

**Azərbaycan Respublikası Təhsil Nazirliyi  
Qərbi Kaspi Universiteti**



***"I confirm"***

*Head of the  
Department:* \_\_\_\_\_

*Protocol No.*

**Date: 2024**

**Syllabus for the subject “Marketing”**

Faculty (school): “Economics and Business”

Department: “Management”

Specialty: 530- “International Trade and Logistics”

1. Information about the subject:

Subject program: Approved by the protocol No. 01 of the department dated September 14, 2023.

Subject code: IPF-B13

Subject type: Basic

Subject semester: P-7

Total teaching load: 60 hours - (30 s. lecture, 30 s. workshop)

Subject teaching form: Visual

Subject language: Azerbaijani

Credits on ECTS: 5

2. Information about the teacher:

Name, surname, academic degree and academic title of the teacher teaching the subject: prof.  
Imanov Telman Iman oglu

Consultation days and hours: 1st day 9:30-17:30

E-mail address: telman.adu@gmail.com

Legal address of the department: Baku city, Ahmad Rajabli, 3rd turn

3. Prerequisites: For teaching the subject, it is necessary to teach such subjects as “Microeconomics”, “Macroeconomics” and “Introduction to Economics”.

4. Corequisites: Simultaneously with teaching this subject, it is necessary to teach the subjects “Management” and “Econometrics”.

5. Course description: Marketing is the most universal system that ensures the effective implementation of economic activities of market entities. By creating “benefits” to meet needs, marketing allows consumers to have a specific product at any time and in any place they want. This is possible on the basis of its marketing management, which is aimed at ensuring a favorable and stable market position of economic entities. In this regard, it is very important for bachelors to master the essence of marketing as a concept of market-oriented management of an enterprise. The teaching of the subject covers in detail the essence of marketing, the issues of its planning and organization of management structures, the mechanism of conducting marketing research, the distribution and sale of products, the control system in marketing. The teaching of the course creates broad opportunities for conducting analysis in the above-listed directions, developing a marketing complex and formulating marketing strategies, etc.

6. Course Objectives: The purpose of the course is to form systematic ideas and fundamental knowledge in students in the direction of studying the scientific-theoretical foundations and practice of marketing, as well as to instill skills and habits in the field of making decisions on organizational and economic issues in an environment of fierce competition, and in the practical application of modern marketing tools.

7. Course Outcomes: After completing the course, students who have mastered the curriculum at a full and high level will have the ability to make effective decisions on marketing aspects in all areas, as well as to implement them in a favorable manner.

8. Course methodology: The course is taught using active learning technology. Students will mainly use the method of independent research and learning, the teacher's role is to provide a list of literature, explain the essence of the methodology and methods, and give appropriate assignments. The main teaching tools used during the teaching of the subject:

- Research on current topics, group work, conducting research, electronic team assignments, etc.
- Lectures (will be prepared on the basis of officially registered scientific works, articles and textbooks)
- Discussions with students within the framework of the topics (their proposals, ideas or projects they want to implement may be)
- Homework will consist of lesson texts and lesson materials.

8. Materials used in the lesson: projector, blackboard, markers (for blackboard and flip chart), flip chart, etc.

9. Attendance requirements: If the total number of classroom hours missed during the semester in a subject exceeds the limit specified in the regulatory documents, the student is not allowed to take the exam in that subject and his academic debt in that subject remains. Failure to attend classes and being late by students affects their final grades. Exceptions regarding attendance in the subject are not accepted by the teacher.

## **10. Assessment:**

*Assessment for class attendance:*

*The maximum score given for class attendance is 10 and is determined by the dean's office. If a student does not attend more than 25% of the classroom lessons in a subject, then the student is not allowed to take the exam in that subject. Otherwise, the student's exam results are added to the score accumulated as a result of educational activities during the semester.*

*Assessment for free assignments:*

*• Students are given 10 free assignments during the semester. Each free assignment is evaluated with 1 point.*

*• Free assignments must be submitted taking into account their technical, logical essence and the academic honesty (plagiarism) policy, social responsibility, inclusiveness, etc. principles, and the policy of compliance with the rules set by the university. (The exact time will be brought to the attention of students by the teacher).*

*Daily assessment:*

- Students' knowledge is constantly assessed during the educational process;*
- Daily assessments are based on presentations and questions and answers prepared by students on a given topic. 20-25% of students can be assessed in 1 lesson;*

• Depending on their answers, students are assessed with a score between “0” and “10”, and in this case, the use of theoretical knowledge is 5 points, and its adaptation with practical knowledge is 5 points.

