

ODLAR YURDU UNIVERSITY**2024/2025 Academic Year****CURRICULUM SCHEDULE****Specialty: 050407 - Marketing**

No.	Subject Name	Semester	Credit	Classroom Load (Hours/Week)	Total Hours
1.	History of Azerbaijan	1	5	3	30/15
2.	Business and Academic Communication in a Foreign Language - 1	1	5	4	/60
3.	Business and Academic Communication in Azerbaijani Language	1	4	3	/45
4.	Microeconomics - 1	1	5	3	30/15
5.	Introduction to Economics	1	6	5	45/30
6.	Linear Algebra and Mathematical Analysis - 1	1	5	4	30/30
	Total		30 credits	22	
7.	Microeconomics - 2	2	5	3	30/15
8.	Business and Academic Communication in a Foreign Language - 2	2	5	4	/60
9.	ICT Basic Computer Skills - 1	2	4	3	/45
10.	Civil Defense	2	3	2	30/
11.	Linear Algebra and Mathematical Analysis - 2	2	3	3	30/15
12.	Elective Subject: * Business Correspondence * Fundamentals of Commercial Activity	2	5	4	30/30
13.	Elective Subject: * Securities * Economic Informatics	2	5	3	30/15
	Total		30 credits	22	

No.	Subject Name	Semester	Credit	Classroom Load (Hours/Week)	Total Hours
14.	Macroeconomics - 1	3	5	3	30/15
15.	Business and Academic Communication in a Foreign Language - 3	3	5	4	/60
16.	ICT Basic Computer Skills - 2	3	4	3	/45
17.	Elective Subject: * Multiculturalism * Sociology	3	3	2	15/15
18.	Elective Subject: * Human Resource Management * Social Economics	3	4	3	30/15
19.	Probability Theory and Mathematical Statistics - 1	3	4	3	30/15
20.	Elective Subject: * Fundamentals of Business * Fundamentals of Management Activity	3	5	4	30/30
	Total		30 credits	22	
21.	Elective Subject: * Business English * AR Constitution and Fundamentals of Law	4	4	3	/45
22.	Probability Theory and Mathematical Statistics - 2	4	4	3	30/15
23.	Macroeconomics - 2	4	5	3	30/15
24.	Elective Subject: * Information Technologies * Information Management	4	3	3	30/15
25.	Elective Subject: * Economics of the Firm * State Treasury * Azerbaijani Economy	4	5	4	30/30
26.	Marketing	4	6	3	30/15
27.	Elective Subject: * Accounting * International Commercial Law	4	3	3	30/15
	Total		30 credits	22	

No.	Subject Name	Semester	Credit	Classroom Load (Hours/Week)	Total Hours
28.	Management	5	7	5	45/30
29.	Econometrics - 1	5	5	4	30/30
30.	Statistics - 1	5	5	4	30/30
31.	Consumer Behavior	5	6	4	30/30
32.	Elective Subject: * Money and Banks * Financial Analysis	5	7	5	45/30
	Total		30 credits	22	
33.	Marketing Research	6	4	3	30/15
34.	Statistics - 2	6	5	4	30/30
35.	Econometrics - 2	6	5	4	30/30
36.	Advertising Business	6	6	4	30/30
37.	Digital Marketing	6	6	4	30/30
38.	Strategic Marketing	6	4	3	30/15
	Total		30 credits	22	
39.	Sales Management	7	4	4	30/30
40.	Elective Subject: * Marketing Communication Systems * Brand Marketing	7	5	3	30/15
41.	Retail Marketing	7	4	3	30/15
42.	Elective Subject: * Business Strategy * Organization of Customs Work * Insurance Business	7	5	4	30/15
43.	Elective Subject: * Audit * Regulation of the Economy	7	5	4	30/30

No.	Subject Name	Semester	Credit	Classroom Load (Hours/Week)	Total Hours
44.	Elective Subject: * Banking * Budget and Treasury Accounting	7	7	4	30/30
	Total		30 credits	22	
	Internships:				
45.	1. Career Planning	8	5		
46.	2. Soft Skills	8	9		
47.	3. Hard Skills	8	10		
48.	4. Production Internship Project	8	6		
	Total		30 credits		