

Identification	Subject (code, title, credits)	MKT 301 Marketing– 3KU/6ECTS credits
	Department	Economics and Management
	Program	Undergraduate
	Term	Fall, 2024
	Instructor	Aytakin Satiji
	E-mail:	aytakin.satiji@khazar.org
	Classroom/hours	41 Mehseti street (Neftchilar campus), Khazar University
	Office hours	
Prerequisites	ECON 101 Introduction to Economics	
Language	English	
Compulsory/Elective	Required	
Required Textbooks and Course Materials	<p>Core Textbooks: Principles of Marketing, Kotler & Armstrong, 19th Edition, Pearson International Edition, 2023</p> <p>Supplementary Textbook: Marketing Management, Kotler & Keller, 16th Edition, Pearson International Edition, 2021 Marketing: Real People, Real Choices, Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart, Global Edition, Eighth Edition Marketing Management, Kotler & Keller, 16th edition, Pearson International Edition, 2021</p>	
Course Website	<p>This course combines traditional face-to-face classes with online learning. For support learning following websites can be used:</p> <p>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 https://www.google.az/books/edition/Marketing_Management/ - 2hDwAAQBAJ?hl=az&gbpv=1&dq=marketing+management+kotler&printsec=frontcover chrome-extension://efaidnbmninnibpcajpcglclefindmkaj/https://www.edugonist.com/wp-content/uploads/2021/09/Marketing-Management-by-Philip-Kotler-15th-Edition.pdf</p>	
Course Outline	<p>In this course, the marketing process and range of marketing decisions that an organization must make in order 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?)</p> <p>Marketing involves a set of activities that summed up as follows:</p> <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	<p>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:</p> <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.		
Learning Outcomes	<p>At the end of this course, students should be able to:</p> <ol style="list-style-type: none"> 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. Produce Marketing Plan using Marketing tools. Measure and Evaluate Market performance. Identify and integrate market mix elements into a comprehensive practical marketing plan 		
Course Team Project	<p>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:</p> <ul style="list-style-type: none"> Develop a marketing campaign for an eco-friendly product or service, focusing on how companies can promote sustainability while driving consumer interest. Create an unconventional and low-cost marketing campaign for a small business to generate buzz and increase brand awareness in a crowded market. Develop a marketing plan for a company looking to expand into a new international market. Consider cultural differences, pricing, and promotion strategies. AI and personalization in digital marketing. Analyze the role of digital marketing for the cosmetics industry in Azerbaijan. How Marketers Can target Generation Z and Alpha using the latest technologies? Describe the effect of positive and negative word of mouth in restaurant industry. Explain the importance of influencer marketing for car industry. Develop a marketing strategy for a tourism company, focusing on community engagement through digital and traditional media. Negative impacts of beauty standards perpetuated by ads. Develop a marketing strategy for a real estate company in Azerbaijan. The effect of price and price changes on sales of consumer goods. Social media marketing to children: Ethical or exploitative? What internet marketing trends can be expected for the future? How is social media going to enhance marketing experiences? How does sustainability shape consumer choices? Role of WhatsApp chatbots in e-commerce: Do they enhance customer satisfaction? <p>Assignments / reports submitted by email will not be accepted under any circumstances.</p>		
Teaching Methods	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
Evaluation	Methods	Date/deadlines	Percentage (%)
	Midterm Exam	TBA	30
	Class Attendance		5
	Class activity		5

	Quizzes	3 th and 10 th Week	10
	Project/Presentation	TBA	10
	Final Exam	TBA	40
	Total		100
Policy	<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate at final exam. Class attendance shall mean physical presence in the classroom which should be 75%.</p> <p>The quizzes: There will be two 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: 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:</p> <ul style="list-style-type: none"> • Develop a marketing campaign for an eco-friendly product or service, focusing on how companies can promote sustainability while driving consumer interest. • Create an unconventional and low-cost marketing campaign for a small business to generate buzz and increase brand awareness in a crowded market. • Develop a marketing plan for a company looking to expand into a new international market. Consider cultural differences, pricing, and promotion strategies. • AI and personalization in digital marketing. • Analyze the role of digital marketing for the cosmetics industry in Azerbaijan. • How Marketers Can target Generation Z and Alpha using the latest technologies? • Describe the effect of positive and negative word of mouth in restaurant industry. • Explain the importance of influencer marketing for car industry. • Develop a marketing strategy for a tourism company, focusing on community engagement through digital and traditional media. • Negative impacts of beauty standards perpetuated by ads. • Develop a marketing strategy for a real estate company in Azerbaijan. • The effect of price and price changes on sales of consumer goods. • Social media marketing to children: Ethical or exploitative? • What internet marketing trends can be expected for the future? • How is social media going to enhance marketing experiences? • How does sustainability shape consumer choices? • Role of WhatsApp chatbots in e-commerce: Do they enhance customer satisfaction? <p>Assignments / reports submitted by email will not be accepted under any circumstances.</p> <p><u>Cheating / Plagiarism</u> 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>		
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 on Pricing Strategies	Chapter 10,11
10		Quiz 3 Marketing Channels: Delivering Customer Value. Retailing and Wholesaling. Group Presentation on Marketing Channels. Case # 4	Chapter 12, 13
11		Communicating Customer Value: Integrated Marketing Communications Strategy. Group Presentation on IMC	Chapter 14
12		Advertising and Public Relations.	Chapter 15

		Case # 5 Group Presentation on Advertising	
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		Final Exam	Chapter 10 - 17