



TITLE OF THE COURSE:	Principles of Marketing
Course code:	MAV1002
Course group:	C
Faculty:	Faculty of Economics and Management
Study program:	Business Administration
Level:	Bachelor's
Semester:	Spring
ECTS credits:	4
Language of instruction	English
Course lecturer/s:	Khalil Israfilzade, PhD
Short course description:	Course purpose – to to develop students' understanding of marketing principles as well as assessing marketing problems. In this course students acquire the basic knowledge of marketing, the skills of analyzing elements of marketing mix, environmental forces and factors, understanding their impact for making marketing decisions in organizations. This course provides a solid background for further marketing courses.
Course content:	<ol style="list-style-type: none">1. Main marketing concepts.2. Evolution of marketing concepts.3. Marketing: business philosophy and function.4. Marketing mix.5. Marketing environment.6. Marketing information and research.7. Market segmentation, target market, positioning.8. Consumer behavior9. Elements and classification of the product.10. Branding and packaging.11. New product development process and product life-cycle.12. Price. Pricing strategies.13. Product distribution channels and marketing logistics.14. Promotion and marketing communications strategies.
Grading and evaluating student work in class and/or at the final exam:	Colloquium – 20 %. Written group report assignment – 30%. Examination – 50 %.
Required reading and additional study material	Kotler, P., Armstrong, G. Principles of Marketing: Global Edition. 14th ed. Russell, E. The Fundamentals of Marketing.
Additional information (if applicable)	