



“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"/> summer
Course Information	Course title, code	Consumer Market and Its Segmentation
	Number of credits	
	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 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	P.h.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 structure and functions of the consumer market, to analyze the factors influencing customer behavior, to teach the importance and methods of market segmentation, to describe target market selection and positioning strategies, and to apply effective	

	market analysis for creating competitive advantage.
Course Objective	The objective of the course “ <i>Consumer Market and Its Segmentation</i> ” is to teach students the essence of the consumer market, behavior models, and the principles of effectively segmenting this market for marketing purposes. The course aims to equip students with knowledge and skills in market research, identification of customer groups, and target market selection.
Learning outcomes	<p>Upon successful completion of the course and mastery of the topics, students will be able to:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Analyze the consumer market and explain its behavior models; • Utilize various segmentation methods and select target markets; • Develop positioning strategies; • Prepare customer-oriented marketing plans; • Conduct practical research based on real market examples. <p>Skills:</p> <ol style="list-style-type: none"> 1. Analyze the Consumer Market <ul style="list-style-type: none"> ○ Identify the structure, types, and participants of the consumer market; ○ Analyze social, psychological, personal, and cultural factors influencing customer behavior. 2. Evaluate Consumer Behavior <ul style="list-style-type: none"> ○ Explain the decision-making stages customers go through when choosing products; ○ Identify consumer needs and motivations. 3. Conduct Market Segmentation Analysis <ul style="list-style-type: none"> ○ Apply segmentation criteria (demographic, geographic, psychographic, behavioral); ○ Identify and evaluate suitable market segments. 4. Select Target Markets and Positioning <ul style="list-style-type: none"> ○ Choose the most advantageous market segments and develop targeted marketing strategies; ○ Determine brand positioning in the market using positioning maps. 5. Evaluate Segmentation Strategies in Real Market Conditions <ul style="list-style-type: none"> ○ Analyze segmentation policies of local and international companies; ○ Assess successful and unsuccessful segmentation in the Azerbaijani market.
Course Requirements	In the <i>Consumer Market and its Segmentation</i> course, the following expectations may be set for students:

	<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 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
<p>Ethical Behavior</p>	<p>The ethical behavior of students participating in the <i>Consumer Market and Its Segmentation</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	<p>1.Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013</p> <p>2.Мəммədov A.Т. “Marketingin əsasları” , Dərslik, Bakı, 2014</p>
Additional literature list	<p>1.Quliyev F.V. “Marketingin idarə edilməsi” , Dərs vəsaiti, B- 2018</p> <p>2.Şükürov T. Ş. , Şükürov R.Ş. ,”Marketingin tədqiqatları” , Bakı, 2007.</p> <p>3.G.Ə.Mustafayeva,S.Y.Məmmədova “Bazar infrastruktururu” Dərs vəsaiti,Bakı-2018</p> <p>4.Акулич И.Л., Маркетинг, Минск, 2010</p>
Internet resources	<p>https://azerbusiness.az › post, https://elvinpasha.com › mar..., https://voicedocs.com › blog, https://www.kvalifikasiya.edu.az › modullar ›</p>
Grading: 100-Point System	<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).</p> <p>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>
Seminar and Colloquium	<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</p>
	0-30

