

Marketing

Name of the Educational Programme:	Marketing	
Awarded Qualification:	Master of Business Administration (MBA) in Marketing/ბიზნესის ადმინისტრირების მაგისტრი მარკეტინგში	
Credit Value of the Programme:	120 ECTS	
Language of Education:	English	
Programme Admission Preconditions:	<ul style="list-style-type: none"> • A person with a bachelor's degree or an equivalent academic degree who will be enrolled on the basis of the results of the Unified Master's examinations. • Student enrollment is conducted according to the Georgian legislation - based on the results of the Unified Master's Exams (Admission to the educational program without passing Unified National exams may be allowed only in cases considered by the Georgian law), for foreign applicants admission criteria is available at – https://iro.ibsu.edu.ge/en/home) • In addition, the applicant should pass the University internal exam in specialty and English language (B2 level) or/and interview with the candidate. • Candidate who has an English language B2 level international certificate is exempted from passing the language exam. Also, a candidate who has graduated from the English Language Educational Program will be exempt from English Language Requirement. • The order of the Minister of Education and Science of Georgia №10 / N (4.02.2010) on the “Rules for Transfer from the Higher Education Institution to Other Higher Education Institutions and Approval of Fees” students shall be enrolled in accordance with the mobility rules. 	
Purpose of the Programme:	<p>The purpose of the program is to prepare:</p> <ol style="list-style-type: none"> 1) Master of Business Administration in marketing suitable for current market demands in marketing, having deep and systematic theoretical and practical knowledge in the modern business administration and marketing industry, and conducting academic research in the field. 2) A graduate who is capable of doing the proper marketing planning and management of public and private entities, including business organizations and understands ethics and responsibilities in business. 3) A Graduate who will gain new knowledge throughout his/her life due to rapidly changing market conditions - acquiring, refining and updating current marketing and business administration knowledge 	
Learning outcome	Knowledge and understanding	1) Identifies problems of a company on the basis of his / her knowledge, determine the market share of an organization, marketing value of its products and services,

		<p>and analyze the entire business sector and market and understands digital marketing tools and strategies.</p> <p>2) Recognizes quantitative characteristics of consumer markets into consumer segments, categories, and clusters, identify customer motivation, conduct quantitative and qualitative research, and increase the sustainability of an organization with the right strategic decision.</p> <p>3) Describes how to implement innovation using the knowledge gained, critical understanding of the latest advances in business administration and marketing.</p>
	Skills	<p>4) Organizes market and business research in an unfamiliar and multidisciplinary market environment and find new, original ways of doing strategic marketing planning, branding/rebranding, and customer positioning in both local and international markets.</p> <p>5) Analyze complex or incomplete business information, including critical analysis of consumer subconsciousness based on up-to-date research and surveys.</p> <p>6) Organizes accurate and timely information regarding marketing activities to be conducted or already carried out and implementing the activities with respect to corporate social responsibility and business ethics norms.</p>
	Responsibility and autonomy	<p>7) Develops professional knowledge towards the customer, company, implemented projects, products, and services.</p> <p>8) Develops professional responsibility and leadership skills for updating and maintaining marketing and business administration knowledge throughout the lifetime.</p>
Evaluation Criteria	<p>The goal of evaluation is to determine student's education results qualitatively in relation to academic program goals and parameters.</p> <p>Students may be assessed orally and/or in a written way. A student's knowledge and skills are assessed through 100 points grading system. It consists of midterm and final evaluations, the sum of which makes up 100 points.</p> <p>Grading system allows:</p> <p>a) Five types of positive grades</p> <p>1) (A) Excellent – 91 – 100:</p> <p>2) (B) Very good – 81-90.</p> <p>3) (C) Good – 71-80:</p> <p>4) (D) Satisfactory – 61-70.</p> <p>5) (E) Sufficient – 51-60.</p> <p>b) Two types of negative grades</p>	

