

<b>Identification</b>	<b>Subject (code, title, credits)</b>	<b>MKT 302 Marketing – 3KU (6ECTS)</b>
	<b>Department</b>	Economics and Management
	<b>Program</b>	Undergraduate
	<b>Term</b>	Fall 2025
	<b>Instructor</b>	Seymur M. Guliyev
	<b>E-mail:</b>	guliyev.seymur@khazar.org
	<b>Classroom/hours</b>	122 B.Safaroglu str. (Downtown campus), Khazar University
	<b>Office hours</b>	By appointment
<b>Prerequisites</b>	<b>ECON 101 Microeconomics</b>	
<b>Language</b>	English	
<b>Compulsory/Elective</b>	Compulsory	
<b>Required Textbooks and Course Materials</b>	<p><b><u>Core Textbook:</u></b></p> <p>Philip Kotler and Gary Armstrong. Principles of Marketing, Pearson publication, 2023</p> <p><b><u>Supplementary Textbook:</u></b></p> <ol style="list-style-type: none"> <li>1. “Basic Principles of Marketing and Management”, Dr. M.R.P. Singh, 2014</li> <li>2. “Principles of Marketing” H. Ali, V. Talwar, University of London 2013</li> <li>3. “Essentials of Marketing”, 3rd Edition, 2005, Jim Blythe, Prentice Hall, Pearson Education, ISBN 0 273 69358 1</li> <li>4. “The Marketing Book”, 5th edition, Michaels L. Baker, 2003, ISBN 0 7506 5536 4, Butterworth-Heinemann,</li> <li>5. “Core Concepts of Marketing”, John Burnett, 2008,</li> <li>6. Essentialism of Marketing Research: Part 1, Approach, research Design &amp; Sampling” by Paurov Shukla Bookboon, 2010.</li> <li>7. Principles of Marketing, Kotler, Armstrong, 14th Edition, 2012 by Pearson Education Inc.</li> <li>8. “Essentialism of Marketing Research: Part 2, Measurement, Questionnaires, Analysis &amp; Reporting” by Paurov Shukla Bookboon, 2010.</li> <li>9. CIM course book, Essentials of Marketing 7th Edition,</li> <li>10. Essentials of Marketing by Bookboon, Manmohan Joshi, 2012..</li> </ol> <p>Lecture slides and case studies will be provided by the instructor.</p> <p>The students are advised to keep up to date on current issues in retail marketing mainly from publication outlets such as <i>The Economist</i>, <i>Business Week</i>, <i>Fortune</i>, <i>Wall Street Journal</i>, <i>Financial Times</i>, etc., and from academic journals with a focus on international marketing such as <i>Journal of International Business Studies (JIBS)</i>, <i>Journal of International Marketing (JIM)</i>, <i>Journal of Marketing (JM)</i>, <i>International Marketing Review (IMR)</i>, etc.</p>	
<b>Course Website</b>	<p>This course combines traditional face-to-face classes. For support learning following websites can be used:</p> <p><a href="https://books.google.co.uk">https://books.google.co.uk</a></p> <p><a href="https://libgen.is">https://libgen.is</a></p>	
<b>Course Outline</b>	<p>An understanding of the application of marketing theories, concepts, and practices as they are related to the basics of the marketing function in a complex organization. Emphasis will be on the managerial aspects of marketing plans, including analysis of the external environment. This course is a survey of the marketing of goods, services, and ideas within the economy. Attention is paid to the impact of marketing on other functional areas of business as well as society. Marketing plays a crucial role in shaping both the economic climate and cultural tenor of contemporary society. The course serves as your introduction to this significant and diverse field. As such, its main purpose is to provide you with a broad overview of the role of marketing in business and society, as well as a detailed description of functions, practices, and concepts associated with marketing. We will examine numerous aspects of marketing, including the influence of marketing on firms’ business strategies, the manner in which firms establish prices,</p>	

