

## საგანმანათლებლო პროგრამა

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**Agreed with the Quality Assurance Service**

**Protocol № 11, 14 December 2020 წელი**

**Head of Service / Assoc. Prof. Dr. Nino Jojua /**

**Discussed at the Faculty Council meeting**

**Protocol No. 41, 21.12.2020**

**Dean of the Faculty / Dr. Tea Kibtsetskhlashvili /**

**Approved at the Academic Board meeting**

**Protocol № 9, 24.12.2020**

**Rector / Saffet Bairaqturun /**



## საგანმანათლებლო პროგრამა

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# Marketing Degree Masters Program

Tbilisi  
2020



## საკანმანათლებლო პროგრამა

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**Direction:** Business Administration - 02

**Field / Specialty:** Marketing - 0202

**Educational Program Title:** Marketing

**Faculty:** Faculty of Business and Technology

**Head of Educational Program:** Kakhaber Jakeli - Fulbright Professor, Doctor of Economics, Associate Professor of International Black Sea University, Program Coordinator, Mobile: +995 577 544 007; Email: kdjakeli@ibsu.edu.ge

Web page: <https://djakeli-marketing.com/>

**Level of education:** Master's degree (II level of higher education)

**Educational program type:** Basic

The detailed Name of the area and the Code (ISCED – F – 2013): 0414 Marketing and Advertising

**Qualification granted:** Master of Business Administration in Marketing

**Qualification code:** 0202

**Language of instruction:** English

## საკანმახათლებლო პროგრამა

**Program Capacity in terms of Credits: 122 ECTS credits**

**Program structure: The amount of credits within the program is 122 credits. The program includes:**

**Obligatory course in Business Administration (55 credits in total),**

**obligatory course in Marketing Specialty (27 credits in total),**

**Masters Thesis Preparation and Defense (30 credits) and 10 credits of elective course(s) out of the 60 credits offered.**

### **Admission Requirements:**

Bachelor or person with equivalent academic degree can become a master's student. Students are admitted to the master program in accordance with the legislation of Georgia on the basis of the results of the general master's exams (without passing the general master's exams as provided by the legislation).

In addition, students willing to take the program must pass an internal university examination in specialty - Marketing Management and English (B2 level).

An applicant who is a citizen of the country where the first / second official language is English or if he or she has completed an English language education program for the last three years and has a GPA of at least 75 (100 From) or 3 (out of 4), or provides relevant international certificate of English proficiency level (B2), is exempt from the foreign language test CEFR, TOEFL iBT, IELTS, YDS, Cambridge.

Exams in (General) English and Professional English are distributed in accordance with the following coefficient: 40% -60% respectively.

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**Exam in the professional subject will be conducted in a written form. During the exam, students will be given exam tickets that contain mandatory marketing management subject topics from the undergraduate educational level.**

## საგანმანათლებლო პროგრამა

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### **Purpose of the program:**

**The purpose of the program is to prepare:**

- 1) Master of Business Administration suitable for current market demands in marketing, having deep and systematic theoretical and practical knowledge in the modern business administration and marketing industry.**
- 2) A graduate who is capable of doing the proper marketing planning and management of public and private entities, including business organizations,.**
- 3) A Graduate who will gain new knowledge throughout his/her life due to rapidly changing market conditions - acquiring, refining and updating current marketing knowledge.**

### **Areas of employment and means of continuing education:**

**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 plans.**

## საკანმანათლებლო პროგრამა

**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.**

**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.

### **Learning Outcome:**

**Master's Degree Program in Marketing** - provides graduates with the opportunity of involvement in the management of both company related and institutional processes. Graduates of this program will be able to successfully pursue their careers in marketing, research and development, consumer behavior studies, market research and in similar departments. They will be able to objectively evaluate the results of their own and others' work, make rational decisions.

