

Identification	Subject (code, title, credits)	MKT 865 Marketing Analysis and Strategies, 3KU credits (6 ECTS)
	Department	Economics and Management
	Program (undergraduate, graduate)	Graduate
	Term	Fall 2025
	Instructor	Seymur M. Guliyev, Ph.D.c.
	E-mail:	guliyev.seymur@khazar.org
	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University
Prerequisites	MKT 301 Principles of Marketing; MKT 846 Consumer Behavior; MKT 855 Marketing Research	
Language	English	
Compulsory/Elective	Compulsory	
Required textbooks and course materials	<u>Textbooks:</u> <ol style="list-style-type: none"> 1. Robert, P. W., & Sridhar, S. (2021). Marketing Strategy: Based on First Principles and Data Analytics. <i>UK: Palgrave.</i> 2. Philip Kotler, Kevin Lane Keller, Chernev (2021) Marketing Management, 16th Edition, Global edition, ISBN 9781292404813 3. Farris, P. W., Bendle, N. T., Pfeifer, P. E., & Reibstein, D. J. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance. 4th Edition, 2020. 	
Course outline	<p>This course explores advanced concepts in marketing strategy formulation and analysis. Students will learn how firms design, implement, and evaluate strategies to achieve competitive advantage in dynamic markets. Emphasis is placed on market analysis, segmentation, positioning, branding, digital strategy, and performance evaluation. Case studies and group projects will develop analytical and decision-making skills.</p>	
Course objectives	<p>The objective of this course is to equip students with a comprehensive understanding of how marketing strategies are developed, implemented, and evaluated in both domestic and international contexts. The course emphasizes the integration of analytical tools, theoretical models, and practical applications to help students critically assess market opportunities and challenges. By bridging theory with real-world cases, the course aims to strengthen students' ability to formulate competitive marketing strategies, enhance decision-making skills, and foster innovative approaches to solving complex business problems.</p> <p>Special focus is placed on the analysis of consumer behavior, competitor dynamics, and environmental trends to ensure that students gain the knowledge and skills necessary to design sustainable, ethical, and performance-driven marketing strategies.</p>	
Learning outcomes	<p>Upon completing this course, students are expected to be able to:</p> <ul style="list-style-type: none"> ✓ Understand the role of marketing strategy in overall business strategy. ✓ Analyze market environments using appropriate frameworks. ✓ Apply segmentation, targeting, and positioning (STP) effectively. ✓ Develop competitive marketing strategies. ✓ Assess the effectiveness of marketing actions using metrics and analysis tools. ✓ Work collaboratively to solve real-world marketing challenges 	
Teaching methods	Lecture	X
	Group discussion	X
	Presentation	X

	Case analysis		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Class Attendance		5
	Class Activity		5
	Case Study (Insight Analysis)		10
	Project/Presentation		10
	Final Exam		40
	Total		100
Policy	<p>Attendance and activity (5 points for each one): Students exceeding the 25% absence limit will not be allowed to participate in the final exam. Class attendance shall mean physical presence in the classroom which should be 75%.</p> <p>Case studies/Group presentations (10 points): The students will present a case study based on a selected product/brand. The case study will be related to understanding and application of Chapters 1-8 and will take place after the 9th and 10th lectures. The projects will be prepared in groups. Students are free to select working in groups or alone. Groups should consist of 4-6 students depending on class size. Each group will present their opinion regarding of above-mentioned aspects of purchase behavior (4-5 slides for each person, max 20 min). Successful national/global brands can be chosen for case studies.</p> <p>Group/individual presentations will be made in the last class. The duration of the presentation will be around 10 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.</p> <p>Personal Project/ Individual presentations (10 points): The personal project is designed in a way that allows students to apply the learned concepts and marketing methods in practice. The execution of the project will be set in a real-time environment to understand the complexities of real-time marketing decision-making. The students will choose the product/brand based on their personal interests. The presentations will be evaluated according to the quality of the presentation as well as the content of the slides. If it is a project, it will be graded individually.</p> <p>Individual presentations can be made after the 4th lecture at any time that is appropriate for the student and lecturer. The duration of the presentation will be around 10/20 minutes. The report should be submitted by the students one week before the presentation that should include the following information.</p> <ol style="list-style-type: none"> 1. The mission and vision of the company 2. About the micro and macro environment of the company (slide for each one) 		

	<p>Select one product of the company that you mentioned beforehand and include the following:</p> <ol style="list-style-type: none"> 3. 4P or 7P for any product (1 slide each P) 4. Segmentation types (all 4) for the main product of the company 5. Characteristics of customers (social and cultural characteristics) 6. Slide about distribution channels for the product. 7. SWOT analysis of product and information about competitors <p>Cheating / Plagiarism: Cheating or other plagiarism issues during mid-term and final examinations will lead to paper cancellation. As result, the student will automatically get zero (0), without any consideration.</p>
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Tentative Schedule

Week	Date (2022)	Topics	Textbook/Assignment
1		Discussion on course and requirements Defining Marketing for the New Realities & Core Concepts	Chapter 1 (Kotler and Keller, 2021)
2		Buying Dynamics of Consumers and Businesses	Chapter 5 (Kotler and Keller, 2022)
3		Marketing Strategy: A First Principles Approach	Chapter 1 (Robert, & Sridhar, 2021)
4		Strategic analysis for marketing – SWOT, TOWS, PESTEL, Porter's 5 forces, Ansoff matrix	Chapter 2 (Robert, & Sridhar, 2021)
5		Strategic metrics for marketing – BCG matrix, McKinsey matrix, ABC portfolio analysis, Marketing pay backs	Chapter 3 (Robert, & Sridhar, 2021)
6		Branding Strategies, tangible and intangible factors of brand	Chapter 4 (Robert, & Sridhar, 2021)
7		Brand equity and its components	Chapter 5 (Robert, & Sridhar, 2021)
8		MIDTERM EXAM	
9		STP strategies	Chapter 6 (Robert, & Sridhar, 2021)
10		Product Development strategies	Chapter 7 (Robert, & Sridhar, 2021)
11		Product life cycle and prolongation strategies	Chapter 8 (Robert, & Sridhar, 2021)
12		Pricing strategies and policies	Chapter 9 (Robert, & Sridhar, 2021)
13		Distribution strategies, Incoterms 2020	Chapter 8 (Kotler and Keller, 2021)
14		Integrated Marketing communications and strategies	Chapter 8 (Kotler and Keller, 2021)
15		Marketing Strategy: Implementing Marketing Principles and Data Analytics	Chapter 14 (Kotler and Keller, 2021)
16		FINAL EXAM	

This syllabus is a guide for the course and any modifications to it will be announced in advance.