

Identification	Subject (code, title, credits)	MKT 302 –Marketing– 3KU/6ECTS
	Department	Economics and Management
	Program (Undergraduate, graduate)	Undergraduate (BBA)
	Term	Fall, 2023
	Instructor	Elnur Guliyev
	E-mail:	
	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University, room 314 old, 18:30-21:00
	Office hours	By appointment
Prerequisites	ECON 101 Introduction to Economics	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	Core Textbook: Principles of Marketing, Kotler & Armstrong, Seventeenth Edition, Pearson International Edition, 2023	
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	In this course, the marketing process and range of marketing decisions that an organization must make to sell its products and services will remain as the focal point. Student will start thinking as a marketer, he/she will identify the focus of a marketer that remains the consumer. Answers to these questions ("Who is the consumer of goods and services?" What does the consumer need? Is it different from consumer's want will be found?) Marketing involves a set of activities that summed up as follows: <ul style="list-style-type: none"> • Creation of products and services. • Create a value offer that will be communicated to the consumer. • Deliver products and services that consumer believes that are valuable. • Exchanging value for offerings. 	
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: <ol style="list-style-type: none"> 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. 	
	At the end of this course, students should be able to: <ol style="list-style-type: none"> 1. critically analyze the following key concepts: 	

Learning Outcomes	<ul style="list-style-type: none"> • Marketing Concept • Customer behavior. • Market segmentation. • Target market selection. • Positioning. • Brand equity. • Marketing mix – Product, Price, Place & Promotion. <p>2. Produce Marketing Plan using Marketing tools.</p> <p>3. Measure and Evaluate Market performance.</p> <p>4. Identify and integrate market mix elements into a comprehensive practical marketing plan</p>		
Course Description	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	06.11.2023	30
	Class Attendance		5
	Quizzes	30.10.2023/20.11.2023	5
	Class activity		5
	Project/Presentation	18.12.2023/25.12.2023	15
	Final Exam	To be announced	40
	Total		100
Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate in the final exam. Cases are included in the comprehension phase of the lessons which mean they don't involve any scoring features. Main aim to participate in Case studies is to make it sure about general understanding of course by Students. Quizzes will be provided twice during the semester and will be evaluated as 2.5 and 2.5 scores via Multiple Questions.</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 the 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 at work as a team. If it is a project, it will be graded individually.</p> <p>Cheating / Plagiarism Cheating or other plagiarism during the Mid-term and Final Examinations will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p> <p>The course project is designed in a way that allows students to apply the learned concepts and marketing methods in practical world. 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. The group size will be between 4-6 (depending on class size) The groups will choose one of the topics below:</p> <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. 		

		<ul style="list-style-type: none">• 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? <p>A group presentation will be made in the last class. The duration of the presentation will be between 10-12 minutes. The report will be submitted by the students at the beginning of the final class.</p> <p>Assignments / reports submitted by email will not be accepted under any circumstances.</p>	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1	18.09.2023	Discussion on course and requirements Marketing - Creating Customer Value and Engagement.	Chapter 1
2	25.09.2023	Company Marketing Strategy: Partnering to Build Customer Relationships. Case # 1	Chapter 2 Allocation of Class Presentations
3	02.10.2023	Analyzing the Market Environment.	Chapter 3 Case Study
4	09.10.2023	Consumer Markets and Buyer Behavior. Case # 2.	Chapter 5
5	16.10.2023	Market Entry Strategies	Chapter 7 Case Analysis
6	23.10.2023	Products, Services and Brands: Building Customer Value. Case # 3	Chapter 8
7	30.10.2023	Quiz 1 New Product Development And Product Life Cycle Strategies	Chapter 9

8	06.11.2023	Mid Term Examination	Chapter 1 - 9
9	13.11.2023	Pricing: Understanding and Capturing Customer Value. Pricing Strategies. Group Presentation	Chapter 10,11
10	20.11.2023	Quiz 2 Marketing Communication Group Presentation Case # 4	Chapter 12, 13
11	27.11.2023	Marketing the products, Transportation, Incoterms Group Presentation	Chapter 14
12	04.12.2023	Advertising and Public Relations. Case # 5 Group Presentation	Chapter 15
13	11.12.2023	Personal Selling and Sales Promotion	Chapter 16
14	18.12.2023	Direct, Online, social media and Mobile Marketing Case # 6	Chapters 17
15	25.12.2023	Chapters Reviewing	Chapters Revision
16	TBA	Final Exam	Chapter 10 - 17