



“I confirm”

Head of the Department: G.Ə.Mustafayeva

Protocol No.

Date: 2025

SYLLABUS

General Information	Department	Marketing and management
	Faculty	“Business and Management” school
	Major code	
	Group Number	532MRK
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Full-time education
	Academic year/Semester	2024/ Fall
	Year of study	2024-2025
	Academic semester	<input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer
Course Information	Course name, code	Marketing research
	Credit count	4
	Study load (hours)	45
	Teaching methods	30 lectures 15 seminars
	Language of instruction	<input type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	no
Instructor Information	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	PhD. Mustafayeva Gülnisə Əlisəfa qızı
	Instructor's email address	glnise.mustafayeva@mail.ru
	Instructor's contact number	
	Office hours	Tue, Fri
Course Description	<p>Marketing research is used to identify uncertainties in the environment of the enterprise and to gain a deeper understanding of the processes occurring in the business process. In market and competitive conditions, the role and influence of marketing research in the activities of the enterprise increases. It is with the help of marketing research that it is possible to achieve significant advantages in the competitive struggle and reduce ineffective costs.</p> <p>The importance of marketing on a global scale is confirmed by the fact that, according to the results of special studies, more than 75% of commercial</p>	

	failures in the world market occur due to shortcomings in marketing activities.
Course Objectives	<p>Marketing research was initially applied to the study of a wide range of consumer goods - consumer products, pharmaceuticals, household chemicals, etc. Today, they are used in practically all spheres of business - in industrial enterprises, tourist companies, sports, law, medicine and education.</p> <p>The purpose of marketing research is a complex of measures to collect and analyze information aimed at studying the market situation of the enterprise and its target objects, reducing the risk of making management decisions.</p>
Learning Outcomes	<p>The results of marketing research help to produce goods, provide services or conduct policies in accordance with consumer requirements. The course “Marketing Research” is one of the main specialty subjects for undergraduate students studying in the specialty 050408-“Marketing”.</p> <p>After completing the course and mastering the topics, students:</p> <p>Should know:</p> <ul style="list-style-type: none"> -The scientific and methodological foundations of marketing analysis and research; -Application of knowledge in the field of marketing in the analysis of practical issues; -Making factual and strategic decisions in the field of marketing; -Developing the company's brand strategy and using brand management technologies; -Digital marketing and existing world experience for its effective use, etc. <p>They should be able to:</p> <ul style="list-style-type: none"> -Methodologies and application rules to be applied in market research; -Implementing a corporate marketing policy appropriate to the company; -Implementing marketing plans; -Meeting the needs and demands of customers based on creative thinking using new technologies; -Obtaining a wide range of information about the enterprise's target market and systematizing it; -Working interactively with the marketing information system
Course Requirements	Marketing research is generally associated with the integration of the fields of science, economics, sociology, and psychology. It analyzes industry and customer data using a variety of methods and technologies and uses this data to formalize marketing strategy.

Academic Integrity	<p>Academic Integrity - ensuring the originality of the work done, and sharing the ideas or findings of others by citing sources.</p> <p>Violations of academic integrity</p> <ol style="list-style-type: none"> 1. Plagiarism, 2. Copying, 3. Submitting all or part of a student's previous work, homework, or project in another class without citing the source, 4. Citing non-existent sources or creating a fake database, 5. Preparing course materials or assignments on behalf of other students, 6. Demonstrating behaviors to gain unfair advantage (providing a sick note when not really ill, making false excuses for an extension of time, or for other purposes), 7. Taking an exam for someone else or having someone else take an exam for you.
Ethical Conduct	<p>The ethical behavior of students participating in the “Modern Management” course aims to ensure success and respect in their educational process and future professional careers. Students must adhere to academic ethical standards by adhering to the principles of honesty and transparency in coursework and projects. They must attend classes on time, with a sense of responsibility, and take an active role in group work to ensure effective collaboration within the team. In addition, they must be sensitive to diversity and cultural sensitivity, and strive to understand different cultures and create a learning environment enriched by diversity. For professional development, they must increase their efforts to communicate with professionals in the sector and create effective networks, while improving their problem-solving and critical thinking skills. They must be aware of social media etiquette and professionalism, create a trustworthy image on online platforms, and maintain online etiquette. In terms of openness to change, innovation, and career development, students must monitor changes in the sector, be open to innovations, and regularly use relevant resources for career development. These ethical behaviors guide students to be successful and ethical both academically and professionally.</p>
Primary Reading List	<ol style="list-style-type: none"> 1. Kheyrkhabarov I.M. Marketing research. Baku-2015.
Supplementary Reading List	<ol style="list-style-type: none"> 2. Akhundov S.A. "Basics of Marketing". Textbook. Baku, 2005. 3. Kotler F. "Basic Marketing". M. Economics, 2007. 4. Golubkov E.P. "Marketing studies: theory, methodology and practice" M., Finpress, 2000. 5. Lambert Jean-Jacques. Management oriented to the market. Strategic and operational marketing. Peter, 2007. 6. Shukurov T.Sh., Shukurov R.Sh. "Marketing research". Baku, "Cooperation", 2007 7. Tokarev V.E. "Marketing research". Textbook. Economist, 2005.
Online Resources	<p>https://unec.edu.az › Market.-tedqiqat..doc.</p> <p>https://www.researchgate.net › publication › links</p>
	<p>The final grade is the sum of the points given for the current assessment - seminars and colloquiums (0 - 30 points), independent</p>

