

<b>Identification</b>	<b>Subject (Code, title, credits)</b>	<b>MKT 302 Marketing (C), 3KU/6ECTS</b>
	<b>Department</b>	Economics and Management
	<b>Program (Undergraduate, graduate)</b>	Undergraduate (BBA)
	<b>Term</b>	Fall, 2025
	<b>Instructor</b>	Elkhan Gurbanli
	<b>E-mail:</b>	elkhan.gurbanli@khazar.org
	<b>Classroom/hours</b>	41 Mehseti street (Nefchilar campus), Khazar University
	<b>Office hours</b>	By appointment
<b>Prerequisites</b>	<b>ECON 101</b> Introduction to Economy	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Required	
<b>Required Textbooks and Course Materials</b>	<b><u>Core Textbook:</u></b> Principles of Marketing <b>19th Edition</b> , Philip Kotler, Gary Armstrong (2023)	
<b>Course Website</b>	This course combines traditional face-to-face classes with online learning. For support learning following websites can be used: <a href="https://www.mckinsey.com/">https://www.mckinsey.com/</a> <a href="https://hbr.org/topic/marketing">https://hbr.org/topic/marketing</a> <a href="https://books.google.co.uk">https://books.google.co.uk</a>	
<b>Course Outlin</b>	<p>This course is structured to give students a solid foundation in marketing by exploring both its conceptual and practical aspects. Emphasis will be placed on managing marketing activities and understanding how they connect to overall organizational performance, particularly in facilitating exchanges between businesses and consumers, as well as across firms. Core areas include environmental, industry, and competitor analysis; setting objectives; developing marketing strategies; and applying the marketing mix—product, pricing, distribution, and promotion—through both traditional and digital channels. The course also integrates hands-on learning through seminars, tutorials, and online sessions to strengthen problem-solving abilities and the application of theoretical knowledge.</p> <p>By the conclusion of the course, students will be able to:</p> <p>Recognize the value of a marketing-oriented approach in business practice.</p> <p>Assess market conditions and customer needs when designing marketing strategies.</p> <p>Explain common strategic approaches to each component of the marketing mix.</p> <p>Propose and defend a cohesive mix of marketing strategies tailored to specific business challenges.</p> <p>Apply concepts to real-world cases and current events to illustrate and discuss diverse marketing strategies.</p>	
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• The course primarily emphasizes understanding customer needs, designing marketing strategies based on customer insights, fostering long-term customer relationships, and examining the major trends and factors that shape these relationships. The key objectives are:</li> <li>• <b>Master Fundamental Marketing Principles</b> – Gain a clear understanding of the essential concepts of marketing, such as the marketing mix (4 Ps) and the historical development of marketing practices.</li> <li>• <b>Develop Market Research Competencies</b> – Acquire the ability to conduct both primary and secondary research, evaluate consumer behavior, and apply segmentation techniques while analyzing the consumer decision-making process.</li> <li>• <b>Enhance Awareness of Contemporary Marketing Practices</b> – Strengthen analytical skills by examining case studies that highlight major market leaders as well as notable failures, thereby broadening students' knowledge of real-world marketing dynamics.</li> </ul>	