*Final exam assessment:*

*The maximum score a student can score before the final exam is 50. There is no minimum limit for this score. The maximum score a student can score in the final exam is 50. The number of points a student can score in the final exam must not be less than 17 points. A student who scores less than 17 points in the final exam is assessed as unsatisfactory. The business projects prepared by students in the final exam will be assessed by the commission out of a maximum of 50 points.*

***Assessment of student knowledge based on the total accumulated semester points is conducted as follows:***

***Grading Scale:***

<b>Points</b>	<b>Letter-Grade Assessment</b>	<b>Performance Level</b>
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

11. Etiquette: If a student violates the internal disciplinary rules of the University, action will be taken in accordance with the regulations.

If there are cases of tardiness during class, obstructing the teacher and fellow students, talking, making phone calls, working with the computer, not taking written notes, not following the teacher's instructions according to the disciplinary rules, as well as generally such unethical cases, a report will be written about this and a complaint will be filed with the dean's office. If this happens more than three times, an official appeal will be made to the university administration to remove the student from class.

12. Topics taught in the subject:

№	Title of the topics	Including	
		Lecture	Seminar
	<i>I colloquium</i>		
1.	<b>Topic 1. Modern concepts of marketing. Plan:</b> 1. The essence and evolution of the marketing concept 2. Forms of marketing 3. The purpose, functions and principles of marketing 4. The method of approaching the solution of the marketing problem <b>Source: (1,4,6,9)</b>	2	2
2.	<b>Topic 2. Marketing environment. Plan:</b> 1. Marketing environment factors 2. Marketing macroenvironment and its composition 3. Microenvironment factors internal and external to the enterprise <b>Source: (2,5,6,7)</b>	2	2
3.	<b>Topic 3. Marketing research and marketing information system. Plan:</b> 1. Marketing research and its classification 2. Market as an object of marketing research 3. Purpose and directions of marketing research 4. Process of conducting marketing research 5. Marketing information system, its purpose and structure 6. Information provision of marketing research <b>Source: (1,3,6,4)</b>	4	4
	<i>II colloquium</i>		
4.	<b>Topic 4. Product policy management. Plan:</b> 1. Marketing aspects of product and product range management 2. Product life cycle and marketing strategies 3. Planning the creation and launch of a new product 4. Competitiveness of products and its determining factors 5. Trademark and trade mark, their place and role in product policy. 6. Product packaging <b>Source: (1,3,6,7)</b>	2	2
5.	<b>Topic 5. Organization of product placement. Plan:</b> 1. The essence, functions and levels of product distribution and sales 2. Sales channels and factors influencing their selection 3. Organization of physical distribution of products 4. Inventory management 5. Provision of sales and after-sales service	2	2

	<b>Source: (1,2,5,7,8,9)</b>		
6.	<b>Topic 6. Marketing communication system. Plan:</b> 1. Marketing communication system and its components 2. Advertising as an important element of the marketing communication system 3. Advertising planning and formation of an advertising budget 4. Forms and methods of sales promotion 5. Organization of public relations <b>Source: (1,4,6,9)</b>	2	2
7.	<b>Topic 7. Management of pricing policy in marketing. Plan:</b> 1. Price and factors affecting it 2. Types of price 3. Pricing process and forms of its state regulation 4. Pricing strategies 5. Pricing methods based on costs, competition, demand, marketing strategies <b>Source: (1,4,6,7,9)</b>	2	2
8.	<b>Mövzu 8. İstehlakçı davranışlarının tədqiqi. Plan:</b> 1. İstehlakçı davranışı və ona yanaşmalar 2. İstehlakçıların tipləri və onların davranış xüsusiyyətləri 3. İstehlakçı davranışına təsir edən amillər 4. Satınalma qərarları və onların qəbul edilməsi prosesi 5. İstehlakçı davranışının modelləşdirilməsi <b>Mənbə: (1,2,5,7,8,9)</b>	2	2
	<i>III colloquium</i>		
9.	<b>Topic 9. Market segmentation and selection of target segments. Plan:</b> 1. The need for market segmentation and the requirements for it 2. The process of market segmentation 3. Levels of market segmentation: micro and macro segmentation	2	2

