



**"I confirm"**

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

Protocol No.

Date: **04.02.2025**

### Syllabus

<b>General Information</b>	Department	Marketing and Management
	Faculty	School of Economics and Business
	Major code	
	Group Number	<b>532 MRK</b>
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Full-time education
	Academic year/Semester	2025/Yaz
	Year of study	2024-2025
	Academic semester	<input type="checkbox"/> Fall <input checked="" type="checkbox"/> Spring <input type="checkbox"/> Summer
<b>Course Information</b>	Course name, code	<b>Strategic marketing</b>
	Credit count	
	Study load (hours)	45
	Teaching methods	<input type="checkbox"/> Lecture <input type="checkbox"/> Seminar <input type="checkbox"/> Laboratory
	Language of instruction	<input type="checkbox"/> Azerbaijani <input type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	
<b>Instructor Information</b>	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	PhD. G.Ə.Mustafayeva
	Instructor's email address	glnisa.mustafayeva@mail.ru
	Instructor's contact number	0518796375
	Office hours	
<b>Course Description</b>	In modern times, the increase in uncertainty and risk in the market activities of enterprises as a result of the intensification of competition in both domestic and foreign markets further increases the importance of	

	<p>marketing. Currently, marketing is perceived as a market activity aimed at satisfying the interests of consumers and other market entities in order to obtain maximum profit for the manufacturer, so studying marketing as a market concept for managing the production and sales activities of enterprises arises from an objective necessity. In many organizations, the starting point in the preparation of a strategy is practically the determination of the mission or goal. After the organization determines its goal, it prepares a marketing strategy to achieve this goal. It is the creation of a basic strategy, the competitive positioning of the company and the application of the strategy that create the basis for the proper management of the enterprise.</p>
<b>Course Objectives</b>	<p>The main goal of teaching the subject is to instill in undergraduates a complete understanding of marketing strategy. To achieve this, undergraduates will be explained in detail the essence and evolution of the marketing concept, as well as its forms, purpose, functions and principles. Based on the knowledge gained in the educational process, undergraduates will acquire the knowledge of creating, planning and managing a marketing strategy and analyzing the marketing opportunities open to the enterprise, planning marketing, coordinating marketing-related activities and monitoring the level of indicators envisaged in marketing plans.</p> <p>In studying the course, special attention should be paid to the idea of strategic steps, market research, studying and satisfying unmet needs of consumers, and adapting the resources and capabilities of the enterprise to market needs.</p>
<b>Learning Outcomes</b>	<p>After completing the course and mastering the topics, students should:</p> <p><b>Know:</b></p> <ul style="list-style-type: none"> <li>- Fundamentals of Strategic Marketing: Understand what strategic marketing is and how it is important for the long-term development of a business.</li> <li>Understand the analysis of the marketing environment and how strategic decisions are made.</li> <li>-Marketing Planning: Have knowledge about creating, developing and implementing marketing strategies.</li> <li>Have knowledge about SWOT analysis (strengths, weaknesses, opportunities and threats).</li> <li>-Competitor Analysis: Be able to conduct an analysis of competitors and create strategic advantages to succeed in a competitive environment.</li> <li>-Selecting a Target Market and Managing the Marketing Mix: Be able to identify target markets and design a marketing mix (4P: Product, Price, Place and Promotion) that is appropriate for them.</li> <li>-Market Research: Conduct market research, analyze customer needs and make strategic decisions based on this information.</li> <li>-Brand Management and Brand Value: Must be knowledgeable about creating, managing, and enhancing brand value.</li> <li>-Strategic Marketing Evaluation and Results Measurement: Must be able to measure the impact of strategic marketing activities and make adjustments as needed.</li> <li>Global Marketing and International Strategies: Understand global market entry and international marketing strategies.</li> </ul> <p><b>Must be able to:</b></p> <ul style="list-style-type: none"> <li>- Conduct Market Analysis: Identify market strengths and weaknesses by applying various analysis methods (SWOT, PEST, Porter's 5 Forces,</li> </ul>