	<ul style="list-style-type: none"> <li>• <b>Build and Sustain Strong Brands</b> – Understand the foundations of brand development, focusing on brand identity and equity, and learn to design positioning strategies that establish a distinct competitive advantage in the marketplace.</li> </ul>		
<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. <b>Critically analyze the following key concepts:</b> <ul style="list-style-type: none"> <li>• Marketing Concept</li> <li>• Customer behavior.</li> <li>• Market segmentation.</li> <li>• Target market selection.</li> <li>• Positioning.</li> <li>• Brand equity.</li> <li>• Marketing mix – Product, Price, Place &amp; Promotion.</li> </ul> </li> <li>2. <b>Analyze Customer Needs:</b> Demonstrate the ability to identify and evaluate customer needs and preferences through various research methods and analytical tools.</li> <li>3. <b>Develop Customer-Centric Marketing Strategies:</b> Create and implement marketing strategies that are specifically tailored to address and meet the needs of different customer segments.</li> <li>4. <b>Build and Sustain Customer Relationships:</b> Apply techniques for establishing and maintaining strong, long-term relationships with customers, enhancing customer satisfaction and loyalty.</li> <li>5. <b>Evaluate Trends and Influences:</b> Assess major trends and external factors that impact customer behavior and marketing strategies and adapt approaches accordingly.</li> <li>6. <b>Implement Marketing Plans:</b> Design and execute comprehensive marketing plans, integrating research insights, strategic objectives, and tactical execution.</li> </ol> <p><b>Leverage Digital and Traditional Channels:</b> Apply knowledge of both digital and traditional marketing channels to effectively reach and engage target audiences.</p>		
<b>Course Description</b>	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
<b>Evaluation</b>	<b>Midterm Exam</b>	To be announced	30
	<b>Class Attendance</b>		5
	<b>Class activity</b>		5
	<b>Assignments</b>	Week 3/10	10
	<b>Presentation</b>	Week 9/10/11/12	10
	<b>Final Exam</b>	To be announced	40
	<b>Total</b>		100
<b>Policy</b>	<p><b>Class Attendance</b> – Regular attendance is essential to follow the course content systematically and to actively engage in discussions. It also reflects students’ commitment and helps them stay updated on important instructions and deadlines. Students exceeding the 25% absence limit will not be allowed to participate at final exam.</p> <p><b>Class Activity</b> – Participation in class discussions, group work, and problem-solving exercises will enhance understanding of key concepts. Active involvement helps students develop critical thinking and apply theoretical knowledge in practice.</p> <p><b>Assignments</b> – Assignments are designed to reinforce learning by encouraging independent research and application of marketing theories. They provide an opportunity for students to practice analytical and writing skills.</p> <p><b>Presentation:</b> 30 topics will be shared, and each student will choose from these topics. Students will work in groups of 2–3, select a marketing topic, and prepare a 15–20-minute presentation. They should research theories, apply frameworks (e.g., STP, 4Ps, SWOT), and include real-world case studies to support their analysis. Presentations must be structured with an introduction, theoretical background, practical examples, and clear conclusions with recommendations. Evaluation will be based on content quality, application, organization, delivery, and creativity.</p> <p><b>Cheating / Plagiarism</b> 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>		

		<b>Class activity:</b> students will engage in a case study analysis focused on understanding marketing strategies and decision-making in real-world business scenarios. The class will be divided into small groups of 4 to 5 students, each tasked with discussing a particular marketing case study. The selected case study will present a marketing challenge, such as launching a new product, responding to a competitor's campaign, or addressing customer feedback in a competitive market.	
Tentative Schedule			
Week	Date/Day (tentative)	Topics	Textbook/Assignments
1		Discussion on course and requirements  <b>Marketing - Creating Customer Value and Engagement.</b>	Chapter 1
2		<b>Company Marketing Strategy: Partnering to Build Customer Relationships.</b>	Chapter 2  Allocation of Class Presentations
3		<b>Analyzing the Market Environment.</b>	Chapter 3  Case Study
4		<b>Consumer Markets and Buyer Behavior.</b>	Chapter 5
5		<b>Customer-Driven Marketing Strategy, Creating Value for Target Customers.</b>	Chapter 7  Case Analysis
6		<b>Products, Services and Brands: Building Customer Value.</b>	Chapter 8
7		<b>New Product Development and Product Life Cycle Strategies</b>	Chapter 9
8		<b>Mid Term Examination</b>	Chapter 1 - 9
9		<b>Pricing: Understanding and Capturing Customer Value. Pricing Strategies.</b> Group Presentation	Chapter 10,11

10		<b>Pricing Strategies. Marketing Channels: Delivering Customer Value. Retailing and Wholesaling.</b>  <b>Group Presentation</b>	Chapter 10,11
11		<b>Communicating Customer Value: Integrated Marketing Communications Strategy.</b> Group Presentation	Chapter 14
12		<b>Advertising and Public Relations.</b> Group Presentation	Chapter 15
13		<b>Personal Selling and Sales Promotion</b>	Chapter 16
14		<b>Direct, Online, social media and Mobile Marketing</b> Guest lecturer	Chapters 17
15		Chapters Reviewing	Chapters Revision
		<b>Final Exam</b>	Chapter 10 - 17