	unearth and create demand for their products, and move their goods to the customer in an efficient and timely fashion.		
<b>Course Objectives</b>	<p>The basic rationale of this course is to facilitate students' understanding of the nature, structure, and specifics of conducting principles of marketing activities in the local and international context. Further, through case studies and group projects, the course will enhance students' abilities to adapt and utilize principles of marketing strategies to specific local and foreign market environment.</p> <p>In addition, the course is designed to help students develop marketing competencies in retailing and retail consulting. The course will prepare students for positions in the</p>		
<b>Learning Outcomes</b>	<p>At the end of this course, students should be able to:</p> <ul style="list-style-type: none"> <li>• Get acquainted with the definitions and the historical development of marketing, concepts (production, product, sale, marketing, social marketing concepts),</li> <li>• Learn the analyzing marketing environment consisting of macro and microenvironments. Evaluate the social, legal, political and ethical concerns in marketing,</li> <li>• Analyze consumer and customer insights by conducting different types of marketing research. Understand the quantity and qualitative data, Ad-hoc, syndicated, continuous, customization research, and the types of research tables.</li> <li>• Develop effective segmentation, positioning and targeting strategies. Evaluate the types of segmentation, capturing clients' mind and persuading them to be loyal clients.</li> <li>• Learn the kinds of consumers and costumers have in the market, determining their purchasing (buyer) behaviours to be effective enough in the markets.</li> <li>• Demonstrate an individual and group capability for group projects, improving individual and group working skills.</li> <li>• Being informed about the differences between goods and services, services characteristic, global marketing and foreign market entry strategies, such as export, licensing, management controls, strategic alliances, franchising, joint ventures and etc</li> </ul>		
<b>Teaching methods</b>	Lecture		X
	Group Discussion		X
	Experiential Exercise		X
	Case analysis		X
<b>Evaluation</b>	<b>Methods</b>	<b>Date / deadlines</b>	<b>Percentage (%)</b>
	Midterm exam		30
	Insight		10
	Group Project		10
	Attendance		5
	Activity		5
	Final exam		40
	Total		<b>100</b>
<b>Policy</b>	<p><b>Attendance:</b> Students exceeding the 25% absence limit will not be allowed to participate in the final exam.</p> <p><b>Activity</b> shall mean active participation i.e. asking and answering the question, contribute with insights and feedback, and demonstrate willingness and dedication to be part of an overall class discussion.</p> <p><b>Case studies:</b> Case studies from the textbook intended to encourage critical thinking are used for learners to develop responses regarding the application of concepts. They provide an opportunity for participants to expand their thinking about how to respond when differing viewpoints arise in the workplace.</p>		

		<p><b>Insight:</b> Different research based insights by big three management consulting companies (McKinsey, Bain Group and BCG) will be analysed in every week and summary of the insights will be subject of seminar discussions.</p> <p><b>Group Project:</b> subject matter topics will be provided and the students will be in charge of preparing presentations based on the topics to present at the end of the semester. All topics will be based on descriptive research with primary and secondary data.</p> <p><b>Late Submission Policy:</b> Assignments should be submitted electronically by each assigned team <u>at least a day before the due presentation date</u> mentioned in the course schedule or <u>in due period</u> assigned by the professor. Later submission will result in a grade of zero.</p> <p><b>Cheating / Plagiarism:</b> Cheating or other plagiarism during the Quizzes, Midterm and Final exams will lead to paper cancellation. In this case, the student will automatically get zero (0), without any considerations.</p>	
Tentative Schedule			
Week	Date (2025)	Topics	Textbook/Assignments
1		<b>INTRODUCTION, CREATING CUSTOMER VALUE</b> Introduction to Marketing, Historical Development of Marketing and it Importance,	No task, because it is the first lecture
2		<b>STRATEGIC MARKETING AND COMPANIES, CREATING CUSTOMER RELATIONSHIPS</b> Analyzing the Marketing Environment, Micro and Macro Environments	<i>Homework:</i> Macro environmental analysis of given company
3		<b>MARKETING RESEARCH:</b> Managing Marketing Information to Gain Customer Insights, Marketing Research Techniques and its Application	<i>Case study:</i> Global Research proposal
4		<b>MARKETING INFORMATION SYSTEMS</b>	<i>Case study:</i> H&M
5		<b>CONSUMER MARKETS:</b> Consumer classification, Consumer Purchasing Behaviour, attitudes, purchasing process	Case: Azersun Holding and Bizim Tarla brand
6		<b>STP STRATEGIES:</b> Customer-Driven Marketing Strategy, Creating Value for Target Customers, Segmentation, Targeting and Positioning (STP strategy)	Case Study: AzMarketing Consultancy and corporate sales
7		<b>MARKETING MIX: PRODUCTS:</b> Services and Brands, Service Marketing, branding and strategies <b>MARKETING MIX: PRICING:</b> Pricing strategies and Policies, Cost and derivatives, BEP and calculations	Homework: Product strategy analysis of Gilan FMCG <i>Case study:</i> AzMarketing LLC
8		<b>Midterm exam</b>	
9		<b>MARKETING MIX: PLACE:</b> Distribution channels, strategies and International Logistics with INCOTERMS	<i>Class Work:</i> SOCAR Logistics

10		<b>RETAILERS AND WHOLESALERS</b>	
11		<b>MARKETING MIX: PROMOTION:</b> IMC, IMC tools, Advertisement, Sales promotion, PR, personal selling, direct and E-marketing	<i>Case study: AzPromo</i>
12		<b>SALES AND CREATING A COMPETITIVE ENVIRONMENT</b>	<i>No Task</i>
13		<b>DIRECT MARKETING, ONLINE MARKETING, SMM AND MOBILE MARKETING</b>	<i>Case Study: Made in Azerbaijan</i>
14		<b>SALES STIMULATION</b>	
15		<b>SUSTAINABLE MARKETING:</b> Social Responsibilities and Ethics Final Exam Preparation	<i>No Task</i>
16		<b>FINAL EXAM (TBA)</b>	

This syllabus is a guide for the course and any modifications to it will be announced in advance.