

UNEC

AZERBAIJAN STATE UNIVERSITY OF ECONOMICS
(UNEC)

rector _____ prof. A.J.Muradov

(signature)

“ _____ ” _____ 20__ year

Code and name of the specialty:

050407 – Marketing

EDUCATION PLAN

(for undergraduate level)
Study period 4 years (8 semesters)

I. SCHEDULE OF EDUCATION PROCESS

	September				October			November				December				January			February			March				April			May				June				July			August												
	1 7	8 14	15 21	22 28	29 IX 5 X	6 12	13 19	20 26	27 X 2 XI	3 9	10 16	17 23	24 30	1 7	8 14	15 21	22 28	29 XII 4 I	5 11	12 18	19 25	26 I 1 II	2 8	9 15	16 22	23 29	24 30	29 III 5 IV	6 12	13 19	20 26	27 IV 3 V	4 10	11 17	18 24	25 31	29 VI 5 VII	6 12	13 19	20 26	27 VII 2 VIII	3 9	10 16	17 23	24 30							
1	-	-	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T		
2	=	=	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	
3	=	=	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T
4	=	=	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	T	

SYMBOLS: THEORETICAL TRAINING EXAM SESSION THEORETICAL TRAINING AND PRACTICE VACATION



II. PLAN OF EDUCATIONAL PROCESS

№	Code of the subject	Name of subjects	Number of credit	Total hours	Hours outside the auditorium	Auditorium hours	Including			Prerequisite (required to be taught first) program of subjects	Requisite (teaching parallel intended) code of subjects	Semester of subject teaching (fall and spring)	Weekly course load
							Lecture	Seminar	Laboratory				
Total			240	7200	4920	2280	960	1320					
General subjects			30	900	345	555	90	463					
1	00004	Business and academic communication in Azerbaijani language	4	120	60	60		60			S-1	4	
2	00005	History of Azerbaijan	5	150	90	60	30	30			F-1	4	
3	00052	Business and academic communication in a foreign language-1	4	120	60	60		60			F-1	4	
4	00073	Business and academic communication in a foreign language-2	3	90	45	45		45	00052		S-1	3	
5	00932	Business and academic communication in a foreign language-3	4	120	60	60		60	00073		F-2	4	
6	00933	Business and academic communication in a foreign language-4	4	120	60	60		60	00932		S-2	4	
Elective subjects (general subjects)			6	180	90	90	60	30					

	00341 00830 00149 00574 00316 00632	1. Philosophy 2. Sociology 3. Fundamentals of law and Constitution of AR 4. Logic 5. Ethics 6. Introduction to multiculturalism	3	90	45	45	30	15			S-3	3
	00402 00404 00758 00671	1. Information technologies 2. Information management 3. Fundamentals of entrepreneurship and introduction to business 4. Political science	3	90	45	45	30	15			S-3	3

