentage (%)</b> |
|                          | <b>Midterm Exam</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | To be announced       | 30                    |
|                          | <b>Attendance</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       | 5                     |
|                          | <b>Activity</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                       | 5                     |
|                          | <b>Quizzes</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | To be announced       | -                     |
|                          | <b>Individual Projects</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | To be announced       | 20                    |
|                          | <b>Final Exam</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | To be announced       | 40                    |
|                          | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                       | 100                   |
| <b>Policy</b>            | <p><b>Course Team Project:</b> 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 2-5 (depending on class size) The groups will choose one of the topics below:</p> <ul style="list-style-type: none"> <li>• The role of digital marketing tools in fashion industry.</li> <li>• Explain the role of Integrated Marketing Communications in Beauty industry. •</li> <li>• The use cases of virtual and augmented reality in e-commerce.</li> <li>• Measurement: How can you track the success of your digital marketing campaigns?</li> <li>• Analyze the role of digital marketing in the B2B market.</li> <li>• How Marketers target Generation Z and Millennials: Comparative analysis</li> <li>• Explain the influence of the recession on promotional activities in car industry.</li> <li>• Development of real estate marketing in Azerbaijan.</li> <li>• The effect of price and price changes on sales of consumer goods.</li> <li>• The role of Corporate Social Responsibility for international companies.</li> <li>• What internet marketing trends can be expected for the future?</li> <li>• Does green (sustainable) marketing translate into sales?</li> </ul> |                       |                       |

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| <ul style="list-style-type: none"> <li>• Purchase decisions of generation Z and Y: Comparative Analysis</li> <li>• Building a Company Brand Image Through Guest Blogging</li> <li>• How will artificial intelligence support in making better marketing decisions?</li> <li>• The importance of product packaging in competitive marketing strategy.</li> <li>• The most efficient marketing strategies to repair bad reputation.</li> <li>• How is alcohol marketed legally?</li> <li>• How is augmented reality going to enhance marketing experiences?</li> </ul> <p>A group presentation will be made in the last class. The duration of the presentation will be between 10-15 minutes. The report will be submitted by the students at the beginning of the final class.</p> <p><b>Assignments / reports</b> submitted by email will not be accepted under any circumstances.</p> <p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate at final exam.</p> <p><b>Presentation/Project:</b> There will be presentations and 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 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><b>Cheating / Plagiarism:</b> Cheating or other plagiarism during the Mid-term and Final Examinations will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> <p><b>Class activity:</b> students will engage in a case study analysis focused on understanding marketing strategies and decision-making in real-world business scenarios. The class will be divided into small groups of 4 to 5 students, each tasked with discussing a particular marketing case study. The selected case study will present a marketing challenge, such as launching a new product, responding to a competitor's campaign, or addressing customer feedback in a competitive market.</p> <p><b>AI Use Policy:</b> Students may use AI tools to search for information, generate ideas, and support their learning. However, AI must not be used to create the final presentation or to replace the student's own work and critical thinking. Students are responsible for verifying the accuracy of AI-generated information and for ensuring that all submitted work reflects their own understanding and contribution.</p> |                               |                                      |                                                              |
| <b>Tentative Schedule</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                               |                                      |                                                              |
| <b>Week</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Date/Day<br/>Tentative</b> | <b>Topics</b>                        | <b>Textbook</b>                                              |
| <b>1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 16/09/26                      | General introduction                 | Principles of marketing, H. Ali, V. Talwar (2019), chapter 1 |
| <b>2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 23/09/26                      | An overview of marketing history and | Principles of marketing, H. Ali, V.                          |

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|----|----------|-------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
|    |          | theory                                                                                          | Talwar (2019), chapter 2                                        |
| 3  | 30/09/26 | The marketing environment                                                                       | Principles of marketing, H. Ali, V. Talwar (2019), chapter 3    |
| 4  | 07/10/26 | Consumer behaviour                                                                              | Principles of marketing, H. Ali, V. Talwar (2019), chapter 4    |
| 5  | 14/10/26 | Organisational buyer behaviour                                                                  | Principles of marketing, H. Ali, V. Talwar (2019), chapter 5    |
| 6  | 21/10/26 | Market segmentation, targeting and positioning                                                  | Principles of marketing, H. Ali, V. Talwar (2019), chapter 6    |
| 7  | 28/10/26 | Customer relationship marketing (CRM)                                                           | Principles of marketing, H. Ali, V. Talwar (2019), chapter 7    |
| 8  | 04/11/26 | Branding and product development                                                                | Principles of marketing, H. Ali, V. Talwar (2019), , chapter 8  |
| 9  | 11/11/26 | <b>Midterm Exam</b>                                                                             | Principles of marketing, H. Ali, V. Talwar (2019), chapters 1-8 |
| 10 | 18/11/26 | Product innovation and the life-cycle approach                                                  | Principles of marketing, H. Ali, V. Talwar (2019), chapter 9    |
| 11 | 25/11/26 | Promotion                                                                                       | Principles of marketing, H. Ali, V. Talwar (2019), chapter 10   |
| 12 | 02/12/26 | Pricing                                                                                         | Principles of marketing, H. Ali, V. Talwar (2019), chapter 11   |
| 13 | 09/12/26 | Distribution                                                                                    | Principles of marketing, H. Ali, V. Talwar (2019), chapter 12   |
| 14 | 16/12/26 | Artificial Intelligence in Marketing: applications, decision-making, ethics and responsible use | Marketing Technology, <u>Ediz Edip Akçay</u> (2026), chapter 3  |
| 15 | 23/12/26 | Research Presentation                                                                           |                                                                 |
| 16 |          | <b>Final Exam</b>                                                                               |                                                                 |