

“APPROVED BY”

MINISTRY OF EDUCATION OF
THE REPUBLIC OF AZERBAIJAN

FORM №1

Rector of AUAC

AZERBAIJAN ARCHITECTURE AND
CONSTRUCTION UNIVERSITY

_____prof.G.H.Mammadova

(signature)

“ ___ ” _____ 20__

ACADEMIC PLAN

Code and name of speciality:

060633 – Marketing

I. EDUCATION PROCESS SCHEDULE

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

Conditional symbols:

Theoretical tuition	Examination session	Scientific and pedagogical practice Scientific and research practice	Holiday	Researches, innovation and communication Conduction of research works	Preparation of dissertations
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No	Subject code	Subject name	Credits	Total hours	Extra-curricular hour	Curricular hours	Including			Prerequisite (necessary preliminary education) subject codes	Co-requisite (parallel education) subject codes	Term of subject tuition (autumn or summer) Lectures Lectures	Academic load per week Seminars Seminars
							Lectures	Seminars	Laboratory works				
Speciality subject section			36	1080	900	180	180					12	
1	MIF – B01	Research methods	6	180	150	30	30					P-1	2
	MIF – B02	Modern marketing problems	6	180	150	30	30					P-1	2
	MIF – B03	Marketing communication strategy	6	180	150	30	30					P-1	2
	MIF – B04	Marketing in construction	6	180	150	30	30					Y-1	2
	MIF – B05	Marketing of innovation	6	180	150	30	30					Y-1	2
	MIF – B06	Strategic marketing management	6	180	150	30	30					Y-1	2
Optional subjects:													
Specialization: Marketing													
Optional subjects for specialization			24	720	600	120	120					8	
1	MIF – B07	Marketing logistics Consumer behavior Marketing in small and medium businesses Internet Marketing	6	180	150	30	30					P-1	2
2	MIF – B08	Marketing in the industry Public relations strategies Problems of marketing management Marketing research problems of implementation	6	180	150	30	30					P-1	2
3	MIF – B09	International marketing strategies Marketing channels and retailing Strategic brand management Environmental marketing	6	180	150	30	30					Y-1	2
4	MIF – B10	Marketing of service fields Digital Marketing Logistics Risk Management Marketing of activities	6	180	150	30	30					Y-1	2

II. EDUCATION PROCESS SCHEDULE

Practice		Week	Credit	Term
1.	Scientific and pedagogical practice	4	6	P – 2
2.	Scientific and research practice	4	6	P – 2

Research		Week	Credit	Term
1.	Resaerches, innovation and communication	4	6	P – 2
2.	Conduction of research work	4	6	Y – 2

Master's dissertation		Week	Credit	Term
1.	Preparation and defence of Master's dissertation	8	12	P – 2
2.	Preparation and defence of Master's dissertation	16	24	Y – 2

III. INFORMATION ON TUITION

Academic year		Credits		Theoretical tuition		Researches, communication and innovation Conducting research works		Examination session (week)		Number of examinations		Practice (week)		Dissertation work (week)		Holiday	
I	P – 1	60	30	30	15			10	5	10	5					12	2
	Y – 1		30		15				5		5						10
II	P – 2	60	30			8	4					8	8	24	4	2	2
	Y – 2		30														4
Total:		120	30	30	8	4	10	10	8	8	24	14	2	2	10	2	14

Vice-rector for educational affairs
of Azerbaijan Architecture and
Construction University
_____dos.A.F.Gasimov

Director of Master Center
_____R.Y.Samadov

Approved at the meeting of
Scientific Council of Azerbaijan
Architecture and Construction
dated “___” _____ 20__
(protocol № ___)