**Graduate of the program has the following field related and general transferable skills:**

## საკანმანათლებლო პროგრამა

<b>Knowledge and understanding</b>	<p>1) has an ability of identifying 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 and analyze the entire business sector and market.</p> <p>2) Divide and compare quantitative characteristics of consumer markets into consumer segments, categories, clusters, identify customer motivation, conduct quantitative and qualitative research and increase sustainability of an organization with the right strategic decision.</p> <p>3) knows how to implement innovation using the knowledge gained, critical understanding of the latest advances in business administration and marketing and implements the right creative thinking.</p>
<b>Skills</b>	<p>A graduate is able to:</p> <p>4) Organize 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.</p> <p>5) Critical analysis of complex or incomplete business information, including critical analysis of consumer subconsciousness based on up-to-date research and surveys.</p> <p>6) Providing accurate and timely information regarding marketing activities to be conducted or already carried out.</p>
<b>Responsibility and autonomy</b>	<p>7) Professional responsibility towards the customer, company, implemented projects, products and services.</p> <p>8) Professional responsibility of updating and maintaining marketing knowledge throughout the lifetime.</p>

Map of program goals and learning outcomes: Fill in the table below:

## საკანმანათლებლო პროგრამა

Program Objectives	Learning Outcome 1	Learning Outcome 2	Learning Outcome 3	Learning Outcome 4	Learning Outcome 5	Learning Outcome 6	Learning Outcome 7	Learning Outcome 8
(1)	X	X						X
(2)	X	X	X	X	X	X	X	
(3)			X					X

**Learning Outcome Map:** [Fill in the table below, where the competencies achieved through of each curriculum / module / practice / research component are listed.]





## საგანმანათლებლო პროგრამა

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## საგანმანათლებლო პროგრამა

### Learning Outcome Map

course / module / practice / research component	List of competencies		
	Knowledge and understanding	Skill	Responsibility and autonomy
<p>for assesement we have following rubrics:</p> <p><b>I = Introduced (გაცნობა)</b></p> <p><b>D = Deepen (გაღრმავება)</b></p> <p><b>M = Mastered (განმტკიცება)</b></p>			
Managerial Economics	I/D	I/D	
Quantitative Analysis for Business	I/D	I/D	I/D

## საკანმანათლებლო პროგრამა

Professional Writing	I	I/D	I/D
Strategic Management	I/D	I/D	
Business Research Methods	I/D	I/D	
Marketing Cases and Analyses	I	I/D	I/D
Digital Marketing	I	I/D	I/D
Use of Social Media	I	I/D	I/D
Strategic Management of Human Resources	I/D	I/D	
Financial Management	I/D	I/D	
Marketing Plan and Analysis	I/D	I/D	I/D
Strategic Marketing Cases and Analysis	I/D	I/D	
Advanced Project Management	I/D	I/D	
Master Thesis	D/M	D/M	D/M

### Methods of achieving the learning outcomes:

The learning components of the program are implemented using the following teaching / learning methods:

**Lecture** - basic theoretical materials, concepts, etc. discussed with an active student engagement. It is mainly focused on a thorough study of scientific theories and approaches of the study material. In-depth analysis of topics with the use of brainstorm and various interactive techniques to engage students actively in discussions, clear imagination and understanding of topics examined.

## საკანმანათლებლო პროგრამა

**Teamwork** - Teamwork develops the knowledge and skills to plan and deliver specific tasks in a collaborative environment. While working in a group, case studies, quizzes, exercises are conducted, examples are discussed to help students develop group problem-solving skills, which in turn builds and develops teamwork skills, considering / sharing others and mastering correct communication competencies.

**Practical / laboratory work** - in-depth analysis of relevant examples, case studies and video review of the activities, finding ways of solutions, which provides students with skills of using acquired knowledge in practice and the development of creative and analytical thinking.

**Seminar** - The purpose of the seminar is to give students a real opportunity of better understanding and analyzing the issues and topics they have during the lectures. Seminar is a means of transferring knowledge, during which discussions are held, conclusions are drawn and the lecturer coordinates the process in a deliberate way. Seminar work is carried out in parallel with the transferring of lecture material.

**Independent work** - Independent work can enhance and deepen the knowledge acquired during the lecture. Independent work involves finding, reading, comprehending and studying material using guides or other sources of information, as well as doing homework during the lecture. All of this fosters an interest towards the topics, desire to study the issues independently which can stimulate independent thinking, analysis and conclusions.

These learning / teaching methods are implemented using the following activities:

**Presentation (by the lecturer)** - means the narration and conversation in which information is transmitted from teacher to student. In this process, the lecturer delivers materials through words, explains the teaching material and students actively perceive and absorb it through reading, remembering and understanding. It is important to ensure that the lecturer has a correct understanding of the information. Additional instructions may be provided if necessary. The lecturer gives specific examples and detailed explanations.

**Demonstration** - Visual presentation of information during demonstration. It is quite effective in terms of achieving results as it takes into account different types of student interests. In most cases it is best to deliver the material simultaneously by audio and visual aids. Teaching

## საკანონმდებლო პროგრამა

material can be demonstrated by both – a teacher and a student. This method helps us to identify different levels of perception of the learning material, to specify what students will do independently; At the same time, this strategy visually illustrates the essence of the topic / problem.

