

Section	Information
1. Program Name	Master's in Marketing – Strategic Marketing Specialization (Code: 7004007)
2. Short Description	The purpose of the Marketing program is to prepare specialists capable of solving unexpected, complex, and problematic issues in marketing and transferring their knowledge to others. The program equips students with professional skills and competencies in marketing. Since this field covers entrepreneurship activities related to goods and services markets, graduates have broad career opportunities. Graduates can work in enterprises and organizations engaged in entrepreneurship, government bodies, educational institutions, and research organizations.
3. Program Objectives	<p>The main goal is to instill professional skills in students and prepare competent specialists in marketing.</p> <p>Competence-based: ability to solve complex and problematic issues in marketing, conduct research, apply methods to solve problems, and engage in scientific research and teaching.</p> <p>Practical skills: in Strategic Marketing, graduates will be able to develop marketing strategies, analyze consumer behavior through strategic analysis, and prepare strategic marketing plans.</p> <p>Career specialization: graduates can work as marketing specialists, advertising managers, sales managers, digital marketing experts, researchers, or lecturers in production companies, banks, insurance companies, consulting firms, as well as research and educational institutions.</p>
4. Teaching Process	The teaching process includes lectures, seminars, labs, group projects, and practical sessions. The EMPRO electronic teaching platform and other digital resources prepared by lecturers are used. The final research work is the master's dissertation. Intermediate work includes assignments, projects, and research practice projects.
5. Program Structure	<p>The program consists of 120 credits under the Strategic Marketing specialization.</p> <p>Core courses: Human Resource Management, Microeconomics, Macroeconomics, Research Methods, Research Analytics, Pedagogy, Management Accounting, Data Visualization, etc.</p> <p>Elective courses: Digital Marketing, International Marketing, Marketing Management.</p> <p>Each academic year includes 60 credits.</p> <p>Course highlights:</p> <ul style="list-style-type: none"> - <i>International Marketing</i> develops skills for conducting research in international markets and promoting sales. - <i>Marketing Management</i> covers preparing marketing plans and forming control mechanisms for their implementation.

Section	Information
	- <i>Digital Marketing</i> provides skills for carrying out marketing activities using digital technologies and tools.
6. Sustainable Development & Social Responsibility	The program integrates the UN Sustainable Development Goals (SDGs), particularly in ecology, gender equality, digitalization, and responsible consumption. Social responsibility, inclusiveness, and equal opportunities are reflected in the program content and are core principles in the teaching process.
7. Career Opportunities	Graduates can work in state and non-state institutions in areas such as finance, taxation, asset management, insurance, securities, public relations, sales, advertising, research, and teaching. Potential professions include: marketing specialist, digital marketing expert, marketing analytics specialist, sales manager, advertising manager, researcher, analyst, lecturer, etc.
8. Further Education	Graduates may pursue doctoral studies in fields such as Business Organization and Management, Sectoral Economics, and various branches of economic activity.
9. Additional Information	<ul style="list-style-type: none"> • Language of Instruction: Azerbaijani • Duration: 2 years (Strategic Marketing specialization) • Degree Awarded: Master's in Marketing (Specialization: Strategic Marketing)