

Identification	Subject (code, title, credits)	MKT 840 Marketing Management, 3 KU/6ECTS
	Department	Economics and Management
	Program (undergraduate, graduate)	Graduate (MBA)
	Term	Spring, 2022
	Instructor	Maral Jamalova, Ph.D.
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	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University
	Office hours	
Prerequisites	ECON 830 Managerial Economics	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	<p><u>Textbooks:</u></p> <ol style="list-style-type: none"> 1. Philip Kotler, Kevin Lane Keller (2016) A Framework for Marketing Management, Sixth Edition, Pearson ISBN 13: 978-1-292-09314-7 (main) 2. Philip Kotler, Kevin Lane Keller (2016) Marketing Management, 15th Edition, Pearson India Education Services, ISBN: 978-1-292-26960-3 (PDF) ISBN: 978-93-325-5718-5; E-ISBN: 978-93-528-6880-3 (supplementary) 3. Greg W. Marshall, Mark W. Johnston, (2018) Marketing Management, Third Edition, McGraw-Hill Education, ISBN 978-1-259-63715-5 (supplementary) 	
Course Website	<p>Considering the 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 a successful business. Being aware of the principles of marketing allows students to create their own vision of business administration as future BA specialists. The newest definition provided by the American Marketing Association which is well-known for its contributions to 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</i></p>	

	<p><i>large</i>". (Retrieved from AMA's website, approved in 2017)</p> <p>This is a course that illustrates main marketing-related concepts and aimed to provide basic information about different aspects of marketing as a field of science. Students will have the 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 the advanced theoretical background of marketing management as well as showing how it is implemented in practice. The current course attempts to help students to create their vision of marketing management, to allow them to think out of the box, and learn basic theoretical knowledge. The primary course objectives are:</p> <ol style="list-style-type: none"> 1. Presenting tools for analyzing the marketing environment of a company that combines consumers/customers, suppliers, distributors, and competitors. 2. Illustrating ways of creating 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. Analyze the market using information regarding customers, competitors, collaborators, context, and defining the strengths and weaknesses of a company. 2. Build and implement effective marketing strategies 3. Develop a strategy and formulate a strategy implementation program focused on maximizing sales. 		
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 Study		10
	Project/Presentation		10
	Final Exam		40
	Total		100
Evaluation	<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 a real-time environment to understand the complexities of the real marketing environment. The project will be done in groups. Students 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 the topics based on their personal interests.</p>		

Tentative Schedule		
Week	Date/Day (tentative)	Topics
		Group/individual presentations will be made in the last class. The duration of the presentation will be around 10 minutes. The report/assignment submitted by the students at the beginning of the final class. Assignments/reports submitted by email will not be accepted under any circumstances.
1		Discussion on course and requirements Scope of Marketing for New Realities Attendance: 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 70%.
2		Marketing Strategies and Plans
3		Marketing Research and Analysis
4		Building Long-Term Customer Relationships Activity: Students are required to attend all classes to be able to follow all lectures.
5		Buying Dynamics of Consumers and Businesses
6		Target Marketing
7		Competitive and Effective Brand Positioning
8		Mid Term Examination
		<p>Case studies presented by groups: There will be case studies on selected topics. The students must present practical implications of marketing management in the case of the selected company/industry. Each group is free to present their point of view of the selected topic. The case study will be related to <i>Buying Dynamics of Consumers and Businesses</i>. The case study will add you 5 points.</p> <p>Presentation/Project: Also, in the last class students will make a presentation or a project based on the issues illustrated in the Project section. Students are free to make the presentation alone or in a group. In any case, they will analyze the situation according to gained knowledge. The group presentations will be evaluated as collective work and will be graded based on 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>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.</p>

9		Branding and Core Business Growth Each group will discuss/illustrate Pricing strategies for Case study – practical approach appreciated	Chapter 8
10		Product Mix and New Offerings	Chapter 9
11		Developing and Managing Strategic and Integrated Marketing Channels Each group will discuss/illustrate Integrated Marketing Communications for Case study	Chapter 12
12		Managing Retailing, Wholesaling, and Logistics	Chapter 13
13		Designing and Managing Integrated Marketing Communications	Chapter 14
14		Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations	Chapter 15
15		Chapters Reviewing and Final Presentation/Project	Chapters Revision
16	TBA	Final Exam	Chapter 8 - 15