

Identification	Subject (Code, title, credits)	MKT 302 Marketing– 3KU/6ECTS
	Department	Economics and Management
	Program (Undergraduate, graduate)	Undergraduate (BBA)
	Term	Fall, 2023
	Instructor	Elkhan Gurbanli
	E-mail:	
	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University
	Office hours	By appointment
Prerequisites	ECON 101 Introduction to Economy	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	<u>Core Textbook:</u> Marketing Management (MindTap Course List) 6th Edition, Dawn Iacobucci (2021) https://www.amazon.com/Marketing-Management-MindTap-Course	
Course Website	This course combines traditional face-to-face classes with online learning. For support learning following websites can be used: https://www.ama.org/ https://www.campaignlive.co.uk https://www.marketingweek.com/ http://www.futurelab.net/blogs/marketing-strategy-innovation/ http://www.brandingstrategyinsider.com/ https://www.mckinsey.com/ https://hbr.org/topic/marketing https://books.google.co.uk	
Course Outline	This course is designed to provide students with an understanding of the Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organizational functioning, including the management of exchange processes between business units and consumers and between firms. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies and marketing mix components such as pricing, distribution, product and service development and promotion including both traditional and digital marketing communication. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem-solving skills by means of face-to-face seminars and tutorials and online learning. By the end of this course students will be able to: <ul style="list-style-type: none"> • Understand the importance in business practice of being marketing oriented; • Evaluate market conditions and customers' needs when forming marketing strategies; • Describe a range of common strategies for use with each of the various Marketing mix tools: product, pricing, promotion and distribution; • Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situations; and Use examples from current events and real-world marketing situations to apply, illustrate and discuss different marketing strategies. 	
Course Objectives	The main area of focus of the course will remain understanding customer needs, designing customer driven marketing strategies, building customer relationships and understanding the major trends and forces affecting customer relationships. The primary course objectives are:	

	1. To analyze the basic market – Analysis will include primary customer, company and competitor. 2. To introduce the elements of Marketing Mix 3. To expand the knowledge base of students about current marketing situations. By case studies market big shareholders and failures, analytical ability of students will be tested.		
Learning Outcomes	At the end of this course, students should be able to: 1. critically analyze the following key concepts: <ul style="list-style-type: none"> • Marketing Concept • Customer behavior. • Market segmentation. • Target market selection. • Positioning. • Brand equity. • Marketing mix – Product, Price, Place & Promotion. 2. Produce Marketing Plan using Marketing tools. 3. Measure and Evaluate Market performance. 4. Identify and integrate market mix elements into a comprehensive practical marketing plan		
Course Description	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	To be announced	30
	Class Attendance		5
	Class activity		5
	Quizzes	Week 3/10	10
	Project/Presentation	Week 9/10/11/12	10
	Final Exam	To be announced	40
	Total		100
Policy	Course Team Project 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 4-6 (depending on class size) The groups will choose one of the topics below: <ul style="list-style-type: none"> • The role of digital marketing tools in fashion industry. • Explain the role of Integrated Marketing Communications in Beauty industry. • The use cases of virtual and augmented reality in e-commerce. • Measurement: How can you track the success of your digital marketing campaigns? • Analyze the role of digital marketing in the B2B market. • How Marketers target Generation Z and Millennials: Comparative analysis • Explain the influence of the recession on promotional activities in car industry. • Development of real estate marketing in Azerbaijan. • The effect of price and price changes on sales of consumer goods. • The role of Corporate Social Responsibility for international companies. • What internet marketing trends can be expected for the future? • Does green (sustainable) marketing translate into sales? • Purchase decisions of generation Z and Y: Comparative Analysis • Building a Company Brand Image Through Guest Blogging • How will artificial intelligence support in making better marketing decisions? • The importance of product packaging in competitive marketing strategy. • The most efficient marketing strategies to repair bad reputation. • How is alcohol marketed legally? • How is augmented reality going to enhance marketing experiences? A group presentation will be made in the last class. The duration of the presentation will be		

	<p>between 10-12 minutes. The report will be submitted by the students at the beginning of the final class.</p> <p>1. Assignments / reports submitted by email will not be accepted under any circumstances.</p> <p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam.</p> <p>The quizzes: There will be three quizzes throughout the course. The quizzes might be made of multiple-choice questions, true/false questions and short open questions. The questions will cover the subjects learned until each preceding class. Each quiz will be 5 points.</p> <p>Presentation/Project: There will be presentations or a 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 be 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><u>Cheating / Plagiarism</u></p> <p>Cheating or other plagiarism during the Quizzes, Mid-term and Final Examinations will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p>
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Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Discussion on course and requirements Marketing - Creating Customer Value and Engagement.	Chapter 1
2		Company Marketing Strategy: Partnering to Build Customer Relationships. Case # 1	Chapter 2 Allocation of Class Presentations
3		Quiz 1 Analyzing the Market Environment.	Chapter 3 Case Study
4		Consumer Markets and Buyer Behavior. Case # 2.	Chapter 5
5		Customer-Driven Marketing Strategy, Creating Value for Target Customers.	Chapter 7 Case Analysis
6		Products, Services and Brands: Building Customer Value. Case # 3	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. Group Presentation	Chapter 10,11
10		Quiz 2	Chapter 12, 13

		Marketing Channels: Delivering Customer Value. Retailing and Wholesaling. Group Presentation Case # 4	
11		Communicating Customer Value: Integrated Marketing Communications Strategy. Group Presentation	Chapter 14
12		Advertising and Public Relations. Case # 5 Group Presentation	Chapter 15
13		Personal Selling and Sales Promotion	Chapter 16
14		Direct, Online, social media and Mobile Marketing Case # 6 Guest lecturer	Chapters 17
15		Chapters Reviewing	Chapters Revision
16	TBA	Final Exam	Chapter 10 - 17