

Identification	Subject (Code, title, credits)	TMKT 301 Principles of Marketing – 3KU (6ECTS)
	Department	Economics and Management
	Program	Undergraduate
	Term	Fall 2025
	Instructor	Seymur M. Guliyev
	E-mail:	guliyev.seymur@khazar.org
	Classroom/hours	122 B.Safaroglu str. (Downtown campus), Khazar University
	Office hours	By appointment
Prerequisites	THM 102 Introduction to Tourism	
Language	English	
Compulsory/Elective	Compulsory	
Required Textbooks and Course Materials	<p><u>Core Textbook:</u></p> <p>Kotler, P., & Keller, K. L. (2022). <i>Marketing management</i> (16th ed., Global ed.). Pearson Education Limited.</p> <p><u>Supplementary Textbook:</u></p> <ol style="list-style-type: none"> 1. Hooley, G., Piercy, N. F., & Nicoulaud, B. (2017). <i>Marketing strategy and competitive positioning</i> (6th ed.). Pearson Education. 2. Keller, K. L. (2013). <i>Strategic brand management: Building, measuring, and managing brand equity</i> (4th ed.). Pearson. 3. Solomon, M. R. (2020). <i>Consumer behavior: Buying, having, and being</i> (13th ed.). Pearson. 4. Hollensen, S. (2020). <i>Global marketing</i> (8th ed.). Pearson. 5. Belz, F.-M., & Peattie, K. (2012). <i>Sustainability marketing: A global perspective</i> (2nd ed.). Wiley. 6. Wedel, M., & Kannan, P. K. (2016). <i>Marketing analytics: A practical guide to real marketing science</i>. Cambridge University Press. <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>	
Course Website	<p>This course combines traditional face-to-face classes. For support learning following websites can be used:</p> <p>https://books.google.co.uk</p> <p>https://libgen.is</p>	
Course Outline	<p>Marketing is a dynamic business discipline that connects organizations with customers, competitors, and society at large. This course provides an advanced and strategic overview of marketing theories, concepts, and practices, preparing students to analyze markets, understand consumer behavior, design strategies, and manage brands in both domestic and global contexts. The course emphasizes digital transformation, sustainability, and the integration of marketing strategy with organizational goals.</p>	
Course Objectives	<p>The objective of this course is to provide students with a comprehensive understanding of marketing as a strategic business function that creates, communicates, and delivers value to customers and society. The course aims to equip students with the analytical, strategic, and managerial skills needed to evaluate market opportunities, understand consumer and business behavior, design effective marketing strategies, and implement integrated marketing programs. Emphasis is placed on contemporary challenges such as globalization, digital transformation, sustainability, and ethical responsibility, preparing students to apply marketing knowledge in dynamic and competitive business environments.</p>	

Learning Outcomes		At the end of this course, students should be able to: <ul style="list-style-type: none">• Explain the evolving role of marketing in value creation.• Conduct market and consumer analysis using research and analytical tools.• Develop segmentation, targeting, and positioning strategies for competitive advantage.• Formulate integrated marketing strategies across product, price, distribution, and promotion.• Critically evaluate global, digital, and cross-cultural marketing practices.• Apply sustainability and ethics principles to marketing decision-making.• Develop, present, and defend a comprehensive marketing plan.		
Teaching methods		Lecture	X	
		Group Discussion	X	
		Experiential Exercise	X	
		Case analysis	X	
Evaluation		Methods	Date / deadlines	Percentage (%)
		Midterm exam		30
		Insight		10
		Group Project		10
		Attendance		5
		Activity		5
		Final exam		40
		Total		100
Policy		<p>Attendance: Students exceeding the 25% absence limit will not be allowed to participate in the final exam.</p> <p>Activity 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>Case studies: 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>Insight: 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>Group Project: 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>Late Submission Policy: 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>Cheating / Plagiarism: 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		Marketing in the 21st Century: Concepts & Evolution – Marketing evolves with technology, globalization, and changing consumer expectations.	Ch. 1: Defining Marketing for the New Realities Ch. 2: Developing Marketing Strategies and Plans
2		Strategic Marketing Planning & Competitive Advantage – Marketing strategies align with business goals to create sustainable advantage.	Ch. 2 (continued): Marketing Strategies and Plans Ch. 3: Capturing Marketing Insights
3		Advanced Consumer Behavior & Decision-Making – Deep insights into consumer psychology drive better marketing strategies.	Ch. 6: Analyzing Consumer Markets Ch. 7: Analyzing Business Markets
4		B2B vs B2C Marketing – Marketing to businesses differs from marketing to consumers in process, complexity, and relationships.	Ch. 6 (B2C focus) Ch. 7 (B2B focus)
5		Marketing Research, Data, and Analytics – Research and analytics guide evidence-based marketing decisions.	Ch. 4: Conducting Marketing Research Ch. 5: Forecasting and Demand Measurement
6		Product Innovation, Lifecycle & Portfolio Strategies – Firms must manage innovation, product lifecycles, and portfolios for growth.	Ch. 8: Identifying Market Segments and Targets Ch. 9: Creating Brand Equity Ch. 11: Crafting the Brand Positioning
7		Pricing Strategies (Value-Based, Dynamic, Global) – Strategic pricing captures value and adapts to global market dynamics. Distribution & Retailing Strategies (Omnichannel, Logistics) – Omnichannel systems and logistics optimize customer access and convenience.	Ch. 14: Developing Pricing Strategies and Programs Ch. 15: Designing and Managing Integrated Marketing Channels Ch. 16: Managing Retailing, Wholesaling, and Logistics
8		Midterm Exam	
9		Integrated Marketing Communications (IMC) Strategy – Coordinated communication builds consistent brand messages across channels.	Ch. 17: Designing and Managing Integrated Marketing Communications Ch. 18: Managing Mass Communications (Advertising, Sales Promotion, PR) Ch. 19: Managing Personal Communications (Direct & Interactive Marketing, Personal Selling)
10		Digital, Social Media, and Influencer Marketing – Digital platforms and influencers shape modern brand-consumer relationships.	Ch. 17–19 (with digital emphasis) + supplementary readings/articles
11		Global & Cross-Cultural Marketing – Successful marketing adapts to cultural differences and global market contexts.	Ch. 20: Tapping into Global Markets
12		Sustainability, Ethics, and CSR in Marketing – Marketing must integrate responsibility, sustainability, and stakeholder value.	Ch. 22: Managing a Holistic Marketing Organization for the Long Run (includes CSR, sustainability, ethics, stakeholder orientation)

13		Strategic Brand Management & Customer Equity – Strong brands and customer equity secure long-term profitability.	Ch. 9–11 (Brand Equity, Positioning, Customer Value strategies)
14		Capstone Marketing Plan Presentation – Students synthesize learning by presenting a comprehensive marketing strategy.	Integrates all chapters into a full strategic plan
15		Final Exam Review	<i>No Task</i>

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