

<b>Identification</b>	<b>Subject (Code, title, credits)</b>	<b>MKT 302 Marketing, 3KU credits (6ECTS)</b>
	<b>Department</b>	Economics and Management
	<b>Program</b>	Undergraduate
	<b>Term</b>	Fall, 2025
	<b>Instructor</b>	Rufat Mammadov
	<b>E-mail</b>	
	<b>Classroom/hours</b>	
<b>Prerequisites</b>	<b>ECON 205 Microeconomics</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Required textbooks and course materials</b>	<p><b>Core textbooks:</b></p> <p>Philip Kotler and Gary Armstrong, <b>Principles of marketing</b>, Pearson, 17th edition, 2023</p> <p><b>Supplementary textbook:</b></p> <p>David Jobber Professor, Fiona Ellis-Chadwick, <b>Principles and Practice of marketing</b>, McGraw Hill, 2023.</p>	
<b>Course outline</b>	<p>This course is designed to introduce business students to the foundations of marketing as they relate to the whole business enterprise. This course will focus on the understanding and application of key marketing concepts.</p> <p>Marketing is the core of an operating business. It is an organizational philosophy and a set of guiding principles for interfacing with customers, competitors, collaborators, and the environment. Marketing entails planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It starts with identifying and measuring consumers' needs and wants, assessing the competitive environment, selecting the most appropriate customer targets and developing marketing strategy and implementation</p>	
<b>Course objectives</b>	<p>People often think that marketing is just advertising — a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising. Even the most skillful marketer cannot make customers buy things they don't want. Rather, marketing involves: (1) identifying customer needs, (2) satisfying these needs with the right offering, (3) assuring availability to customers through the best distribution channels, (4) using promotional activities to build awareness and motivate purchase, and (5) choosing a suitable price to boost the firm's profitability while also maintaining customer satisfaction. These decisions – product, distribution, promotion, and price – comprise the marketing mix. These tactics flow from a rigorous analysis of the company, customers, competitors, collaborators, and overall business context. These are the key activities of marketing management, and they are crucial to the success of a business. Failure to find the right combination of the “mix” may result in product or service failure. In turn, that means loss of revenue, loss of jobs, and economic inefficiency.</p>	
<b>Learning outcomes</b>	<p>This course will prepare you to think strategically about marketing in today's global environment. After successful completion of this course, you will have a basic understanding of the marketing concept, the marketing mix (product, place, promotion and price), segmentation, targeting, positioning, customer value, branding, services marketing, global marketing, marketing metrics, consumer and business behavior, ethics and social responsibility in marketing, market planning,</p>	

	<p>market research and competitive analysis. In addition, you will have the opportunity to evaluate and formulate marketing strategies.</p> <p>We will explore the functional marketing operations of organizations and examine the key elements of a marketing manager's decision-making process. The emphasis of this course will be on gaining an understanding of the core concepts of marketing and their linkages with other business functions within the organization.</p> <p>The overall goal of this course is to provide you with a set of approaches and concepts to draw upon when faced with a marketing problem and to help you develop the ability to formulate an effective marketing strategy.</p>		
<b>Teaching methods</b>	<b>Lecture</b>		✓
	<b>Practices</b>		✓
	<b>Group discussion</b>		✓
	<b>Case analysis</b>		✓
<b>Evaluation</b>	<b>Methods</b>	<b>Date/deadlines</b>	<b>Percentage (%)</b>
	<b>Midterm Exam</b>	TBA	30
	<b>Attendance</b>	During the semester	5
	<b>Activity</b>	During the semester	5
	<b>Research work and tasks</b>	During the semester	15
	<b>Research proposal presentation</b>	Week 14 and 15th	10
	<b>Final Exam</b>	TBA	35
	<b>Total</b>		100
<b>Policy</b>	<p><b>Research work and tasks.</b> Students will be required to select and work on an appropriate topic guided by the academic research methods presented. The total volume of the research work should be around 10-12 pages (2500-3000 words). At this time, students will be required to follow all research principles and methodologies presented in the lecture. A sample of research and presentation will be provided by the teacher. The research paper should be submitted no later than December 10.</p> <p><b>Attendance:</b> Because of the once-a-week course format, students are expected to attend all sessions. If the student has an absence, he/she takes responsibility for making up assignments and for obtaining missed lecture information.</p> <p>Activity is important for doing well in the course. You'll be graded for your active engagement with the material and your peers. The good research work, activity and participation will account for 5 % of the total course grade.</p> <p>Class preparation. Students are responsible for:</p> <ol style="list-style-type: none"> <li>1) reading the assigned materials;</li> <li>2) taking the initiative to ask questions that promote understanding of the academic subject;</li> <li>3) communicating regularly with the instructor, especially in matters related to class assignments.</li> </ol> <p><b>Research proposal presentation.</b></p> <p>Proposal presentation and discussion will be conducted by each student. The proposal presentation includes the following: title, introduction, literature review, methodology, and proposed data analysis. Proposal presentation will constitute 10 % of the total course grade.</p> <p>Students must present the research paper they have prepared during the session at the end of the session (last two weeks). The presentation is presented in the "Power</p>		

		<p>Point" program, consisting of at least 20 slides. The student presents a brief summary of the topic and results of the research.</p> <p>Cheating/plagiarism. Academic integrity is fundamental to the activities and principles of a university. Breaches of the academic integrity will lead to assignment cancellation. When in doubt about plagiarism or any other form of cheating, consult the course instructor.</p>	
Tentative Schedule			
Week	Date/Day Tentative	Topics	Textbook
1		Creating Customer Relationships and Value Through Marketing	Sekaran and Bougie, Ch1
2		Developing Successful Marketing and Organizational Strategies	Sekaran and Bougie, Ch2
3		Scanning The Marketing Environment	Sekaran and Bougie, Ch3
4		Marketing Research: From Customer Insights to Actions	Sekaran and Bougie, Ch4
5		Understanding Consumer Behavior	Sekaran and Bougie, Ch5
6		Understanding Business Customers	Sekaran and Bougie, Ch6
7		Market Segmentation, Targeting, And Positioning	Sekaran and Bougie, Ch7
8		Market Segmentation, Targeting, And Positioning	Sekaran and Bougie, Ch7
9		Midterm Exam	
10		Developing New Products and Services	Sekaran and Bougie, Ch8
11		Managing Successful Products, Services, And Brands	Sekaran and Bougie, Ch9
12		Pricing	Sekaran and Bougie, Ch10
13		Pricing strategies	Sekaran and Bougie, Ch11
14		Marketing channels	Sekaran and Bougie, Ch12
15		Communicating customer value: Integrated marketing communications strategy	Sekaran and Bougie, Ch13
16		Final Exam	