



“Approved by”
Head of Department :

Protocol №1

Date :05.09. 2024

SYLLABUS

General information	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/Fall
	Academic Year	2024-2025
	Teaching semester	<input type="checkbox"/> fall <input type="checkbox"/> spring <input type="checkbox"/> sumer
Course Information	Course title, code	Business marketing
	Number of credits	
	Teaching load (hour)	60
	Teaching methods	<input type="checkbox"/> lecture <input type="checkbox"/> seminar <input type="checkbox"/> laboratory
	Teaching language	<input type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Compulsory <input type="checkbox"/> Elective
	Prerequisite course/code	
INFORMATION ABOUT THE INSTRUCTOR	The teacher's academic degree, scientific title, honorary title, surname, first name, patronymic	i.ü.f.d.dos.G.Ə.Mustafayeva
	Instructor's e-mail	glnisa.mustafayeva@mail.ru
	Instructor's phone number	0518796375
	Office hours	
Course Description	To explain the differences between B2B and B2C (business-to-consumer) marketing; to understand B2B customer behavior and purchasing processes; to teach strategies for marketing B2B products and services; to explore inter-organizational sales channels,	

	relationships, and long-term partnership strategies; and to evaluate the impact of digital technologies and innovations on business marketing.
Course Objective	<p>Course Objective – "Business Marketing":</p> <p>The aim of this course is to teach students the marketing relationships that occur between organizations, to provide an understanding of the characteristics of B2B markets, the decision-making entities involved, and the specific strategies and tactics applicable to this field.</p>
Learning outcomes	<p>Upon successful completion of the course and mastery of the topics, students will be able to:</p> <p>Knowledge – Students should understand:</p> <ol style="list-style-type: none"> 1. The nature of business marketing: <ul style="list-style-type: none"> ○ The fundamental differences between business-to-business (B2B) and business-to-consumer (B2C) marketing ○ How to establish and manage inter-organizational (B2B) sales relationships 2. The organizational purchasing decision-making process: <ul style="list-style-type: none"> ○ Purchasing behavior in different types of organizations (public, commercial, non-profit) ○ The structure and decision-making mechanisms of the buying center 3. Segmentation of B2B markets and target market selection: <ul style="list-style-type: none"> ○ Identification of suitable markets for manufacturing, distribution, and service sectors ○ Conducting market analysis and selecting target customer groups 4. Presentation strategies for B2B products and services: <ul style="list-style-type: none"> ○ Developing marketing strategies for technical and complex products ○ Methods of branding, differentiation, and product positioning 5. Pricing strategies: <ul style="list-style-type: none"> ○ Value-based pricing ○ Discount and bonus systems aligned with market conditions 6. Distribution and sales channels: <ul style="list-style-type: none"> ○ Establishment and management of direct and indirect sales channels ○ Managing relationships with distributors, dealers, and sales representatives 7. Digital and relationship-based marketing methods: <ul style="list-style-type: none"> ○ B2B marketing through email, LinkedIn, CRM systems, and digital platforms ○ Building long-term and profitable customer relationships 8. Establishing reliable and long-term customer relationships: <ul style="list-style-type: none"> ○ Developing partnerships based on trust, communication, and mutual benefit

	<p>Skills – Students will be able to:</p> <ul style="list-style-type: none"> • Develop effective marketing strategies in a B2B environment • Analyze inter-organizational buyer behavior • Determine how B2B products and services should be positioned and presented in the market • Establish and manage long-term customer relationships • Operate in B2B markets using digital marketing tools
<p>Course Requirements</p>	<p>In the <i>Business Marketing</i> course, the following expectations may be set for students:</p> <ol style="list-style-type: none"> 1. Class Participation: 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. 2. Group Research Projects: 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. 3. Market Research Insights and Reporting: Students can be tasked with monitoring market developments and analyzing and reporting on these trends. This allows them to gain practical knowledge about competitors. 4. Guest Lecturers and Seminars: 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. 5. Field Visits: Visiting relevant companies can provide students with the opportunity to observe industry practices and interact with businesses. This helps them connect theoretical knowledge with practical experience. <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>Academic Integrity</p>	<p>Academic integrity- involves ensuring the originality of one’s work and sharing others’ ideas or findings with proper citation.</p> <p>Violations of Academic Integrity</p> <ol style="list-style-type: none"> 1. Plagiarism 2. Cheating 3. Submitting all or part of a previously completed assignment, homework, or project in another course without proper citation

	<ol style="list-style-type: none"> 4. Citing non-existent sources or creating a fake database 5. Completing course materials or assignments on behalf of another student 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) 7. Taking an exam on behalf of someone else or having someone else take an exam on your behalf
Ethical Behavior	<p>The ethical behavior of students participating in the <i>Business Marketing</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>
Main literature list	<ol style="list-style-type: none"> 1. Əli Əhmədov. Marketing. 2020. 2. A. Məmmədov "Marketingin əsasları" 2015
Additional literature list	<ol style="list-style-type: none"> 1. "Business-to-Business Marketing" (6-cı nəşr) – Ross Brennan, Louise Canning, Helen McGrath. 2024 2. "Principles of Marketing, Global Edition" (19-cu nəşr) – Philip Kotler, Gary Armstrong, Sridhar Balasubramanian. 2023 3. "Marketing Management, Global Edition" (15-ci nəşr) – Philip Kotler, Kevin Lane Keller. 2024
Internet resources	<p>https://www.economy.gov.az</p> <p>http://www.marketing.az</p> <p>https://www.b2bmarketing.net</p>