	<p>etc.).</p> <p>Analyze different market segments to understand the characteristics of each.</p> <ul style="list-style-type: none"> <li>- Strategy Creation and Development: Define marketing objectives, create strategy plans, and adapt them to relevant market conditions. Develop strategies to help businesses gain market dominance by applying different strategic approaches (differentiation, leadership, focus, etc.).</li> <li>-Selecting a Target Market: By evaluating different market segments, the company can best serve the target market.</li> <li>To design a marketing mix (4P - Product, Price, Place and Promotion) appropriate to the target market.</li> <li>-Building Brand and Brand Strategies: To make strategic decisions on creating and managing a brand.</li> <li>To plan various marketing activities to strengthen the brand's position in the market.</li> <li>-Competitive Analysis and Fighting Competitors: To analyze competitors and develop effective strategies to differentiate themselves in the market and gain a competitive advantage.</li> <li>To develop appropriate pricing policies and marketing campaigns in a competitive environment.</li> <li>-Planning Marketing Tactics: To develop specific tactics and activities to implement marketing strategies.</li> <li>To effectively use advertising, PR, sales promotion and other marketing tools.</li> <li>-Implementing International and Global Marketing Strategies: To apply strategies in global markets and to build a strategy taking into account the characteristics of international markets.</li> <li>Choosing the right approaches in international marketing, taking into account local and global differences.</li> <li>- Strategic Marketing Review and Evaluation: Measuring the results of marketing activities and evaluating strategic decisions based on these results. Assessing and improving the success of strategic marketing through various indicators and metrics.</li> <li>- Applying Marketing Strategies in Crisis Situations: Establishing marketing strategies adapted to market conditions during times of crisis or instability. Developing strategic measures to manage risks and protect customer loyalty.</li> </ul>
<b>Course Requirements</b>	<p>The applications for students in a strategic marketing course may be as follows:</p> <ol style="list-style-type: none"> <li>1. Class Participation: Students should be encouraged to actively participate in the course, ask questions, and participate in discussions. This can help students gain a deeper understanding of the topics.</li> <li>2. Group Studies: Students may be assigned group projects or studies that will address real-world scenarios in the field of marketing. This can help them develop their collaboration, communication, and problem-solving skills.</li> <li>3. Market Research Insights and Reporting: Students may be assigned to monitor market developments and analyze and report on</li> </ol>

	<p>these developments. This allows them to gain practical knowledge about their competitors.</p> <p>4. Guest Speakers and Seminars: Marketing expert guests may be invited or students may attend seminars organized in the sector. This gives students the opportunity to learn first-hand about current trends and practices in marketing.</p> <p>5. Field visits: Visits to relevant companies can give students the opportunity to see industry practices and interact with businesses. This can help them connect theoretical knowledge with practice.</p> <p>These requirements can help students develop their marketing knowledge and skills more effectively by motivating them to participate more effectively in the course.</p>
<b>Academic Integrity</b>	<p><b>Academic Integrity</b> - ensuring the originality of the work done, and sharing the ideas or findings of others by citing sources.</p> <p><b>Violations of academic integrity</b></p> <ol style="list-style-type: none"> <li>1. Plagiarism,</li> <li>2. Copying,</li> <li>3. Submitting all or part of a student's previous work, homework, or project in another class without citing the source,</li> <li>4. Citing non-existent sources or creating a fake database,</li> <li>5. Preparing course materials or assignments on behalf of other students,</li> <li>6. Demonstrating behaviors to gain unfair advantage (providing a sick note when not really ill, making false excuses for an extension of time, or for other purposes),</li> <li>7. Taking an exam for someone else or having someone else take an exam for you.</li> </ol>
<b>Ethical Conduct</b>	<p>The ethical behavior of students participating in the “Strategic Marketing” course aims to ensure success and respect in their educational process and future professional careers. Students must adhere to academic ethical standards by adhering to the principles of honesty and transparency in coursework and projects. They must attend classes on time, with a sense of responsibility, and take an active role in group work to ensure effective collaboration within the team. In addition, they must be sensitive to diversity and cultural sensitivity, and strive to understand different cultures and create a learning environment enriched by diversity. For professional development, they must increase their efforts to communicate with professionals in the sector and create effective networks, while improving their problem-solving and critical thinking skills. They must be aware of social media etiquette and professionalism, create a trustworthy image on online platforms, and maintain online etiquette. In terms of openness to change, innovation, and career development, students must monitor changes in the sector, be open to innovations, and regularly use relevant resources for career development. These ethical behaviors guide students to be successful and ethical both academically and professionally.</p>
<b>Primary Reading List</b>	<ol style="list-style-type: none"> <li>1. Karimov A.I, Agayeva K.A “STRATEGIC MARKETING” TEXTBOOK Baku -2021</li> </ol>

