

**Marketing Major
Curriculum**

Course titles	Credits
Year I	
1. Business and Academic Communication in Azerbaijani	4
2. Business and Academic Communication in a Foreign Language-1	4
3. Introduction to Economics	6
4. Linear Algebra and Mathematical Analysis	8
5. ICT - Basic Computer Skills	8
6. History of Azerbaijan	5
7. Business and Academic Communication in a Foreign Language -2	3
8. Probability Theory and Mathematical Statistics	8
9. Career Planning	5
10 Soft skills	9
Year II	
Business and Academic Communication in a Foreign Language-3	4
Microeconomics	10
Elective Courses *	
1. Financial Accounting	6
2. Financial Reporting	
3. Cost Management	
4. Risk and Control	
5. Accounting Software	
Marketing	6
Marketing Research	4
Business and Academic Communication in a Foreign Language-4	4
Macroeconomics	10
Elective Courses*	
1. Fundamentals of Business	6
2. Leadership	
3. Organizational Theory	
4. Social Entrepreneurship	
5. Volunteering Activity	
Consumer Behavior	6
Retail Marketing	4
Year III	
Elective Courses *	
1. Social Media Marketing	4
2. Fundamentals of Branding	
3. Brand Asset Valuation	
Digital Marketing	6
Elective Courses *	
1. Digital Economics (Sectoral Economics)	6
2. Industrial Economics	
3. Environmental Economics	
4. Economy of Azerbaijan	
5. Social Sector Economics	
6. Institutional Economics	
7. Agricultural Economics	
8. Behavioral Economics	
Elective Courses*	
1. Marketing	6
2. Advertising Business	
3. International Marketing	
4. Pricing Policy	
5. Services Marketing	
6. New Product Development	
7. Public Relations	
8. Sports Marketing	
9. Volunteering Activity	
Elective Courses*	
1. Fundamentals of Economic Dynamics	8
2. Innovation Economics	
3. Firms, Markets and Competiton	
Elective Courses*	
1. Information Technologies	3
2. Information Management	
3. Fundamentals of Entrepreneurship and Introduction to Business	
4. Political Science	
Statistics	10
Management	7
Strategic Marketing	4
Elective Courses*	
1. Strategic Brand Marketing	6
2. Marketing Analytics	
3. Customer Relationship Management (CRM)	
Year IV	
Econometrics	10
Elective Courses*	
1. Philosophy	3
2. Sociology	
3. Fundamentals of Constitutional Law of the Republic of Azerbaijan	
4. Logic	
5. Ethics	
6. Introduction to Multiculturalism	
Elective Courses*	
1. Banking	7
2. Insurance	
3. Financial Mathematics	
4. Behavioral Finance	
5. Asset Valuation and Management	
6. Financial Engineering	
7. Volunteering Activity	
Advertising Practice	6
Sales Management	4
Civil Defense	3
Elective Courses*	
1. Process Management	7
2. International Management	
3. Modern Management Methods	
4. Development Management	
5. Sustainable Development	
Elective Courses*	
1. Event Marketing and Sponsorship	4
2. International Marketing Strategies	
3. Marketing Metrics	
Hard skills	10
Industrial Internship / Project	6

*From Elective Courses, only one course is selected.