<p>Grading: 100-Point System</p>	<p>The final grade is the sum of points awarded for current assessment — seminars and colloquiums (0–30 points), independent work (0–10 points), attendance (0–10 points) — and interim assessment, 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>	
<p>Seminar and Colloquium</p>	<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>	<p>0-30</p>
<p>Individual Work</p>	<p>Formatting Guidelines for Individual Work:</p> <ul style="list-style-type: none"> • Font and Size: Arial, 12 pt • Line Spacing: 1.5 • Minimum Length: 3 pages • Final Submission Deadline: Two weeks before the end of the semester 	<p>0-10</p>
	<p>Topics for Individual Work:</p> <ol style="list-style-type: none"> 1. Key differences between B2B and B2C marketing and their areas of application 2. Development prospects of business marketing in the Azerbaijani market 3. Customer Relationship Management (CRM) in the business environment 4. Organizational buying behavior and its impact on marketing strategies 5. The impact of digital technologies on business marketing 6. B2B sales channels and their effective management 7. Branding strategies in business marketing 8. Business marketing strategies of transnational corporations 9. Marketing approaches of Azerbaijani companies in entering foreign markets 10. The role and formation of pricing policy in business marketing 11. Market entry strategies for industrial products 12. Business marketing methods to increase customer loyalty 13. Ethical and social responsibility issues in business marketing 	

	14. The role of communication tools in B2B marketing 15. Analysis of marketing strategies in Azerbaijani small and medium-sized enterprises (SMEs)	
Attendance	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.	0-10
Exam		0-50

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

Grading Scale

Grade	Grading by Letters	Indicator
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”

Course Calendar and Thematic Plan					
N	Date	Course Topics	Lecture	Seminar	Textbook / Assignments
1		Introduction to Business Marketing: Concepts and Importance	2	2	1.Əli Əhmədov.Marketing.2020. 2.A.Məmmədov “Marketingin əsasları”2015
2		Comparative Analysis of B2B and B2C Marketing	2	2	1."Business-to-Business Marketing" (6-cı nəşr) – Ross Brennan, Louise Canning, Helen McGrath. 2024
3		Organizational Buying Behavior and Decision-Making Processes	2	2	1.Əli Əhmədov.Marketing.2020. 2.A.Məmmədov “Marketingin əsasları”2015
4		B2B Market Segmentation and Target Market Selection	2	2	"Business-to-Business Marketing" (6-cı nəşr) – Ross Brennan, Louise

					Canning, Helen McGrath. 2024
5		Marketing Strategies for Products and Services	2	2	1.Əli Əhmədov.Marketinq.2020. 2.A.Məmmədov “Marketinqin əsasları”2015
6		Pricing Methods and Offer Structures	2	2	"Principles of Marketing, Global Edition" (19-cu nəşr) – Philip Kotler, Gary Armstrong, Sridhar Balasubramanian.2023
7		Sales and Distribution Channels	2	2	"Principles of Marketing, Global Edition" (19-cu nəşr) – Philip Kotler, Gary Armstrong, Sridhar Balasubramanian.2023
8		Customer Relationship Management (CRM)	2	2	"Marketing Management, Global Edition" (15-ci nəşr) – Philip Kotler, Kevin Lane Keller. 2024
9		Concepts of Partnership and Value Chain	2	2	"Marketing Management, Global Edition" (15-ci nəşr) – Philip Kotler, Kevin Lane Keller. 2024
10		Digital Marketing and Technological Transformation	2	2	1.Əli Əhmədov.Marketinq.2020. 2.A.Məmmədov “Marketinqin əsasları”2015
11		B2B Branding and Image Building	2	2	A.Məmmədov “Marketinqin əsasları”2015
12		International Business Marketing	2	2	A.Məmmədov “Marketinqin əsasları”2015
13		Public Relations and Business Communication	2	2	"Business-to-Business Marketing" (6-cı nəşr) – Ross Brennan, Louise Canning, Helen McGrath. 2024
14		Case Studies: Analysis of Real Company B2B Marketing Strategies	2	2	"Principles of Marketing, Global Edition" (19-cu nəşr) – Philip Kotler, Gary Armstrong, Sridhar Balasubramanian.2023

15		Trends and Future Development of Business Marketing	2	2	1."Business-to-Business Marketing" (6-cı nəşr) – Ross Brennan, Louise Canning, Helen McGrath. 2024
60		Total:	30	30	

İnstructor:

Phd.dos.G.Ə.Mustafayeva