



Specialization: 050407 – Marketing (2020/2021)

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No	Name of subject	Credit	Semester	Clock
1.	Azerbaijan History	5	1	45/15
2.	Business communication (in English)	5	1	/75
3.	Business communication (in Azerbaijani)	4	1	30/30
4.	Microeconomics -1	5	1	30/30
5.	Introduction to Economics	6	1	60/30
6.	Linear algebra and mathematical analysis - 1	5	1	30/30
	Total	30 credits		
7.	Microeconomics -2	5	2	30/30
8.	Business communication (in English) - 2	5	2	/75
9.	ICT basic computer knowledge-1	4	2	/45
10.	Civil defense	3	2	45/
11.	Linear algebra and mathematical analysis -2	3	2	30/15
12.	Electives: - Business correspondence - Basis of commercial activity	5	2	30/30
13.	Electives: - Economic informatics - Securities	5	2	30/30
	Total	30 credits		
14.	Macroeconomics-1	5	3	30/30
15.	Business communication (in English) - 3	5	3	/75
16.	ICT basic computer knowledge -2	4	3	/45
17.	Electives: - Multiculturalism - Sociology	3	3	30/15
18.	Electives: - Management of human resources - Social economy	4	3	30/15
19.	Probability theory and mathematical statistics-1	4	3	30/15
20.	Electives: - Basics of business - Basics of management activity	5	3	30/30
	Total	30 credits		
21.	Electives: - Business English - The Constitution of AR and the fundamentals of Law	4	4	/60
22.	Probability theory and mathematical statistics-2	4	4	30/15
23.	Macroeconomics-2	5	4	30/30
24.	Electives: - Information technologies - Information management	3	4	30/15

25.	Electives: - The Economy of Firms - State treasury	5	4	30/30
26.	Marketing	6	4	30/30
27.	Electives: - Accounting - International commercial work	3	4	30/15
	Total	30 credits		
28.	Management	7	5	60/30
29.	Econometrics-1	5	5	45/30
30.	Statistics-1	5	5	30/30
31.	Consumer behaviors	6	5	45/30
32.	Electives: - Money and Banking - Financial analysis	7	5	45/45
	Total	30 credits		
33.	Marketing research	4	6	30/15
34.	Statistics-2	5	6	30/30
35.	Econometrics-2	5	6	45/30
36.	Advertisement	6	6	45/30
37.	Digital marketing	6	6	45/30
38.	Strategic marketing	4	6	30/30
	Total	30 credits		
39.	Sales management	4	7	30/30
40.	Electives: - Marketing communication systems - Brand marketing	5	7	30/30
41.	Retail trade marketing	4	7	30/30
42.	Electives: - Organization of customs work - Insurance business	5	7	30/30
43.	Electives: - Audit - Economic regulation	5	7	30/30
44.	Electives: - Banking - Budget and treasury control	7	7	45/30
	Total	30 credits		
	Practices:			
	1. Career planning	5	8	
	2. Soft skills	9	8	
	3. Hard skills	b10	8	
	4. Practice	6	8	
	Total	30 credits		