

Identification	Subject (code, title, credits)	TMKT 301 Principles of Marketing– 3KU/6ECTS
	Department	Economics and Management
	Program (undergraduate, graduate)	Undergraduate (BBA)
	Term	Fall, 2022
	Instructor	Maral Jamalova, Ph.D.
	E-mail:	Maral.jamalova@khazar.org
	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University
	Office hours	
Prerequisites	ECON 101 Introduction to Economics	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	Textbooks: <ol style="list-style-type: none"> 1. Philip Kotler, Gary Armstrong, Lloyd C. Harris, Hongwei He (2020) Principles of Marketing, Eighth European Edition, Pearson, ISBN: 978-1-292-26960-3 (PDF) (main) 2. Dhruv Grewal, Tania Bucic, Michael Levy, Foula Kopanidis, Paul Harrigan, Shane Mathews (2021) Marketing, McGraw Hill Education (Australia) ISBN: 9781760423889 (supplementary) 3. Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart (2018) Marketing: Real People, Real Choices, Ninth Edition, Pearson, ISBN: 0134292669 (supplementary) 	
Course Website	<p>Considering current situation followed by the pandemic, the mentioned course includes traditional face-to-face student-teacher interaction combined with online learning tools. The following websites might be considered as supplementary web resources:</p> <ol style="list-style-type: none"> 1. https://www.ama.org/ 2. https://www.campaignlive.co.uk 3. https://www.marketingweek.com/ 4. http://www.futurelab.net/blogs/marketing-strategy-innovation/ 	
Course Outline	<p>Marketing is a valuable tool for being able to build up, develop and sustain successful business. Being aware of principles of marketing allows students to create their own vision of the business administration as future BA specialists. The newest definition provided by American Marketing Association which is well-known for its contributions for shaping marketing as a field of science states: <i>“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”</i>. (Retrieved from AMA’s web site, approved in 2017)</p> <p>This is introductory course which illustrates main marketing related concepts and aimed to provide basic information about different aspects of marketing as a field of science. Students will have opportunity to understand, discuss, learn and present marketing concepts and see their applications.</p>	
Course Objectives	<p>The main focus of the course is to teach students by explaining basic theoretical background of marketing as well as show how it is implemented in practice. The current course attempts to help students to create their own vision of marketing, to allow them think out of box, and learn basic theoretical knowledge. The primary course objectives are:</p> <ol style="list-style-type: none"> 1. Presenting tools for analyzing marketing environment of company that combines consumers/customers, suppliers, distributors and competitors. 2. Illustrating ways of creation additional value by involving marketing strategy. 3. Implementing Digital Marketing for changing traditional channels. 	
Learning Outcomes	<p>At the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Definition of marketing and explain its essential role in business. 2. Importance of the marketing mix elements (4Ps of marketing Product, Price, Place, Promotion) 	

Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Class attendance shall mean physical presence in the classroom which should be 70%.</p> <p>Case studies: There will be case studies in selected topics. The students must present practical implications of topic to selected company. Each group will present their understanding of selected topics. The first case study will be related to <u>Pricing</u>:</p>		
	<p>3. Define stages of product development</p> <p>4. Analyze the marketing environment and performance of a company.</p> <p>5. Determine market segments and targets consumer groups for a company.</p> <p>6. Marketing perspective of company ethics and social responsibility.</p> <p>7. Choose proper marketing communications tools to connect with customers.</p> <p>8. Define direct and digital marketing.</p> <p>9. Classify and advertisement and choose more appropriate advertising (for company)</p> <p>10. Address proper advertising, sales promotion activities to attract consumers.</p>		
Final Presentation/ Project	<p>The course project is designed in a way that it offers students to apply the learned concepts and marketing methods in practice. 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. Student are free to select working in groups or alone for presentation. Groups consist of 4-6 students depending on class size. The students will choose one of the topics below:</p> <ul style="list-style-type: none"> Choose a company and analyze strong and weak points of marketing communications. Explain the role of Integrated Marketing Communications in practice. Analyze the role of digital marketing in any given B2B/B2C environment. Generations (X, Y, Z) in Marketing and their consumption habits? Influence of positive and negative word of mouth for a company and how to deal with it. Marketing of products and services in Azerbaijan. How do marketers use price and to increase sales of consumer goods? How green (sustainable) marketing influence on sales? Marketing of alcoholic beverages and building awareness Examples from International Market Entry Marketing during COVID-19: Challenges and advantages <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>		
Teaching methods	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Class Attendance		5
	Class Activity		5
	Case Studies		10
	Project/Presentation		10
	Final Exam		40
	Total		100

		<u>Understanding and Capturing Customer Value and Pricing Strategies</u> ". The second one will be about " <u>Communicating Customer Value: Integrated Marketing Communications Strategy</u> ". Earlier students will select a company/brand whose pricing strategy or marketing communication strategy they are planning to discuss in presentation. Successful national/global brands must be chosen for case studies. Each case study will add you 5 points. Presentation/Project: Also, in the last class students will make a presentation or a project based on the issues illustrated in Project section. Students are free to make the presentation alone or in group. In any case, they will analyze the situation according to gained knowledge. The group presentations will be evaluated as the collective work and will be graded based on the quality of presentation as well as content of slides. If it is a project, it will be graded individually. 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 considerations.	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Discussion on course and requirements Marketing - Creating Customer Value and Engagement. Teacher's case study: McDonald's or Starbucks (based on students' choice)	Chapter 1
2		Company Marketing Strategy: Partnering to Build Customer Relationships	Chapter 2
3		Analyzing the Market Environment	Chapter 3
4		Consumer Markets and Buyer Behavior	Chapter 5
5		Customer-Driven Marketing Strategy, Creating Value for Target Customers	Chapter 7
6		Products, Services and Brands: Building Customer Value	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 Each group will discuss/illustrate Pricing strategies for Case study – practical approach appreciated	Chapter 10,11
10		Marketing Channels: Delivering Customer Value. Retailing and Wholesaling	Chapter 12, 13
11		Communicating Customer Value: Integrated Marketing Communications Strategy Each group will discuss/illustrate Integrated Marketing Communications for Case study	Chapter 14
12		Advertising and Public Relations	Chapter 15
13		Personal Selling and Sales Promotion	Chapter 16

14		Direct, Online, Social Media and Mobile Marketing	Chapters 17
15		Chapters Revision and Final Presentation/Project	Chapters Revision
16	TBA	Final Exam	Chapter 10 - 17