	<p>2. Kotler et al., “Fundamentals of Marketing” 5th European edition, M,2013</p> <p>3. Mammadov A.T. “Fundamentals of Marketing”, Textbook, Baku, 2014</p>	
<b>Supplementary Reading List</b>	<p>1. Guliyev F.V. “Marketing Management”, Textbook, B- 2018</p> <p>2. Shukurov T. Sh., Shukurov R.Sh., “Marketing Research”, Baku, 2007.</p> <p>3. G.A.Mustafayeva, S.Y.Mammadova “Market Infrastructure” Textbook, Baku-2018</p> <p>4. Akulich I.L., Marketing, Minsk, 2010</p>	
<b>Online Resources</b>	<a href="https://azerbusiness.az">https://azerbusiness.az</a> › post, <a href="https://elvinpasha.com">https://elvinpasha.com</a> › mar..., <a href="https://voicedocs.com">https://voicedocs.com</a> › blog, <a href="https://www.kvalifikasiya.edu.az">https://www.kvalifikasiya.edu.az</a> › modullar › M.,	
<b>Grading: 100-Point System</b>	<p>The final grade is the sum of the points given for the current assessment - seminars and colloquiums (0 - 30 points), independent work (0 - 10 points), attendance (0 - 10 points) and intermediate assessment - end-of-semester exams (0 - 50 points). If additional experimental and practical lessons are planned for the same subject, (0 - 10) points are allocated for the assessment of these lessons.</p> <p><i>Final grade = current assessment + intermediate assessment</i></p>	
<b>Seminars and Colloquiums</b>	Colloquiums are organized 3 times per semester according to the academic calendar. Each colloquium is evaluated with 0 - 10 points. The colloquium is mandatory. A student who does not participate in the colloquium is given 0 points.	<b>0-30</b>
<b>Assignments</b>	<p><b>Writing guidelines required for assignments</b></p> <p>Font and size: Arial 12 pt</p> <p>Line spacing: 1.5</p> <p>Total length of work: minimum 3 pages</p> <p>Deadline for submission: 2 weeks before the end of the semester</p>	<b>0-10</b>
	<p><b>Assignment topics:</b></p> <ol style="list-style-type: none"> <li>1. Classification of strategic marketing objects</li> <li>2. Fundamentals of measuring the competitiveness of various objects.</li> <li>3. Competitive advantage of an object: essence, classification, management.</li> <li>4. Five power models in intra-industry competition</li> <li>5. New strategies in a changing environment.</li> <li>6. Assessment of current and future goals of competitors</li> <li>7. Using organizational resources to create sustainable competitive advantages</li> <li>8. Choosing a successful competitive strategy</li> <li>9. Identifying the organization's core competencies</li> <li>10. Receiving and disseminating information about competitors.</li> </ol>	
<b>Attendance</b>	1 point is deducted for every 10% of the hours allocated for teaching the subject during the semester. A student who misses more than 25% of the lessons in the subject will not be allowed to take the exam..	<b>0-10</b>
<b>Examination</b>		<b>0-50</b>

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

**Grading Scale:**

Points	Letter-Grade Assessment	Performance Level
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”