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Subjects of the specialty		120	3600	2535	1065	540	525							
00021	Introduction to Economics	6	180	120	60	30	30					F-1	4	
00591	Microeconomics	10	300	240	60	30	30					F-2	4	
00523	Macroeconomics	10	300	240	60	30	30					S-2	4	
00056	Linear algebra and mathematical analysis	8	240	180	60	30	30					F-1	4	
00071	Probability theory and mathematical statistics	8	240	180	60	30	30					S-1	4	
00016	ICT – basic computer skills	8	240	180	60	30	30					F-1	4	
00837	Statistics	10	300	240	60	30	30					S-3	4	
00282	Econometrics	10	300	240	60	30	30					F-4	4	
00031	Management	7	210	150	60	30	30					S-3	4	
00532	Marketing	6	180	120	60	30	30					F-2	4	
00449	Consumer behavior	6	180	120	60	30	30					S-2	4	
00535	Marketing research	4	120	60	60	30	30					F-2	4	
00843	Strategic marketing	4	120	60	60	30	30					S-3	4	
00726	Advertisement	6	180	120	60	30	30					F-4	4	
00761	Sales management	4	120	60	60	30	30					F-4	4	
00662	Retail marketing	4	120	60	60	30	30					S-2	4	
00741	Digital marketing	6	180	120	60	30	30					F-3	4	
00034	Civil defense	3	90	45	45	30	15					S-4	3	
Elective subjects (on the specialty subjects)		60	1800	1230	570	300	270							
00531 00525 00936 00749 00618	1. Financial accounting* 2. Financial reporting 3. Cost management 4. Risk and control 5. Accounting software	6	180	120	60	30	30					F-2	4	
00160 00788 00529 00222 00130 00681 00617	1. Banking 2. Insurance 3. Financial mathematics 4. Behavioral finance 5. Assets valuation and management 6. Financial engineering 7. Volunteer activity	7	210	150	60	30	30					F-4	4	
00736 00779 00332 00157 00821 00428 00148 00221	1. Digital economics (field economics) 2. Industrial economics 3. Environmental economics 4. Economy of Azerbaijan 5. Economics of the social sphere 6. Institutional economics 7. Agricultural economics 8. Behavioral economics	6	180	120	60	30	30					F-3	4	
00532* 00726* 00173 00710 00938 00943 00378 00385 00501	1. Marketing 2. Advertisement 3. International marketing 4. Price policy 5. Marketing of services 6. New product development 7. Public relations 8. Sports marketing 9. Volunteer activity	6	180	120	60	30	30					F-3	4	
00200 00517 00880 00823 00501	1. Fundamentals of business 2. Leadership 3. Organizational theory 4. Social entrepreneurship 5. Volunteer activity	6	180	120	60	30	30					S-2	4	
00682 00175 00610 00414	1. Management of processes 2. International management 3. Modern management methods 4. Development management	7	210	150	60	30	30					S-4	4	
00436 00418 00345	1. Fundamentals of economic dynamics 2. Innovation economics 3. Firm economics	8	240	180	60	30	30					F-3	4	
00864 00206 00534	1. Event marketing and sponsorship 2. International marketing strategies 3. Marketing measurements	4	120	75	45	30	15					S-4	3	
00817 00841 00204	1. Social media marketing 2. Fundamentals of branding 3. Evaluation of brand assets	4	120	75	45	30	15					F-3	3	
00174 00533 00637	1. Strategic brand management 2. Marketing analytics 3. Customer relationship	6	180	120	60	30	30					S-3	4	

		management (CRM)											
		PRACTICE	30	900	765	135	45	90					9
	00023	Career planning	5	150	105	45	15	30				S-1	3
	00118	Soft skills	9	270	225	45	15	30				S-1	3
	00787	Hard skills	10	300	255	45	15	30				S-4	3
	00454	Industrial practice /project	6	180	180	0						S-4	0

III. TIME ALLOTTED FOR TRAINING

Academic year		Credits		Theoretical training (week)		Exam session (week)		Practice/Project (week)		Vacation	
		I	F-1	60	30	30	15	10	5		
	S-1	30	15		5						
II	F-2	60	30	30	15	10	5			12	2
	S-2		30								15
III	F-3	60	30	30	15	10	5			12	2
	S-3		30								15
IV	F-4	60	30	30	15	10	5	4		2	2
	S-4		24+ 6''								15
Total:			234+ 6''= 240		120		40		4		38

PRACTICE		Week	Credits	Semester
1	Practice/Project	4	6	S-4

1 week of the internship period is 1.5 credits.

<i>Direction 1: Communications of marketing</i>
Event marketing and sponsorship
Social media marketing
Customer Relationship Management (CRM)
<i>Direction 2: Branding strategics</i>
Fundamentals of branding
Strategic brand management
International marketing strategies
<i>Direction 2 Analytics of marketing</i>
Marketing analytics
Valuation of brand assets
Marketing measurements

IS PRESENTED BY:

Vice rector for teaching and learning technologies
 Director of the teaching-methodical center
 Dean of "Business and Management" Faculty
 Director of "Russian School of Economics"
 Head of the "Business Management" department,
 Deputy Dean of the "Turkish World Economy" Faculty

Assist.prof. G.C. Musayev
 Assistant professor E.H. Azadov
 Assistant professor M.M. Ahmadov
 Assistant professor M.I. Barkhudarov
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 Senior teacher Y.N. Aliyev,

