



“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	Marketing Strategy
	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"/> 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	Understanding and Importance of Marketing Strategy, Strategic Marketing Planning, Competitive Analyses in Digital and Non-Digital Environments, Market Segmentation and Target Market Selection, Positioning Strategies, Development of Marketing Mix (4Ps: Product,	

	Price, Place, Promotion) Strategies, Brand and Branding Strategies, Sustainable and Socially Responsible Marketing Strategies, Marketing Strategies Oriented Towards Digital Transformation and Innovation, Implementation and Evaluation of Marketing Strategies
Course Objective	The primary aim of this course is to teach students the theoretical foundations and practical applications of marketing strategies that companies develop to gain competitive advantage in the market. Students will acquire knowledge and skills related to market analysis, consumer behavior, segmentation, positioning, and the formulation of marketing mix strategies.
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 fundamental concepts and importance of marketing strategy – explain what strategies companies develop to achieve their long-term objectives and why these strategies are vital. • Describe the stages of strategic marketing planning – including market analysis, competitive analysis, SWOT analysis, and strategic decision-making processes. • Comprehend principles of market segmentation, target market selection, and positioning – analyze different market groups and formulate suitable product offerings. • Apply the elements of the marketing mix (4Ps – Product, Price, Place, Promotion) in a strategic context. • Understand branding and brand strategies – how brands are formed in the market and how brand value should be managed. • Explain competitive strategies and differentiation methods – use Porter’s Five Forces model and other competitive analysis tools effectively. • Distinguish between digital and traditional marketing strategies – understand their appropriate applications and advantages. • Recognize sustainable and ethical marketing strategies – grasp how strategies are developed considering social responsibility and environmental impact in modern business environments. • Evaluate marketing outcomes and identify improvement methods – know key performance indicators (KPIs) used to measure marketing effectiveness. <p>Skills:</p> <ul style="list-style-type: none"> • Develop and implement marketing strategies – create effective marketing strategies aligned with organizational goals. • Conduct market and competitor analyses – utilize tools such as SWOT, PESTEL, and Porter’s Five Forces to analyze market conditions and competitors. • Make decisions on market segmentation and target market identification – analyze market segments and select the optimal target audience.

	<ul style="list-style-type: none"> • Design product positioning strategies – define the unique place of a product or brand in the consumer’s mind and act accordingly. • Strategically apply marketing mix elements – make informed decisions regarding product, price, distribution channels, and promotion. • Formulate and manage brand strategies – work on brand positioning, image, and value proposition. • Develop digital marketing strategies – build strategies using social media, search engines, and other digital tools. • Plan and control the implementation of marketing strategies – prepare operational plans for execution and monitor outcomes. • Assess and improve marketing activities – analyze the effectiveness of strategies based on ROI, KPIs, and other relevant metrics.
<p>Course Requirements</p>	<p>In the Marketing Strategy 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

	<ol style="list-style-type: none"> 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>Marketing Strategy</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>
<p>Main literature list</p>	<ol style="list-style-type: none"> 1. Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2. İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
<p>Additional literature list</p>	<ol style="list-style-type: none"> 1. Qasimov N.N. – Marketing və idarəetmə strategiyaları.2020 2. Philip Kotler, Kevin Lane Keller – Marketing Management.2016 (15-ci nəşr) 3. David Aaker – Strategic Market Management.2020 (11-ci nəşr) 4. Jean-Jacques Lambin – Market-Driven Management: Strategic and Operational Marketing.2012 5. Michael E. Porter – Competitive Strategy: Techniques for Analyzing

	Industries and Competitors.1998 (klassik əsər)	
Internet resources	https://www.e-derslik.edu.az http://www.millikitabxana.az https://hbr.org/topics/marketing	
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	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.	0-30
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>Individual Work Topics:</p> <ol style="list-style-type: none"> 1. The Concept of Marketing Strategy and Its Types 2. Porter’s Strategies and the Contemporary Competitive Environment 3. The Role of the STP (Segmentation, Targeting, Positioning) Model in Strategy 4. Application of SWOT Analysis in Marketing Strategy 5. The Role of 4P and 7P Models in Strategy Development 6. Brand Strategy and Brand Positioning 7. Marketing Strategy for Launching a New Product 8. Transformation of Marketing Strategies in the Digital Era 9. Social Media Strategy and User Behavior 	

	10. The Role of SEO and SEM Strategies in Marketing 11. Application of Influencer Marketing in Strategic Planning 12. Digital Marketing Strategies for E-commerce Companies (Case Studies: Amazon, AliExpress)	
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 Essence and Functions of Marketing Strategy: Concept, Objectives, and Importance	2	2	1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
2		Market Analysis and External Environmental Factors PEST and SWOT analyses, market research.	2	2	Qasimov N.N. – Marketing və idarəetmə strategiyaları.2020
3		Competitive Environment Analysis and Porter’s Five Forces Model Impact of competitors, new entrants, suppliers, and buyers.	2	2	1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və

					strategiyası.2021
4		Consumer Behavior and Target Market Selection Consumer segments, behavior models, and analysis.	2	2	Philip Kotler, Kevin Lane Keller – Marketing Management.2016 (15-ci nəşr)
5		Segmentation, Targeting, and Positioning (STP) The strategic triad and their application mechanisms.	2	2	Qasımov N.N. – Marketing və idarəetmə strategiyaları.2020
6		Product Strategy and Brand Management New product development, branding, and product portfolio management.	2	2	1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
7		Pricing Strategies Main pricing strategies: prestige, value-based, and competition-based pricing.	2	2	Philip Kotler, Kevin Lane Keller – Marketing Management.2016 (15-ci nəşr)
8		Distribution Strategies Channel selection, logistics systems, and value chain management.	2	2	Philip Kotler, Kevin Lane Keller – Marketing Management.2016 (15-ci nəşr)
9		Communication and Advertising Strategies Integrated Marketing Communications (IMC), advertising, and public relations.	2	2	Jean-Jacques Lambin – Market-Driven Management: Strategic and Operational Marketing.2012
10		Digital Marketing Strategy SEO, SEM, social media, and email marketing strategies.	2	2	1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
11		Brand Strategy and Brand Positioning Brand identification, image, and loyalty strategies.	2	2	Philip Kotler, Kevin Lane Keller – Marketing Management.2016 (15-ci nəşr)
12		New Product Market Entry Strategy Methods and stages of entering new markets.	2	2	Jean-Jacques Lambin – Market-Driven Management: Strategic and Operational Marketing.2012
13		Innovation and Differentiation Strategies Approaches to differentiation for gaining competitive advantage.	2	2	1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
14		Measurement and Performance	2	2	Jean-Jacques Lambin –

		Evaluation of Marketing Strategies Key Performance Indicators (KPIs), Return on Investment (ROI), and other evaluation criteria.			Market-Driven Management: Strategic and Operational Marketing.2012
15		Marketing Plan and Strategy Implementation Development of practical marketing plans and stages of strategy execution.	2	2	1.Əliyev Ə.Ə. – Marketing: nəzəriyyə və təcrübə.2019 2.İsmayılov Ə.M. – Marketingin əsasları və strategiyası.2021
60		TOTAL:	30	30	

Instructor:

P.h.d.dos.G.Ə.Mustafayeva