



**“Approved by”**  
Head of Department

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### SYLLABUS

<b>General information</b>	department	Marketing and Mangement
	Faculty	Economics and school of Economics
	Specialization, code	
	Group №	532 MRK
	Level of education	<input type="checkbox"/> bachelor <input type="checkbox"/> master
	Mode of study	Full-time
	Semester	2024/ I
	Academic Year	2024/2025
	Teaching semester	<input type="checkbox"/> fall <input type="checkbox"/> spring <input type="checkbox"/> summer
	Course title, code	Merchandising
	Number of credits	4
	Teaching load (hour)	45
	Teaching methods	<input type="checkbox"/> lecture <input type="checkbox"/> seminar <input type="checkbox"/> laboratory
	Teaching language	<input type="checkbox"/> Azerbaijan <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input checked="" type="checkbox"/> <b>Compulsory</b> <input type="checkbox"/> Elective
	Prerequisite course/code	
<b>INFORMATION ABOUT THE INSTRUCTOR</b>	The teacher's academic degree, scientific title, honorary title, surname, first name, patronymic	Mirzayev Sakhavat
	Instructor's e-mail	mirzeyev.s@gmail.com
	Instructor's phone number	+994 50 560 80 40
	Office hours	
<b>Course description</b>	<p>The <i>Merchandising</i> course focuses on the effective presentation of products at points of sale and methods for attracting customer attention. The course covers visual layout, window display design, product placement strategies, and sales promotion techniques.</p> <p>Students will gain knowledge and skills in developing merchandising strategies, analyzing consumer behavior, and brand presentation. The course provides practical competencies aimed at increasing sales in the retail sector.</p> <p>Merchandising is taught as an applied branch of marketing and includes both theoretical foundations and practical applications.</p>	

<p><b>Course Objective</b></p>	<p>The objective of the <i>Merchandising</i> course is to provide students with both theoretical knowledge and practical skills related to the effective presentation of products in the retail environment. The course teaches techniques used to attract customer attention, influence purchasing decisions, and increase sales volume.</p> <p>It also aims to equip students with the ability to correctly apply visual display design, product placement, pricing strategies, and promotional activities. Students are expected to understand the role and importance of merchandising in real market conditions.</p> <p>Ultimately, the course prepares students to become competitive professionals in the fields of sales and marketing.</p>
<p><b>Learning outcomes</b></p>	<p>Upon successful completion of the course, students will:</p> <ul style="list-style-type: none"> <li>• Gain a comprehensive understanding of the concept, principles, and areas of application of merchandising.</li> <li>• Develop skills in designing effective product presentations and creating sales strategies.</li> <li>• Be able to analyze consumer behavior and apply effective visual merchandising techniques at points of sale.</li> </ul>
<p><b>Course Requirements</b></p>	<p>In the <i>Merchandising</i> course, the following expectations may be set for students:</p> <ol style="list-style-type: none"> <li>1. <b>Class Participation:</b> Students should be encouraged to actively participate in the course, ask questions, and engage in discussions. This can help them gain a deeper understanding of the topics.</li> <li>2. <b>Group Research Projects:</b> Students may be assigned group projects or research tasks that involve solving real-world scenarios within the framework of commodity classification. This can help them develop collaboration, communication, and problem-solving skills.</li> <li>3. <b>Market Research Insights and Reporting:</b> Students can be tasked with monitoring market developments and analyzing and reporting on them.</li> <li>4. <b>Guest Lecturers and Seminars:</b> Experts in the field of commodity classification can be invited as guest speakers, or students can participate in industry-related seminars. This gives students the opportunity to learn first-hand about current trends and practices in marketing.</li> <li>5. <b>Field Visits:</b> Visiting relevant companies can provide students with practical experience.</li> </ol>

	<p>These requirements aim to promote more effective student participation in the course and support the development of their knowledge and skills in marketing more efficiently.</p>
<p><b>Academic Integrity</b></p>	<p><b>Academic integrity-</b> involves ensuring the originality of one’s work and sharing others’ ideas or findings with proper citation.</p> <ol style="list-style-type: none"> <li>3. Submitting all or part of a previously completed assignment, homework, or project in another course without proper citation</li> <li>4. Citing non-existent sources or creating a fake database</li> <li>5. Completing course materials or assignments on behalf of another student</li> <li>6. Behaviors aimed at gaining unfair advantage (e.g., presenting a false medical certificate without having an actual illness, making false excuses for deadline extensions or other purposes)</li> <li>7. Taking an exam on behalf of someone else or having someone else take an exam on your behalf</li> </ol>
<p><b>Ethical Behavior</b></p>	<p>The ethical behavior of students participating in the <i>Merchandising</i> course aims to ensure their success and respect both in the educational process and in their future professional careers. Students must adhere to principles of honesty and transparency in course work and projects, following academic ethical standards.</p> <p>They should attend classes on time and with a sense of responsibility, actively participate in group work, and contribute to effective collaboration within the team. Additionally, they must be sensitive to diversity and cultural awareness, striving to understand different cultures and fostering a learning environment enriched by diversity.</p> <p>For professional development, students should enhance their efforts to communicate with industry professionals and build effective networks, while also improving their problem-solving and critical thinking skills. They should be conscious of social media etiquette and professionalism, maintain a credible image on online platforms, and uphold online ethical standards.</p> <p>With regard to openness to change, innovation, and career development, students should stay informed about changes in the sector, remain open to innovation, and regularly utilize relevant resources to support their career growth.</p> <p>These ethical behaviors guide students toward becoming successful and principled individuals both academically and professionally.</p>