	receive 0 points.	
Individual Work	<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 	0-10
	<p style="text-align: center;">Individual Work Topics</p> <ol style="list-style-type: none"> 1. The Nature and Key Characteristics of the Consumer Market 2. Structure and Development Trends of the Azerbaijani Consumer Market 3. Major Factors Influencing Consumer Behavior (Social, Psychological, Cultural, Personal) 4. The Consumer Decision-Making Process and Its Impact on Marketing Strategy 5. Demographic Segmentation and Its Application in the Azerbaijani Market 6. Geographic Segmentation: Comparing Consumer Behaviors Across Regions 7. Psychographic Segmentation: Lifestyle and Value-Based Approaches 8. Behavioral Segmentation and Its Impact on Sales 9. Target Market Selection and Marketing Strategy Adaptation 10. Application of Positioning Strategies in the Consumer Market 11. Consumer Perceptions of Value and Brand Choice Behavior 12. Opportunities of Niche Marketing and Its Impact on the Consumer Market 13. The Impact of Technology on Consumer Behavior: Segmentation in the Digital Environment 14. Successful Brand Segmentation Practices in the Azerbaijani Market 15. Changes in Consumer Behavior and Segments in the Post-Pandemic Period 	
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 the consumer market. The essence of the consumer market. Comparison of the consumer market and the organizational (B2B) market.	2		1.Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013 2.Мəммədov А.Т. “Marketingin əsasları” , Dərslik, Bakı, 2014
2		Factors Influencing Consumer Behavior: Personal, psychological, social, and cultural factors. Psychological makeup of the consumer and decision-making tendencies.	2	2	1.Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013 2.Мəммədov А.Т. “Marketingin əsasları” , Dərslik, Bakı, 2014
3		Consumer Decision-Making Process: Problem recognition, evaluation of alternatives, decision making, and post-purchase behavior.	2		Акулич И.Л., Маркетинг, Минск, 2010
4		Introduction to Market Segmentation: Purpose and importance of segmentation. Characteristics of an effective segment.	2	2	G.Ə.Mustafayeva,S.Y. Məmmədova “Bazar infrastruktururu” Dərs vəsaiti,Bakı-2018

5		Demographic Segmentation: Market division based on age, gender, income, education, family structure, etc.	2		1.Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013 2.Мəммədov А.Т. “Marketingin əsasları” , Dərslik, Bakı, 2014
6		Geographic Segmentation: Examples of segmentation by regions, cities, climate, and area. Differences in local markets.	2	2	Акулич И.Л., Маркетинг, Минск, 2010
7		Psychographic Segmentation: Lifestyle, interests, and values. AIO model (Activities, Interests, Opinions).	2		1.Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013 2.Мəммədov А.Т. “Marketingin əsasları” , Dərslik, Bakı, 2014
8		Behavioral Segmentation: Purchase frequency, brand loyalty, reasons for use, and benefits sought.	2	2	Акулич И.Л., Маркетинг, Минск, 2010
9		Target Market Selection: Mass, differentiated, and niche marketing strategies. Analysis of target market criteria.	2		Г.Ə.Мustafayeva,S.Y. Мəммədova “Bazar infrastruktururu” Dərs vəsaiti,Bakı-2018
10		Positioning and Differentiation Strategies: Essence and main principles of positioning. Perceptual map.	2	2	1.Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013 2.Мəммədov А.Т. “Marketingin əsasları” , Dərslik, Bakı, 2014
11		Creation of Consumer Segment Profiles: Formulating marketing propositions for each segment. Development of customer personas.	2		Акулич И.Л., Маркетинг, Минск, 2010
12		Consumer Behavior in the Azerbaijani Market: Characteristics of local consumer segments. Case studies and examples from real companies.	2	2	1.Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013 2.Мəммədov А.Т. “Marketingin əsasları” , Dərslik,

					Вакı, 2014
13		Segmentation with Digital Tools and Technology: Role of Big Data, CRM, and artificial intelligence in segmentation. Analysis of digital footprints and automated segmentation.	2		Акулич И.Л., Маркетинг, Минск, 2010
14		Consumer Segments in Global Markets: Adaptation and segmentation differences for international markets. Segmentation strategies of transnational brands.	2	2	Г.Ә.Мустафәева, С.Ү. Мәммәдова “Bazar infrastrukturu” Dәrs vәsaiti, Вакı-2018
15		Final Analysis and Practical Applications: Preparation of a segmentation plan based on real market data. Discussion of practical examples from existing companies.	2	1	1.Котлер вә бағқаларı, «Основы маркетинга» 5-е европейское издание, М,2013 2.Мәммәдов А.Т. “Marketingin әsasları” , Dәrslik, Вакı, 2014
45		TOTAL:	30	15	

Instructor:

P.h.d.dos.G.Ә.Мустафәева