	4. Segmentation of the consumer goods market 5. Segmentation of the market of manufactured goods 6. Determining the capacity of target markets <b>Source: (1,3,6,7)</b>		
10	<b>Topic 10. Analysis of marketing opportunities and formation of market strategies. Plan:</b> 1. Structure of the marketing plan 2. Methods of assessing the current state of the business 3. Basic strategies for the development of the enterprise <b>Source: (1,3,4,10,11)</b>	4	4
11	<b>Topic 11. Marketing Management. Plan:</b> 1. Place and role of marketing in the enterprise management system 2. Marketing as a system 3. Marketing management process 4. Evolution of the marketing management structure 5. Organizational structure of marketing management 6. Duties and functions of the enterprise's marketing service 7. Relationship of the marketing service with other departments and divisions of the enterprise <b>Source: (1,2,5,7,8,9)</b>	2	2
12.	<b>Topic 12. Strategic marketing planning. Plan:</b> 1. Marketing planning, its forms and methods 2. Strategic marketing planning process 3. Strategic marketing planning process and its stages 4. Strategic marketing planning at the enterprise level 5. Strategic marketing planning in strategic business units 6. Annual marketing planning <b>Source: (1,3,4,11,12)</b>	2	2
13	<b>Topic 13. Marketing control system. Plan:</b> 1. Marketing control process: goals and objectives 2. Operational marketing control 3. Strategic marketing control 4. Marketing audit <b>Source: (1,2,5,7,8,9,12)</b>	2	2

	<b>Cəmi:</b>	<b>30</b>	<b>30</b>

13. Lecture texts of the subject: Lecture texts on all topics of the subject are posted in electronic form on the teacher's e-mail.

14. Requirements, tasks for the subject: During the study of the subject, the student must be able to: make decisions in accordance with the economic interests of economic entities, achieve employee motivation, learn the superior qualities that a manager should have during management; analyze the positive and negative aspects of the decisions made by the manager; achieve proper management of human resources.

15. Coursework: Coursework is not required for the subject.

16. Exam questions:

1. The essence and evolution of the marketing concept
2. Forms of marketing
3. Purpose, functions and principles of marketing
4. Method of approaching the solution of the marketing problem
5. Marketing environmental factors
6. Marketing macroenvironment and its composition
7. Intra-enterprise and extra-enterprise factors of the microenvironment
8. Marketing research and their classification
9. Marketing as an object of marketing research
10. Purpose and directions of marketing research
11. Process of conducting marketing research
12. Marketing information system, its purpose and structure
13. Information provision of marketing research
14. Marketing aspects of product and product range management
15. Product life cycle and marketing strategies
16. Planning of new product creation and launch
17. Competitiveness of products and its determining factors
18. Trademark and trademark, their place and role in product policy.
19. Product packaging
20. Product distribution and the essence, functions and levels of sales
21. Sales channels and factors affecting their selection
22. Organization of physical distribution of products
23. Inventory management
24. Provision of sales and after-sales service
25. Marketing communication system and its constituent elements
26. Advertising as an important element of the marketing communication system
27. Advertising planning and formation of an advertising budget
28. Forms and methods of sales promotion
29. Organization of public relations
30. Price and factors affecting it



31. Types of price
32. Pricing process and forms of its state regulation
33. Pricing strategies
34. Pricing methods based on costs, competition, demand, marketing strategies
35. Consumer behavior and approaches to it
36. Types of consumers and their behavioral characteristics
37. Factors affecting consumer behavior
38. Purchase decisions and the process of their adoption
39. Modeling consumer behavior
40. Markets The necessity of segmentation and the requirements for it
41. The process of segmentation of markets
42. Levels of market segmentation: micro and macro segmentation
43. Segmentation of the consumer goods market
44. Segmentation of the market of industrial goods
45. Determination of the capacity of target markets
46. Structure of the marketing plan
47. Methods for assessing the current state of the business
48. Basic strategies for the development of the enterprise
49. The place and role of marketing in the enterprise management system
50. Marketing as a system
51. The process of marketing management
52. Evolution of the marketing management structure
53. Organizational structure of marketing management
54. Tasks and functions of the marketing service of the enterprise
55. Relationship of the marketing service with other departments and divisions of the enterprise
56. Marketing planning, its forms and methods
57. Strategic marketing planning process
58. The process of strategic marketing planning of marketing and its stages
59. Strategic marketing planning at the enterprise level
60. Strategic marketing planning in strategic business units
61. Annual marketing planning
62. Marketing control process: goals and objectives
63. Operational marketing control
64. Strategic marketing control
65. Marketing audit

