

Identification	Subject (Code, title, credits)	MKT 840 Marketing Management 3 KU/6ECTS
	Department	Economics and Management
	Program (Undergraduate, graduate)	Graduate
	Term	Spring, 2023
	Instructor	Maral Jamalova, Ph.D.
	E-mail:	Maral.jamalova@khazar.org
	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University
Prerequisites	ECON 830 Managerial Economics	
Language	English	
Compulsory/Elective	Compulsory	
Required Textbooks and Course Materials	<u>Textbooks:</u> <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 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</p>	

	<p>to 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, and context, and define 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
	Case study		X
	Course paper		X
	Others		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam		30
	Class Attendance		5
	Class Activity		5
	Case Study		10
	Project/Presentation	13 th and 14 th week	10
	Final Exam		40
	Total		100
Policy	<p>Attendance and activity (5 points for each one): 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 75%.</p> <p>Case studies/Group presentations (10 points): The students will present a case study based on a selected product/brand. The case study will be related to understanding and application of Chapters 1-8 and will take place after the 9th and 10th lectures. The projects will be prepared in groups. Students are free to select working in groups or alone. Groups should consist of 4-6 students depending on class size. Each group will present their opinion regarding of above-mentioned aspects of purchase behavior (4-5 slides for each person, max 20 min). Successful national/global brands can be chosen for case studies.</p> <p>The students will choose one of the topics below or offer any topic based on their interest:</p> <ul style="list-style-type: none"> ✓ Choose a company and analyze the 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 to increase sales of consumer goods? 		

	<ul style="list-style-type: none"> ✓ How does green (sustainable) marketing influence sales? ✓ Marketing new products and building awareness ✓ Examples from International Market Entry ✓ Marketing after COVID-19: Challenges and opportunities <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> <p>Personal Project/ Individual presentations (10 points): The personal project is designed in a way that allows 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 real-time marketing decision-making. The students will choose the product/brand based on their personal interests. The presentations will be evaluated according to 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>Individual presentations can be made after the 4th lecture at any time that is appropriate for the student and lecturer. The duration of the presentation will be around 10/20 minutes. The report should be submitted by the students one week before the presentation that should include the following information.</p> <ol style="list-style-type: none"> 1. The mission and vision of the company 2. About the micro and macro environment of the company (slide for each one) <p>Select one product of the company that you mentioned beforehand and include the following:</p> <ol style="list-style-type: none"> 1. 4P or 7P for any product (1 slide each P) 2. Segmentation types (all 4) for the main product of the company 3. Characteristics of customers (social and cultural characteristics) 4. Slide about distribution channels for the product 5. SWOT analysis of product and information about competitors <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 consideration.</p>
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Tentative Schedule

Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Discussion on course and requirements Scope of Marketing for New Realities	Chapter 1
2		Marketing Strategies and Plans	Chapter 2
3		Marketing Research and Analysis	Chapter 3
4		Building Long-Term Customer Relationships	Chapter 4
5		Buying Dynamics of Consumers and Businesses	Chapter 5
6		Target Marketing	Chapter 6
7		Competitive and Effective Brand Positioning	Chapter 7

8		Mid Term Examination	Chapters 1 – 7
9		Branding and Core Business Growth	Chapter 8
10		Product Mix and New Offerings	Chapter 9
11		Developing and Managing Strategic and Integrated Marketing Channels	Chapter 12
12		Managing Retailing, Wholesaling, and Logistics	Chapter 13
13		Designing and Managing Integrated Marketing Communications Project	Chapter 14
14		Managing Mass Communications: Advertising, Sales Promotions Project	Chapter 15
15		Managing Mass Communications: Events and Experiences, and Public Relations-	Chapter 15
16	TBA	Final Exam	Chapters 8 - 15