**Bachelor Educational Program in**

**Marketing**

**Tbilisi**

**2021 year**

**Study Plan**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Course / Module / Internship / Research Component** | **Status** | **Credit number** | **Distribution of credits per courses and semesters** |  | **Distribution of hours** | **Number of contact hours per week** |
| **I s.y.** | **II s.y.** | **III s.y.** | **IV s.y.**  |  | **Contact hours** | **Independent work** | **Total number of hours** |
| **I Semester** | **II Semester** | **III Semester** | **IV Semester** | **V Semester** | **VI Semester** | **VII Semester** | **VIII Semester** | **Lecture / Consultation** | **Seminar / Group Work / Practice / Lab. Work** | **Midterm exam(s)** | **Final exam** | **Total number of contact hours** |
| **Academic Writing** | **Compulsory**  | **5** | **5** |  |  |  |  |  |  |  | **15** | **28** | **2** | **2** | **47** | **78** | **125** | **3** |
| **Information Technology** | **Compulsory**  | **5** | **5** |  |  |  |  |  |  |  | **28** | **15** | **2** | **2** | **47** | **78** | **125** | **3** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Minor Program/Free Credits** |  | **65** |  |  | **10** | **10** | **10** | **10** | **10/15** | **15/10** | **364** | **195** | **26** | **26** | **611** | **1014** | **1625** | **39** |
| **Business Administration Basic Courses**  | **Compulsory** | **92** | **15** | **25** | **15** | **20** |  |  |  |  | **386** | **304** | **30** | **30** | **750** | **1125** | **1875** | **48** |
| Mathematics 1  | Compulsory | 5 | 5 |  |  |  |  |  |  |  | 28 | 30 | 2 | 2 | 62 | 63 | 125 | 4 |
| Microeconomics | Compulsory | 5 | 5 |  |  |  |  |  |  |  | 27 | 16 | 2 | 2 | 47 | 78 | 125 | 3 |
| Introduction to Business Administration | Compulsory | 5 | 5 |  |  |  |  |  |  |  | 26 | 17 | 2 | 2 | 47 | 78 | 125 | 3 |
| Mathematics 2 | Compulsory | 6 |  | 6 |  |  |  |  |  |  | 28 | 30 | 2 | 2 | 62 | 8პ8 | 150 | 4 |
| Principles of Macroeconomics | Compulsory | 5 |  | 5 |  |  |  |  |  |  | 27 | 16 | 2 | 2 | 47 | 78 | 125 | 3 |
| Principles of Management | Compulsory | 5 |  | 5 |  |  |  |  |  |  | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| Legal Environment of Business | Compulsory | 4 |  | 4 |  |  |  |  |  |  | 28 | 15 | 2 | 2 | 47 | 53 | 100 | 3 |
| Principles of Marketing | Compulsory | 5 |  | 5\* |  |  |  |  |  |  | 18 | 25 | 2 | 2 | 47 | 78 | 125 | 3 |
| Business English 1 | Compulsory | 5 |  | 5\* | 5\* |  |  |  |  |  | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| Introduction to Probability and Statistics | Compulsory | 5 |  |  | 5 |  |  |  |  |  | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| Principles of Accounting | Compulsory | 5 |  |  | 5\* |  |  |  |  |  | 16 | 27 | 2 | 2 | 47 | 78 | 125 | 3 |
| Business English 2 | Compulsory | 5 |  |  | 5\* | 5\* |  |  |  |  | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| Business Statistics | Compulsory | 6 |  |  |  | 6 |  |  |  |  | 20 | 38 | 2 | 2 | 62 | 88 | 150 | 4 |
| Introduction to Finance | Compulsory | 5 |  |  |  | 5 |  |  |  |  | 27 | 16 | 2 | 2 | 47 | 78 | 125 | 3 |