#### **17. Tövsiyyə olunan dərslik, dərs vəsaiti və metodiki materiallar:**

1. T.İ.İmanov, E.N.Quliyev. "Marketinqin əsasları", "Təhsil", NPM-2003
2. A.T.Məmmədov. Marketinq. Dərslik. Bakı: "İdeal- Print" 2008. 667 səh.
3. İ.M. Xeyirxəbərov. "Marketinq tədqiqatları: marketinq informasiyaları və informasiya sistemi". AzDİU. 2008-100 s.
4. F. Kotler, Q. Armstrong. Marketinqin əsasları. Bakı, TEAS Press Nəşriyyat evi, 2021, 744 s.
5. F.Kotler. Marketinq Menecment. Ekspres-kurs 2-ci nəşr, ADİU nəşri, Bakı: 2015.
6. В.А.Алексунин. Маркетинг: учеб. для студентов образоват. учреждений

сред. проф. образования, обучающихся по группе спец. "Экономика и управление" /. – 3-е изд., перераб. и доп. –М. : Дашков и К, 2008. -199 с.- Прил.: с. 197. – Библиогр.: с. 198–199. –ISBN 978-5-91131-913-7.

7.В.И.Беляев. Маркетинг: основы теории и практики: учеб. для студентов вузов. /В. И. Беляев - 4-е изд., перераб. и доп. –М. : КНОРУС, 2010. -676 с. : табл. – Прил.: с. 654–671. - Библиогр.: с. 673–676. –ISBN 978-5-406-00156-1.

8.Маркетинг: общий курс : учеб. пособие для студентов вузов, обучающихся по направлению "Экономика" / под ред. Н. Я. Калюжной, А. Я. Якобсона. – 4-е изд., стер. –М.: Омега-Л, 2010. –474 с. : ил. – (Высшее экономическое образование) (Маркетинг). – 2-я сер. указ. на обл. –ISBN 978-5-370-01493-2.

9. А. Д. Межевов. Поведение потребителей : (учеб. пособие) / А. Д. Межевов. –М. : Центр маркетинг. исслед. и менеджмента, 2008. –160 с. : табл. – (Маркетинг ; Специальный выпуск № 39). – Библиогр.: с. 129–132. – Прил.: с. 133–160. – ISSN 0869-3722.

#### **Additional**

10. Аакер Д. Стратегическое рыночное управление. – СПб "Питер", 2002.

11.Гордон Ян Х. Маркетинг партнерских отношений./ Пер с англ.под ред. О.А. Третьяк. – СПб: Питер, 2001

12. Дойль П. Маркетинг - менеджмент и стратегии./ Пер. с англ. – СПб.: "Питер", 2002.

13. Котлер Ф. Маркетинг менеджмент. – СПб.: «Питер Ком»., 2000.

14. Классика маркетинга. / Составители: Б.М. Энис, К.Т.Кокс, М.П. Моква. – СПб: Питер,2001.

15. Ламбен Ж.Ж. Менеджмент ориентированный на рынок: стратегический и операционный маркетинг. СПб.: Питер, 2004.

16. Музыкант В.Л. Рекламные и PR- технологии в бизнесе, коммерции, политике. – М.: Армада-пресс, 2001.

17. Selçuk Üniversitesi, Pazarlama dersi, <http://www.slideshare.net/suleymanbayindir/8-blm-pazarlama-ilkeleri-daitim-kanallari-giris-tarixi-01.01.2017>

18. [https://prezi.com/h2yziw-gwq/\\_uluslararası-pazarlamada-fiyatlandırma/](https://prezi.com/h2yziw-gwq/_uluslararası-pazarlamada-fiyatlandırma/) giriş tarixi 02.01.2017

19. <https://netvent.com/en-trend-pazarlama-stratejileri/> giriş tarixi 01.01.2017

*The syllabus of the subject “Marketing” was compiled based on the curriculum and subject program for the specialty 530 - “International Trade and Logistics”.*

*The syllabus was discussed and approved by the “Management” department (“Protocol No. 01 of September 14, 2023”).*

**Head of Department:**

**prof. D.A. Bağırov**

**Subject teacher:**

**prof. T.İ.İmanov**