Grading: 100-Point System	work (0 - 10 points), attendance (0 - 10 points) and intermediate assessment - end-of-semester exams (0 - 50 points). If additional experimental and practical lessons are planned for the same subject, (0 - 10) points are allocated for the assessment of these lessons. <i>Final grade = current assessment + intermediate assessment</i>	
Seminars and Colloquiums	Colloquiums are organized 3 times per semester according to the academic calendar. Each colloquium is evaluated with 0 - 10 points. The colloquium is mandatory. A student who does not participate in the colloquium is given 0 points.	0-30
Assignments	Writing guidelines required for assignments Font and size: Arial 12 pt Line spacing: 1.5 Total length of work: minimum 3 pages Deadline for submission: 2 weeks before the end of the semester	0-10
	Assignment topics: 1. Purpose and objectives of marketing research. 2. Information provision in marketing research. 3. Stages of marketing research. 4. Methods of analyzing marketing information. 5. Survey and observation method of marketing research. 6. Experimental and sampling methods in marketing research. 7. Research of the product market and segmentation. 8. Research of competitors and the competitive environment. 9. Research of distribution and sales channels. 10. Forecasting in marketing research.	
Attendance	1 point is deducted for every 10% of the hours allocated for teaching the subject during the semester. A student who misses more than 25% of the lessons in the subject will not be allowed to take the exam.	0-10
Examination		0-50

Assessment of student knowledge based on the total accumulated semester points is conducted as follows:

Grading Scale:

Points	Letter-Grade Assessment	Performance Level
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

Course Schedule and Thematic Plan					
N	Date	Subject Topics	Lecture Hours	Seminar Hours	Textbook/Assignments
1		The essence of marketing research, scientific and methodological foundations.	2		I. Kheirkhabarov. "Marketing studies" Textbook-2015
2		Marketing information and information system.	2	2	2. Akhundov S.A. "Basics of Marketing". Textbook. Baku, 2005.
3		Problem definition	2		Golubkov E.P. "Marketing studies: theory, methodology and practice" M., Finpress, 2000.
4		Forms of research project.	2	2	Shukurov T.Sh., Shukurov R.Sh. "Marketing research". Baku, "Cooperation", 2007
5		Methods of data collection.	2		I. Kheirkhabarov. "Marketing studies" Textbook-2015
6		Measurements in marketing research.	2	2	Tokarev V.E. "Marketing research". Textbook. Economist, 2005.
7.		Sampling design and determination of the sample set	2		Akhundov S.A. "Basics of Marketing". Textbook. Baku, 2005.
8		Organization and analysis of data collection.	2	2	I. Kheirkhabarov. "Marketing studies" Textbook-2015
9		Preparation of a report on marketing research	2		Tokarev V.E. "Marketing research". Textbook. Economist, 2005.
10.		Study of consumers	2	2	I.Kheyirkhabarov. "Marketing research" Textbook-2015
11		Study of competitors	2		Kotler F. "Fundamentals of marketing". M. Economy, 2007.
12.		Study of commodity markets	2	2	I.Kheyirkhabarov. "Marketing research" Textbook-2015
13.		Study of prices	2	2	Tokarev V.E. "Marketing research".

					Textbook. Economist, 2005.
14.		Marketing research of advertising activity	2		I.Kheyirkhabarov. "Marketing research" Textbook-2015
15		Forecasting in marketing research.	2	1	I.Kheyirkhabarov. "Marketing research" Textbook-2015
		Total	30	15	

Lecturer:

PhD. G.Ə.Mustafayev