<b>Main literature list</b>	<p><b>Kotler P.</b> – <i>Marketing Management</i>  <b>Levy M., Weitz B.</b> – <i>Retailing Management</i>  <b>Zentes J., Morschett D., Schramm-Klein H.</b> – <i>Strategic Retail Management</i>  <b>Səfərov A.A.</b> – <i>Marketinqin əsasları</i> (Azərbaycan dilində)  <b>Əliyev Ə.Ş.</b> – <i>Ticarət və marketinq fəaliyyəti</i> (Azərbaycan dilində)</p>	
<b>Additional literature list</b>	<p><b>Dunn M., Lusch R.F.</b> – <i>Marketing Strategy</i>  <b>Kirkup M., Rafiq M.</b> – <i>Retailing: Environment and Operations</i></p>	
<b>Internet resources</b>	<p><a href="https://archive.org/details/retailingmanagem0000mich">https://archive.org/details/retailingmanagem0000mich</a>   <a href="https://students.aiu.edu/submissions/profiles/resources/onlineBook/S3D7W4_Marketing_Management">https://students.aiu.edu/submissions/profiles/resources/onlineBook/S3D7W4_Marketing_Management</a></p>	
<b>Grading: 100-Point System</b>	<p>The final grade is the sum of points awarded for <b>current assessment</b> — seminars and colloquiums (0–30 points), independent work (0–10 points), attendance (0–10 points) — and <b>interim assessment</b>, which includes end-of-semester exams (0–50 points).  If the course includes additional practical or applied lessons, up to 10 points may be allocated for the evaluation of those classes.</p> <p>Final Grade = Current Assessment + Interim Assessment</p>	
<b>Seminar and Colloquium</b>	<p>Colloquiums are held three times each semester in accordance with the academic calendar. Each colloquium is evaluated on a scale of 0 to 10 points. Participation in colloquiums is mandatory. A student who does not attend a colloquium will receive 0 points.</p>	<b>0-30</b>
<b>Individual Work</b>	<p><b>Formatting Guidelines for Individual Work:</b></p> <ul style="list-style-type: none"> <li>• <b>Final Submission Deadline:</b> Two weeks before the end of the semester</li> </ul>	<b>0-10</b>
	<p style="text-align: center;"><b>Individual Work Topics</b></p> <ol style="list-style-type: none"> <li>1. Application and Impact of Merchandising Strategies in Modern Retail Spaces</li> <li>2. Exploring the Influence of Window Display Design on Consumer Behavior</li> <li>3. Digital Merchandising: Product Presentation and Optimization Methods on Online Sales Platforms</li> <li>4. The Effect of Discounts and Promotional Campaigns on Sales Volume: A Practical Case Study</li> </ol>	

	5. Building and Enhancing Brand Image through Merchandising 6. Development Prospects and Challenges of Merchandising in the Retail Sector of Azerbaijan	
<b>Attendance</b>	For each 10% of class hours missed during the semester, 1 point will be deducted. A student who misses more than 25% of the total course hours will not be allowed to take the final exam.	<b>0-10</b>
<b>Exam</b>		<b>0-50</b>

**Based on the total number of points accumulated during the semester for the course, students' knowledge is assessed as follows:**

<b>Grade</b>	<b>Grading by Letters</b>	<b>Indicator</b>
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Below 51	F	“unsufficient”

<b>Course Calendar and Thematic Plan</b>					
<b>N</b>	<b>Date</b>	<b>Course Topics</b>	<b>Lecture</b>	<b>Seminar</b>	
<b>1</b>		The Essence and Historical Development of Merchandising	<b>2</b>	<b>1</b>	<b>Əliyev Ə.Ş. – Ticarət və marketing fəaliyyəti</b> <b>Levy M., Weitz B. – Retailing Management</b>
<b>2</b>		The Role of Merchandising in Marketing	<b>2</b>	<b>1</b>	\\----\\
<b>3</b>		Consumer Behavior and Factors Influencing Purchase Decisions	<b>2</b>	<b>1</b>	\\----\\
<b>4</b>		Principles of Product Placement at the Point of Sale	<b>2</b>	<b>1</b>	\\----\\
<b>5</b>		Psychological Impact of Window Display and Visual Design	<b>2</b>	<b>1</b>	\\----\\
<b>6</b>		Retail Equipment and Its Functionality	<b>2</b>	<b>1</b>	\\----\\
<b>7</b>		Pricing Strategies and Discount Campaigns	<b>2</b>	<b>1</b>	\\----\\
<b>8</b>		Promotional Activities and Sales Stimulation Techniques	<b>2</b>	<b>1</b>	\\----\\
<b>9</b>		Brand Image and Its Relationship with Merchandising	<b>2</b>	<b>1</b>	\\----\\

<b>10</b>		Communication Tools for Engaging with Consumers	<b>2</b>	<b>1</b>	\\----\\
<b>11</b>		Store Layout and Zoning Strategies	<b>2</b>	<b>1</b>	\\----\\
<b>12</b>			<b>2</b>	<b>1</b>	\\----\\
<b>13</b>		Analysis of Competitors' Merchandising Activities	<b>2</b>	<b>1</b>	\\----\\
<b>14</b>		The Role and Importance of Merchandising in Retail Sales	<b>2</b>	<b>1</b>	\\----\\
<b>15</b>		International Practices and Case Studies in Merchandising	<b>2</b>	<b>1</b>	\\----\\

**Instructor: Mirzayev Sakhavat**