[A-3]COURSE SYLLABUS

1. Course Description (Approximately 100 words)

This is a practical course for two-year full-time MBA students.
It is no secret that Uzbekistan was a part of the Soviet Union for about 70 years, and because of the Centrally Planned Economy of the USSR, corporate level Marketing was nonexistent. All the production, distribution and service decisions were made by Top Decision Makers from Moscow for thousands of companies throughout the country. There was no competition to speak of. Every company was instructed, for 5 years in advance, what to produce, how much to charge for the finished goods, where to sell, and to whom to sell. Hence, managers in companies got used to executing orders instead of looking for ways to create value, create new markets, compete in new ways and realize their full potential by capturing local markets and entering foreign markets. But the times are different now and Uzbekistan is becoming a part of the global economy. There is a lot of competition in local and foreign markets. Brands have become very important

2. Course Goals and Objectives (Approximately 100 words)

Module Aims - Summary
Explore the concept of marketing and the creation of customer value;
Outline the important stages of strategic marketing planning and apply relevant business models in an international context ;
Examine the drivers of globalisation and analyse the impact of culture and multi-nationalism on marketing strategy, branding and channels of distribution;
Encourage the development of critical analysis

The Learning Outcomes
Learning Outcome 1: Ability to analyse the international business environment through the application of relevant business models and
write an international marketing plan for a `goods' or `service'

3. Textbook (Title, Author, Publisher, Year of Publication, etc.)

Primary textbook:
"Marketing Management", 15th Edition by Philip T. Kotler, Kevin Lane Keller, Pearson, 2016
Most of the presentation material is also taken from this textbook. You may use earlier versions as well.

Recommended texts:

ªMarketing Insights from A to Z: 80 concepts every manager needs to knowº by Philip Kotler, Wiley, 2003 (Russian translation published by Alpina Books in 2010)

4. Reference

http://www.sethgodin.com/sg/ - Personal website of Seth Godin,one of the leading Marketers in the world.

Also visit Seth Godin©s blog at http://sethgodin.typepad.com/

You may also like Russian version of the blog: http://www.blogsetagodina.ru/ (posts are translated into Russian and posted regularly)

http://unstats.un.org/unsd/syb/
This website contains information published in the UN Statistical Yearbook ± some content is available free of charge.
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5. Course Requirements and Grades

Methods of Assessment

Attendance and participation - 10%
Quizzes - 10%
Individual assignment - 20%
Group project - 30%
Final Exam (based on a case) - 30%

More information on each component will be given separately.

6. Course Calendar

Week	Main Content
1	Introduction to the module: Marketing in a new economy
2	Value, Customer Satisfaction and Loyalty
3	Market Segmentation, Targeting and Positioning
4	Marketing Planning: the Ongoing Process
5	Competing in a global world: Lessons from around the world
6	Marketing techniques used by leading companies in the world
7	Marketing Implementation and control
8	Organizing for Marketing: Structure, Processes and Roles.
9	Branding and Customer Relationship Management
10	Strategic Perspective on the Marketing Management
11	Future of Marketing
12	Module Summary - bringing it all together
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14	Note: This is a tentative outline of the course and is subject to change.