

Section	Information
<b>1. Program Name</b>	Bachelor's in Marketing (Code: 050407)
<b>2. Short Description</b>	The purpose of the Marketing program is to prepare specialists capable of conducting marketing research in enterprises, developing marketing communication systems, and managing sales. The program equips students with professional, practice-oriented marketing skills. Since the field covers activities related to goods and services markets, graduates have broad career opportunities. They can work in enterprises, organizations engaged in entrepreneurship, and government institutions.
<b>3. Program Objectives</b>	<p>The program aims to provide students with both theoretical knowledge and practical skills in marketing, preparing competent specialists.</p> <p>Knowledge outcomes: understanding legislation related to entrepreneurship, principles, functions, methods, and socio-ethical principles of marketing.</p> <p>Practical skills: conducting market research and analysis, managing marketing projects, preparing marketing plans, building advertising strategies, stimulating buyers in the purchasing process, and applying modern technologies and digital tools.</p> <p>Career outcomes: graduates may specialize as marketing, advertising, sales, or digital marketing specialists within enterprises and their departments. They may also work in companies across different fields including production, banking, insurance, and consultancy.</p>
<b>4. Teaching Process</b>	Teaching is conducted through lectures, seminars, labs, group projects, and practical sessions. The EMPRO electronic learning platform and digital resources prepared by instructors are used. The final research component for the bachelor's level is the industrial internship project, while intermediate tasks include independent assignments, projects, and applied practice work.
<b>5. Program Structure</b>	<p>The program consists of 240 credits (60 per academic year, over 4 years). Core courses include: Marketing, Marketing Research, Sales Management, Consumer Behavior, Strategic Marketing, Digital Marketing, Retail Marketing, Management.</p> <p>Electives include: Azerbaijani Economy, Finance, Digital Economy, Marketing Management, Marketing Communication Systems, Economic Law, Business Performance Analysis, Financial Markets, etc.</p> <p>Course focus:</p> <ul style="list-style-type: none"> <li>- <i>Marketing</i>: develops practical skills in market research and sales stimulation.</li> <li>- <i>Advertising</i>: develops skills in advertising strategy design, execution mechanisms, and models such as AIDA and NAIDAS.</li> <li>- <i>Marketing Management</i>: covers marketing plan design and monitoring mechanisms for their implementation.</li> </ul>

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<b>6.Sustainable Development &amp; Social Responsibility</b>	The program integrates the UN Sustainable Development Goals (SDGs), with emphasis on ecology, gender equality, digitalization, responsible consumption, etc. Social responsibility, inclusiveness, and equal opportunities are incorporated as core principles in the curriculum and teaching process.
<b>7.Career Opportunities</b>	Graduates can work in public and private institutions in fields such as finance, taxation, property management, insurance, securities, public relations, sales, advertising, and more. Possible professions: marketing specialist, digital marketing specialist, marketing analyst, sales manager, advertising manager, etc.
<b>8.Further Education</b>	Graduates can pursue master's degrees in Management, Business Administration, and Marketing. At the doctoral level, they can specialize in Business Organization and Management, Sectoral Economics, Economic Activity, and related fields.
<b>9.Additional Information</b>	<ul style="list-style-type: none"> <li>• Language of Instruction: Azerbaijani</li> <li>• Program Duration: 4 years (full-time), 5 years (part-time)</li> <li>• Degree Awarded: Bachelor's in Marketing</li> </ul>