	<p>1) (FX) Fail – 41-50 , meaning that a student requires some more work before passing and is given a chance to sit an additional examination after independent work;</p> <p>2) (F) Fail – 40 and less , meaning that the work of a student is not acceptable and he/she has to study the subject anew.</p> <p>For the midterm and final evaluations minimal passing grade is set. The final evaluation minimal passing grade is 51% of final evaluation grade.</p> <p>Midterm and final evaluation grade distribution, their minimal competence levels and assessment criteria are described in the corresponding syllabus.</p> <p>A credit can be awarded only after the attainment of learning outcomes, envisaged by the course syllabus and following requirements:</p> <p>a) Obtaining minimal competence levels set for midterm and final evaluations;</p> <p>b) Obtaining minimum 51 points out of 100 points of final grade.</p> <p>A student is allowed to take an additional (make-up) exam in case he/she scored 41-50 points of final grade or minimum 51 points, but did not obtain minimal competence level set for final evaluation.</p> <p>Considering its specification, the format and the assessment criteria of mid-term and final evaluations can be determined in the specific module/course syllabus.</p>
<p>Field of Employment:</p>	<p>With the help of acquired multilateral sectoral and general (transferable) skills of the Marketing Masters Program, graduates can be employed in the private and public sectors, in the existing business structures outside and within Georgia, companies and corporations, especially in marketing and sales departments, as well as research and development (Research & Development), in front and back offices. Besides, master's graduates can be employed by state organizations and public organizations where they can carry out business planning, management and work / operational issues, as well as facilitating the exchange of services among corporations and individuals, research issues such as consumer behavior and demands, business development and plannings.</p> <p>Graduate can be employed in the marketing departments of non-governmental and non-profit organizations and work in the marketing direction of those organizations. Graduates will be aware of the activities and functioning of institutions and organizations in the planning, management and work / operational issues and facilitating the exchange of services among corporations and individuals, as well as study consumer behavior and their demands.</p> <p>Graduates of Master's Program in Marketing can continue their studies not only in Marketing, but also in Economics and Business Administration wide profile with the relevant PhD admissions qualification.</p>

Module / Internship / Research Component	Code	Status	Credit number	Distribution of credits per courses and semesters				Lecture	Distribution of hours						
				Year I		Year II			Contact hrs.				Independent work	Total number of hours	
				I semester	II semester	II semester	IV semester		Seminar / Group Work / Laboratory Work / Practical work	Mid term exam(s)	Final exam	Total number of contact hours			
Learning component	Code	Mandatory	80												
Mandatory Learning courses															
Managerial Economics	FIN1013	Mandatory	8	8				14	14	2	2	32	168	200	
Quantitative Analysis for Business	BUS1021	Mandatory	8		8			16	26	2	2	46	154	200	
Professional writing	BUS1020	Mandatory	6	6				14	14	2	2	32	118	150	
Strategic Management	MGT1034	Mandatory	8	8				14	14	2	2	32	168	200	
Research Methods for Business	BUS1008	Mandatory	5			5		14	14	2	2	32	93	125	
Marketing Cases and Analysis	MKT1006	Mandatory	5	5				11	17	2	2	32	93	125	
Digital Marketing	MKT1028	Mandatory	5			5		19	9	2	2	32	93	125	
Social Media Usage	MKT1007	Mandatory	5			5		14	14	2	2	32	93	125	
Strategic Management of Human Resources	MGT1038	Mandatory	6			6		16	12	2	2	32	118	150	
Financial Management	BUS1009	Mandatory	8	8				14	14	2	2	32	168	200	
Marketing Plan and Analysis	MKT1001	Mandatory	5		5			12	16	2	2	46	79	125	
Strategic Marketing Cases and Analysis	MKT1125	Mandatory	5			5		19	9	2	2	32	93	125	
Advanced Project Management	MGT1002	Mandatory	6		6			14	14	2	2	32	118	150	
Research Component - Master Thesis	BUS1025	Mandatory	30				30	30			2	32	718	750	
Elective courses		Elective	10		5/	5/6									
Neuromarketing	MKT1123	Elective	6		*			16	12	2	2	32	118	150	
Competition and Regulatory Law	FIN1001	Elective	5		*			14	14	2	2	32	93	125	

