

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>MKT 465 – Marketing strategy– 3KU credits (6 ECTS)</b>
	<b>Department</b>	Economics and Management
	<b>Program (undergraduate, graduate)</b>	Undergraduate
	<b>Term</b>	Spring 2022
	<b>Instructor</b>	Dr. Vusal Hasanov
	<b>E-mail:</b>	hasanov.vusal@khazar.org
	<b>Phone:</b>	
	<b>Classroom/hours</b>	<b>Monday, 18:30 – 21:00,</b> 122 B.Safaroglu str. ( <b>Downtown campus</b> ), Khazar University
<b>Prerequisites</b>	<b>MKT 301 Principles of Marketing</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Required textbooks and course materials</b>	<b>Main Textbook:</b> Kotler & Keller, <u>Marketing Management</u> 15/e, Pearson, 2016.	
<b>Course outline</b>	This course is designed to present foundations for developing marketing plans by providing an understanding of the conceptual realm of marketing strategy, which refers to creating, delivering and capturing more customer value than the competitors on a sustainable basis. While the marketing process may vary across firms and industries, developing a strategic marketing plan involves mainly three phases: 1) analysis of industry information; 2) marketing strategy formulation, and 3) implementation of strategy through marketing mix.	
<b>Course objectives</b>	The purpose of the course is to cover all these phases with a focus on analytics in decision-making process by building on core marketing concepts (e.g., segmentation, targeting, positioning, brand management, product life cycle, marketing mix) and casting them in a broader strategic business context.	
<b>Learning outcomes</b>	Upon completing this course, students are expected to be able to: <ul style="list-style-type: none"> <li>✓ broaden the understanding of the scope and role of marketing as a function within an organization.</li> <li>✓ understand the frameworks, concepts, and methods necessary for the development of a strategic marketing plan.</li> <li>✓ develop an expanded appreciation and understanding of the relationship among marketing decision variables – product, price, promotion and place – and how these tools are used effectively.</li> <li>✓ formulate how customer knowledge can help to develop marketing strategy and adjust the marketing mix (e.g., pricing) to increase competitive differentiation, customer loyalty, and profitability.</li> </ul>	

<b>Teaching methods</b>	<b>Lecture</b>		X
	<b>Group discussion</b>		X
	<b>Presentation</b>		X
	<b>Case analysis</b>		X
	<b>Simulation</b>		-
	<b>Course paper</b>		-
	<b>Others</b>		-
<b>Evaluation</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Midterm Exam</b>		30
	<b>Case studies</b>		10
	<b>Class Attendance</b>		5
	<b>Quiz</b>		10
	<b>Activity</b>		5
	<b>Project/Presentations</b>		0
	<b>Final Exam</b>		40
	<b>Project/Essay</b>		-
	<b>Total</b>		100
<b>Policy</b>	<p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate in final exam. The students are required to attend all classes as part of their studies and those having legitimate reasons for absence (illness, family bereavement etc) are required to inform the instructor.</p> <p><b>Activity:</b> Classes are highly interactive. The activity points will be given to those students who will actively participate in class discussions. Activity shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion.</p> <p><b>Quiz:</b> The quiz will be made of multiple-choice questions, true/false questions and short open questions. The questions will cover the subjects learned until each preceding class.</p> <p><b>Case studies:</b> Case studies from the textbook intended to encourage critical thinking are used for learners to develop responses regarding the application of concepts. They provide an opportunity for participants to expand their thinking about how to respond when differing viewpoints arise in the workplace.</p> <p><b>Late Submission Policy:</b> Assignments should be submitted electronically by each assigned team at least a day before the due presentation date mentioned in the course schedule or in due period assigned by the professor. Later submission will result in a grade of zero.</p> <p><b>Make-up exam:</b> If an exam is missed for any reason with prior permission from the professor via an email, a make-up exam will be given the week following the exam but with a penalty of 20% of the total possible points.</p> <p><b>Cheating / Plagiarism:</b> Cheating or other plagiarism during the Quizzes, Midterm and Final exams will lead to paper cancellation. In this case, the</p>		

student will automatically get zero (0), without any considerations.

**Tentative Schedule**

<b>Week</b>	<b>Date (2022)</b>	<b>Topics</b>	<b>Textbook/Assignment</b>
1		Discussion on course and requirements Defining Marketing for the New Realities & Core Concepts	Syllabus Chapter 1
2		Developing Marketing Strategies and Plans	Chapter 2
3		Conducting Marketing Research	Chapter 4
4		Creating Long-Term Loyalty Relationships	Chapter 5
5		Analyzing Consumer Markets	Chapter 6
6		Analyzing Business Markets <b>Quiz</b>	Chapter 7
7		Identifying Market Segments and Targets	Chapter 9
8		<b>MIDTERM EXAM</b>	
9		Crafting the Brand Positioning	Chapter 10
10		Creating Brand Equity	Chapter 11
11		Addressing Competition and Driving Growth	Chapter 12
12		<b>Case study analysis</b>	
13		Setting Product Strategy	Chapter 13
14		Designing and Managing Services	Chapter 14
15		Course overview	
16		<b>FINAL EXAM</b>	

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