



“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	Formation of Marketing
	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	This course covers the concept and historical development of marketing, marketing concepts and approaches, and the main functions of marketing: product, price, distribution, and promotion. It also explores market and consumer analysis, the marketing environment and its	

	factors, adaptation of products and services to the market, segmentation, target market selection, and positioning. Additionally, the course addresses the development and planning of marketing strategies, comparison of digital and traditional marketing, as well as marketing ethics and social responsibility.
Course Objective	The primary objective of the course "Formation of Marketing" is to systematically introduce students to the fundamental elements of marketing and explain how effective marketing activities are developed and implemented in the modern market environment. The course aims to teach students the conceptual foundations, functions, and practical application mechanisms of marketing.
Learning outcomes	<p>Upon successful completion of the course, students will be able to:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Understand the essence and purpose of marketing <ul style="list-style-type: none"> – Define marketing, identify the problems it solves, and explain its importance for organizations. • Explain marketing concepts and approaches <ul style="list-style-type: none"> – Production concept, product concept, sales concept, marketing and social marketing concepts. • Describe market entry strategies <ul style="list-style-type: none"> – Conduct market analysis, identify customer needs, and offer suitable products. • Understand principles of segmentation and targeting <ul style="list-style-type: none"> – Identify different market segments and select target markets. • Comprehend the marketing mix (4Ps: Product, Price, Place, Promotion) <ul style="list-style-type: none"> – Understand the core components of marketing and their interrelations. • Analyze consumer behavior and decision-making processes <ul style="list-style-type: none"> – Understand how customers make purchasing decisions. • Recognize the marketing environment and macro/micro factors <ul style="list-style-type: none"> – Understand the impact of economic, social, technological, and legal environments. • Understand brand formation and positioning <ul style="list-style-type: none"> – Explain how brands are recognized and differentiated in the market. <p>Skills:</p> <ul style="list-style-type: none"> • Prepare a basic marketing plan <ul style="list-style-type: none"> – Set objectives, choose strategies, and develop an action plan. • Conduct market and competitor analysis <ul style="list-style-type: none"> – Use tools such as SWOT, PEST, and Porter’s Five Forces for analysis. • Select appropriate strategies for product market entry <ul style="list-style-type: none"> – Develop strategies for launching and promoting new products. • Develop advertising and promotion ideas tailored to the target

	<p>market</p> <ul style="list-style-type: none"> – Create effective messages, select channels, and prepare advertising plans. • Utilize digital marketing tools <ul style="list-style-type: none"> – Work with social media, email marketing, and website analytics tools.
Course Requirements	<p>In the <i>Formation of 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>
Academic Integrity	<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

	<p>false excuses for deadline extensions or other purposes)</p> <p>7. Taking an exam on behalf of someone else or having someone else take an exam on your behalf</p>
Ethical Behavior	<p>The ethical behavior of students participating in the <i>Formation of 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	<p>1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019</p> <p>2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021</p>
Additional literature list	<p>1.Qasimov N.N. – Marketing və idarəetmə strategiyaları. 2020</p> <p>2.Rzayev R.Ə. – Marketing konsepsiyaları və tətbiqi.2018</p> <p>3.Philip Kotler, Kevin Lane Keller – Marketing Management. 2016 (15-ci nəşr)</p> <p>4.David Aaker – Strategic Market Management. 2020 (11-ci nəşr)</p> <p>5.Jean-Jacques Lambin – Market-Driven Management: Strategic and Operational Marketing.2012</p> <p>6.Michael E. Porter – Competitive Strategy: Techniques for Analyzing Industries and Competitors.1998</p> <p>6.Kotler, Armstrong – Principles of Marketing.2017 (17-ci nəşr)</p>
Internet resources	<p>https://www.e-derslik.edu.az</p> <p>https://economics.az</p> <p>https://hbr.org/topics/marketing</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>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>Individual Work</p>		