**Course Schedule and Thematic Plan**

N	Date	Subject Topics	Lecture Hours	Seminar Hours	Textbook/Assignments
1		<b>MARKET-DRIVEN STRATEGIC MANAGEMENT.</b> Evolution of the definition of marketing. Market orientation. Approach to marketing from the perspective of resources. Stakeholders in the organization. The role of marketing in achieving the goals of the participants in the common work. Principles of marketing. The role of marketing in guiding strategic management.	2		Kərimov Ə.İ, Ağayeva K.A “STRATEJİ MARKETİNG” DƏRSLİK Bakı -2021
2		<b>Strategic planning of marketing.</b> Determining the purpose or mission of the organization. The process of developing a marketing strategy. Determining the base strategy. Creating a competitive positioning. Implementing the strategy	2	2	Котлер və başqaları, «Основы маркетинга» 5-е европейское издание, М,2013
3		<b>Analysis of the competitive environment.</b> The five power model in intra-industry competition. Strategic groups. Evolution and forecasting of the industry. Stability of the environment. SPACE analysis. Matrix of advantages	2		1.Məmmədov A.T. “Marketing” , Dərslik, Bakı, 2014
4		<b>Competitive market analysis.</b> Macroenvironmental analysis structure. Economic growth rate and business development cycle. Social and cultural environment. Changes in	2		Məmmədov A.T. “Marketing” , Dərslik,

		marketing infrastructure and practices. New strategies in a changing environment.			Baki, 2014
5		<b>Assessment of the resources of the enterprise.</b>  Understanding the structure of marketing resources. Viewing the firm from the perspective of resources. Identifying the main types of competencies of the organization. Assessment of resources.	2	2	1. Kotler and others, "Fundamentals of Marketing" 5th European edition, M, 2013
6		<b>CUSTOMER ANALYSIS.</b>  Information about existing customers. Information about future customers. Organization of information about customers. Marketing decision-making support systems.	2	2	2. G.A. Mustafayeva, S.Y. Mammadova "Market Infrastructure" Textbook, Baku-2018
7		<b>Competitor analysis.</b>  Competitive benchmarking. Parameters of competitor analysis. Assessment of current and future goals of competitors. Obtaining and disseminating information about competitors.	2		
8		<b>Forecasting future demand and market demand.</b>  What we forecast. Forecasts based on past demand Forecasting on an experimental basis Forecasting based on the opinions and intentions of experts	2	2	Mammadov A.T. "Marketing", Textbook, Baku, 2014
9		<b>Competitive positioning strategies.</b>  Using organizational resources to create sustainable competitive advantages. Helping create value for customers.	2		Kotler and others, "Fundamentals of Marketing" 5th European edition, M, 2013
10		<b>Offensive and defensive competitive strategies.</b>  Choosing a successful competitive strategy. Establishment strategy. Offensive strategy aimed at taking share from a competitor. Defensive strategy of a firm seeking to maintain its market share.	2	2	
11		<b>Competition based on strategic alliances and network organizations.</b>  Strategic knowledge. The functioning of network organizations.	2	2	Mammadov A.T. "Marketing", Textbook, Baku, 2014

12		<b>Competition based on service and customer service excellence</b>  Product and service spectrum. Relationship marketing. Creating additional loyalty benefits. Providing high-quality service. Monitoring and evaluating customer satisfaction.	2		Mammadov A.T. "Marketing", Textbook, Baku, 2014
13		<b>Competition based on electronic marketing</b>  Development of the Internet as a means of disseminating marketing information. Units of measurement in electronic marketing. Marketing research using electronic means.	2	2	1.Mammadov A.T. "Marketing", Textbook, Baku, 2014
14		<b>Strategy implementation through internal marketing</b>  Development of internal marketing. Internal marketing planning. Collaboration in human resource management.	2	1	2. Guliyev F.V. "Marketing Management", Textbook, B- 2018
15		<b>Marketing strategies of the 20th century</b>  2 Fundamentals of strategy development in a changing world. Competitive positioning strategies.	2		Mammadov A.T. "Marketing", Textbook, Baku, 2014
		<b>Total:</b>	<b>30</b>	<b>15</b>	

**Lecturer:**

**PhD. Gülnisə Mustafayeva**