| Business communication  | Compulsory | 4 |  |  |  |  | 4 |  |  |  | 20 | 23 | 2 | 2 | 47 | 53 | 100 | 3 |
| Bachelors’ Thesis | Compulsory  | 7 |  |  |  |  |  |  |  | 7 | 5 | 180 |  |  |  |  |  | 12 |
| Internship | Compulsory | 10 |  |  |  |  |  |  |  | 10 | 5 | 180 |  | 1 | 186 | 64 | 250 | 12 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Marketing Module** | **Compulsory**  | **66** |  |  |  |  | **20** | **20** | **15/****20** | **10/****15** | **365** | **254** | **26** | **26** | **671** | **954** | **1625** | **43** |
| **Compulsory Courses**  | **Compulsory** | **66** |  |  |  |  | **16** | **16** | **10** |  | **220** | **184** | **16** | **16** | **436** | **614** | **1050** | **28** |
| Online Marketing  | Compulsory | 5 |  |  |  |  | 5 |  |  |  | 28 | 30 |  |  |  |  | 150 | 3 |
| Public Relations | Compulsory | 4 |  |  |  |  | 4 |  |  |  | 29 | 14 | 2 | 2 | 47 | 53 | 100 | 3 |
| Marketing Management | Compulsory | 6 |  |  |  |  | 6 |  |  |  | 31 | 27 | 2 | 2 | 62 | 88 | 150 | 4 |
| Principles of Branding | Compulsory | 5 |  |  |  |  | 5 |  |  |  | 25 | 18 | 2 | 2 | 47 | 53 | 100 | 3 |
| Strategic Marketing | Compulsory | 6 |  |  |  |  |  | 6 |  |  | 28 | 30 | 2 | 2 | 62 | 88 | 150 | 4 |
| Consumer Behavior | Compulsory | 6 |  |  |  |  |  | 6 |  |  | 31 | 27 | 2 | 2 | 62 | 88 | 150 | 4 |
| Market Research Principles | Compulsory | 4 |  |  |  |  |  | 4 |  |  | 20 | 23 | 2 | 2 | 47 | 53 | 100 | 3 |
| Service Marketing | Compulsory | 5 |  |  |  |  |  |  | 5 |  | 29 | 14 | 2 | 2 | 47 | 78 | 125 | 3 |
| Sales Management | Compulsory | 5 |  |  |  |  |  |  | 5 |  | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| Advertising and Social Marketing | Compulsory | 5 |  |  |  |  |  |  | 5 |  | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| Direct Marketing | Compulsory | 5 |  |  |  |  |  |  | 5 |  | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| Integrated Marketing Communications | Compulsory | 5 |  |  |  |  |  |  |  | 5 | 24 | 19 | 2 | 2 | 47 | 53 | 100 | 3 |
| International Marketing | Compulsory | 5 |  |  |  |  |  |  |  | 5 | 28 | 15 | 2 | 2 | 47 | 78 | 125 | 3 |
| **Elective Courses**  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Managerial Finance 1 | Elective | 6 |  |  |  |  | 6 |  |  |  | 28 | 30 | 2 | 2 | 62 | 88 | 150 | 4 |
| Sociology | Elective | 5 |  |  |  |  | 5 |  |  |  | 26 | 17 | 2 | 2 | 47 | 53 | 100 | 3 |
| Business to Business Marketing | Elective | 4 |  |  |  |  |  | 4 |  |  | 26 | 17 | 2 | 2 | 47 | 53 | 100 | 3 |
| Retailing | Elective | 4 |  |  |  |  |  | 4 |  |  | 18 | 25 | 2 | 2 | 47 | 53 | 100 | 3 |
| Principles of Digital Marketing  | Elective  | 5 |  |  |  |  |  |  | 5\* | 5\* |  |  |  |  |  |  |  | 3 |
| Copywriting for Advertising | Elective | 5 |  |  |  |  |  |  | 5\* | 5\* | 20 | 23 | 2 | 2 | 47 | 78 | 125 | 3 |
| Business Research Foundations | Elective | 5 |  |  |  |  |  |  | 5\* |  | 20 | 23 | 2 | 2 | 47 | 78 | 125 | 3 |
| Principles of AI and MARTECH | Elective | 5 |  |  |  |  |  |  |  | 5\* | 29 | 14 | 2 | 2 | 47 | 78 | 125 | 3 |
| **Total**  |  | **240** |  |  |  |  |  |  |  |  | **1208** | **1105** | **92** | **93** | **2498** | **3502** | **6000** | **160** |