	<p>Formatting Guidelines for Individual Work:</p> <ol style="list-style-type: none"> 1. Font and Size: Arial, 12 pt 2. Line Spacing: 1.5 3. Minimum Length: 3 pages 4. Final Submission Deadline: Two weeks before the end of the semester 	<p>Forma tting Guideli nes for Individ ual Work:</p> <ul style="list-style-type: none"> • F o r t a r d S i z e : A r i a l , 1 2 P t • I i r e S F a c i r g : 1 • 5 M
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		v e e k s b e f c r e t h e e n c c f t h e s e r e s t e r
	<p style="text-align: center;">Individual Work Topics</p> <ol style="list-style-type: none"> 1. Fundamental Marketing Concepts and Their Historical Development 2. Stages of Developing a Marketing Strategy 3. Key Factors in Forming a Successful Marketing Strategy in the Market 4. The Impact of the Marketing Environment and Its Management 5. The Influence of Customer Behavior on Marketing Strategy 6. The Role of Segmentation, Targeting, and Positioning 7. Developing a Marketing Strategy for New Product Launch 8. The Role of Digital Marketing Tools in Marketing 	

	<p>Strategy</p> <p>9. Formation of Marketing in Small and Medium Enterprises (SMEs)</p> <p>10. Brand Formation and Management in the Market</p> <p>11. Analysis of Marketing Strategies in the Azerbaijani Market</p> <p>12. Development of Marketing Communication Strategies</p> <p>13. Integration of Traditional and Digital Marketing Strategies</p> <p>14. Formation of Marketing Ethics and Social Responsibility</p> <p>15. The Role of Marketing in Achieving Competitive Advantage in the Modern Market</p>	
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		The Concept and Evolution of Marketing	2		1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
2		Marketing Concepts and Their Development	2	2	1.Qasımov N.N. – Marketing və idarəetmə strategiyaları. 2020 2.Rzayev R.Ə. –

					Marketinq konsepsiyaları və tətbiqi.2018
3		Core Elements of Marketing Strategy	2		1.Əliyev Ə.Ə. – Marketinq: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketinqin əsasları və strategiyası.2021
4		Market and Consumer Analysis	2	2	1.Qasimov N.N. – Marketinq və idarəetmə strategiyaları. 2020 2.Rzayev R.Ə. – Marketinq konsepsiyaları və tətbiqi.2018
5		Segmentation, Targeting, and Positioning (STP Process)	2		1.Philip Kotler, Kevin Lane Keller – Marketing Management. 2016 (15-ci nəşr) 4.David Aaker – Strategic Market Management. 2020 (11-ci nəşr)
6		Product Market Entry Strategy	2	2	1.Qasimov N.N. – Marketinq və idarəetmə strategiyaları. 2020 2.Rzayev R.Ə. – Marketinq konsepsiyaları və tətbiqi.2018
7		Pricing Policy Formation	2		1.Philip Kotler, Kevin Lane Keller – Marketing Management. 2016 (15-ci nəşr) 4.David Aaker – Strategic Market Management. 2020 (11-ci nəşr)
8		Distribution and Channel Selection	2	2	Kotler, Armstrong – Principles of Marketing.2017 (17-ci nəşr)
9		Marketing Communication and Promotion Strategies	2		1.Əliyev Ə.Ə. – Marketinq: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketinqin əsasları və strategiyası.2021
10		The Role and Application of Digital Marketing	2	2	1.Philip Kotler, Kevin Lane Keller – Marketing

					Management. 2016 (15-ci nəşr) 4.David Aaker – Strategic Market Management. 2020 (11-ci nəşr)
11		Brand Formation and Management	2		Kotler, Armstrong – Principles of Marketing.2017 (17-ci nəşr)
12		Marketing Environment Analysis and Management	2	2	Kotler, Armstrong – Principles of Marketing.2017 (17-ci nəşr)
13		The Impact of Consumer Behavior on Marketing Strategy	2		1.Philip Kotler, Kevin Lane Keller – Marketing Management. 2016 (15-ci nəşr) 4.David Aaker – Strategic Market Management. 2020 (11-ci nəşr)
14		Marketing Plan Development and Implementation	2	2	1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
15		Marketing Ethics and Social Responsibility	2	1	Kotler, Armstrong – Principles of Marketing.2017 (17-ci nəşr)
45		TOTAL:	30	15	

Instructor:

P.h.d.dos.G.Ə.Mustafayeva