

**MINISTRY OF EDUCATION OF THE REPUBLIC OF AZERBAIJAN
WESTERN CASPIAN UNIVERSITY**

Approved: _____
Executive Vice-Rector of Western Caspian
University R.H.Baghirov

Program Code and title: 050407 Marketing

" ____ " _____ The year 2023

Program duration: 4 years (8 semesters)

Curriculum

(for the bachelor's level)

I. ACADEMIC SCHEDULE

courses	September					October				November				December					January					February					March					April				May				June					July				August								
	1	8	5	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24							
	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	1	8	15	22	29	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	31							
I																			::	::	::	::	::	::	=	=														::	::	::	::	::	::	=	=	=	=	=	=	=	=						
II	=	=																	::	::	::	::	::	::	=	=															::	::	::	::	::	::	=	=	=	=	=	=	=	=					
III	=	=																	::	::	::	::	::	::	=	=															::	::	::	::	::	::	=	=	=	=	=	=	=	=					
IV	=	=																	::	::	::	::	::	::	=	=	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x									

SYMBOLS:

THEORETICAL TRAINING

INTERNSHIP

EXAMINATION SESSION

VACATION



1	2	3	4	5	6	7	8	9	10	11	12	13
	GS-B00	GeneralSubjects	24	720	405	315	30	285				
1	GS-B01	History of Azerbaijan	5	150	105	45	30	15			Fall-1	3
2	GS-B02.01	Business Communication and Academic writing in a foreign language-1	7	210	105	105		105			Fall-1	7
3	GS-B02.02	Business Communication and Academic writing in foreign language-2	8	240	120	120		120		GS-B02.01	Spring-2	8
4	GS – B03	Business Communication and Academic writing in Azerbaijani	4	120	75	45		45			Spring-2	3
	GCS-B00	Elective subjects	6	180	120	60	30	30				
5	GCS-B04	First Block 1. Philosophy 2. Introduction to multiculturalism 3.Sociology 4. The Constitution of the Republic of Azerbaijan and foundations of law 5.Logics 6.Ethics and aesthetics	3	90	60	30	15	15			Spring-4	2

6	GCS-B05	Second block 1.Information technology (by specialty) 2.Information management 3. Political science 4.Fundamentals of Entrepreneurship and Introduction to Business	3	90	60	30	15	15			Fall-7	2
	SS-BO0	Specialized subjects	120	3600	2250	1350	765	585				
7	SS-BO1	Introduction to Economics	6	180	120	60	30	30			Fall-1	4
8	SS-BO2	Microeconomics	10	300	180	120	60	60			Fall-3	8
9	SS-BO3	Macroeconomics	10	300	180	120	60	60		SS-BO2	Spring-4	8
10	SS-BO4	Linear algebra and Calculus	8	240	150	90	45	45			fall-1	6
11	SS-BO5	Probability theory and mathematical statistics	8	240	150	90	45	45			Spring-2	6

12	SS-BO6	Fundamentals of information technology(basic skills)	8	240	150	90	60	30			Fall-5	6
13	SS-BO7	Statistics	10	300	195	105	60	45			fall-3	7
14	SS-BO8	Econometrics	10	300	195	105	60	45			Spring-4	7
15	SS-BO9	Management	7	210	135	75	45	30			Fall-3	5
16	SS-B10	Marketing	6	180	105	75	45	30			Fall-5	5
17	SS-B11	Consumer Behavior	6	180	120	60	30	30			Fall-5	4
18	SS-B12	Marketing Research	4	120	75	45	30	15			Spring-6	3
19	SS-B13	Strategic marketing	4	120	75	45	30	15			Spring-6	3
20	SS-B14	Advertisement	6	180	105	75	45	30			Fall-5	5
21	SS-B15	Sales Management+	4	120	75	45	30	15			Fall-7	3

22	SS-B16	Retail Trade Marketing +	4	120	75	45	30	15			Fall-7	3
23	SS-B17	Digital Marketing +	6	180	105	75	45	30			Fall-7	5
24	SS-B18	Civil Defense	3	90	60	30	15	15			Spring-4	2
	SHEI-BOO	Subjects determined by the Higher Education Institution	114	1800	1140	660	390	270				
25	SHEI -BO1	I block 1.Economics of the Enterprise(firm) 2.Scientific Organization of Labor	4	120	75	45	30	15			fall-1	3
26	SHEI -BO2	II block 1.Perspectives for economic development of Azerbaijan 2. Organization of business	4	120	90	30	15	15			Spring-2	2
27	SHEI -BO3	III block 1.Economy of Azerbaijan 2.Management of the Investment Process	60	180	120	60	30	30			Spring-2	4

28	SHEI -BO4	IV block 1.International Economics 2.Management of Public Relations 3.Fundamentals of Entrepreneurship	3	90	45	45	30	15			fall-3	3
29	SHEI -BO5	V block 1. Regulation of the Economy 2.Anti-Crisis Management 3.Management Theory	4	120	75	45	30	15			Spring-4	3
30	SHEI -BO6	VI block 1. Management Ethics 2.Marketing Management 3.Negotiation Skills	4	120	75	45	30	15			Fall-5	3
31	SHEI -BO7	VII block 1. Preparation of a Business Plan 2.Market Development and Forecasting of Market Conditions 3.Marketing in the Public Sector	6	180	120	60	30	30			Spring-6	4

32	SHEI -BO8	VIII block 1. Business Marketing 2. Price Formation 3. Consumer Market and Its Segmentation	6	180	120	60	30	30			Spring-6	4
33	SHEI -BO9	IX block 1.Taxes and Taxation 2.Audit 3.Product Classification	4	120	75	45	30	15			Spring-6	3
34	SHEI-B10	X block 1. Marketing in the Non-Oil Sector 2. Merchandising 3. Marketing in Non-Profit Sectors	6	180	105	75	45	30			Spring-6	5
35	SHEI-B11	XI block 1.Management Decisions 2. Logistics 3.Project Management	6	180	105	75	45	30			Fall-7	5

III. DURATION OF TRAINING

Education year	Theoretical training	Examination session	Practice	Vacation
I	30	10		10
II	30	10		12
III	30	10		12
IV	15	5	20	4
Total	105	35	20	38

	I semester	II semester	III semester	IV semester	V semester	VI semester	VII semester	VIII semester
Weekly workload	23	23	23	22	23	22	23	
Examination number	5	5	4	5	5	6	7	
Credits Number	30	30	30	30	30	30	30	30

Director of the Center

*for Teaching Organization
and Management:*

_____ PhD P.Akhundov

«_____» _____ the year 2023

*It was approved by the Scientific Council of WCU,
«_____» (Protocol №) at the meeting held in 2023.*