**Induction** - The main purpose of induction is to identify and formulate general principles or bases by which a student can discuss processes and explain events based on generalization of specific facts and cases. In the process of learning, the mental activity is directed from specific aspects towards generalized ones.

**Deduction** - a traditional teaching-learning approach when the lecturer is the main source of information and under his guidance students are introduced to general theories; As a result, through logic and analysis they seek to find concrete examples, acquire knowledge, and develop relevant skills. Deduction defines any form of knowledge transfer that is a logical process of discovering new knowledge based on general approaches. The process proceeds from general to concrete.

**Analysis** - Many of the scientific disciplines in the modern world have become complex; Accordingly, courses that study them also require complex approaches. The method of analysis helps to break down the material into both multidisciplinary and interdisciplinary courses. This approach makes it possible to divide the study into separate aspects; This simplifies the detailed coverage of specific issues within the complex problem.

**Synthesis** - its purpose is to form a single whole approach by grouping of separate issues. This method helps to perceive the problem as a whole.

**Case Study** – Active situational analysis which provides students with the opportunity to study the essence of the topic discussed, analyze possible approaches and means of problem solving, identify, select, and substantiate specific strategies of action by examining real-life case studies, find out goals and expected results. The "case" is a context and it is itself a tool that enables students to apply the knowledge gained during a particular course to a practice, that is, to the real-world situations.

**Brain storming** - It is the formation of many different opinions regarding a particular issue. It promotes a creative approach when students try to perceive and discuss issues in a comprehensive way. This approach ensures maximum involvement of each team member in the learning process. It is particularly effective in the context of multiple groups.

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**Discussion / debate** - one of the most common tools of interactive learning. The discussion process dramatically enhances the quality and activity of student engagement. In the course of the discussion different opinions are examined and the process is not limited to asking questions to the teacher. The ultimate goal is also to find a common ground. This method develops the student's ability to reason and elaboration.

**Simulation, role-playing and situational games** - a type of activity that includes business (role-playing) games, didactic or educational games, game situations (situational games), gaming techniques and procedures. Games based on a pre-designed scenario allow students to look at issues from different perspectives. It helps them to form an alternative viewpoint. These games also develop the student's ability to express and defend their opinions independently.

**Project** - is a set of learning-cognitive tools that enable problem solving in the context of the student's independent activities and the necessary presentation of results. Teaching this method increases students' motivation and responsibility. Project work involves planning, research and presenting of results according to the chosen topic. The project will be considered implemented if its results are presented in a visible, convincing and concrete manner. It can be performed individually, in pairs or in groups. After completion, the project will be presented to a wider audience.

**Presentation (by student / student)** - Considering the development of modern technologies, presentation is one of the most interactive and most effective approaches. It is a set of learning-cognitive tools that enable problem solving in the context of independent student performance and presentation of results. It enhances students' motivation towards independent work, as well as develops specific skills - planning, conducting research, and presenting data or arguments in a convincing manner. It also develops the ability to work individually or in groups.

**E-learning** - involves teaching and learning by using the Internet and multimedia. It covers all the components of the teaching process that are delivered through the Internet and specific multimedia tools.

**Task Solving** - gradual study of theoretical material through solving specific tasks which is the basis for developing the skills in order to use the theoretical material independently. During practical classes the teacher focuses on the problem-solving methodology, the use of appropriate techniques in calculations.

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**Teamwork** - involves grouping students and giving them instructional assignments. Members of groups work individually on topics and share their views with the rest of the group. Depending on the task set out, it is possible to redistribute functions among members during the group work. This strategy ensures maximum involvement of all students in the learning process.

**Individual work** - Working individually on the activities specified in the learning process and on assignments in the learning process.

**Work on Books** - A learning / teaching tool actively used in the learning process where the student works on the material provided in the literature and other sources.

**Student Knowledge Assessment System:** The purpose of assessment is to qualitatively determine student learning outcomes in relation to the goals and parameters of the academic program.

Assessment of student knowledge is done orally and / or in written form. Maximum grade for the course / component is 100 points. The assessment implies an intermediate and final assessment of totally 100 points.

Assessment system comprises of:

a) Five types of positive assesment

- 1) (A) excellent - 91 - 100 points;
- 2) (B) Very good - 81 - 90 points of maximum assesment;
- 3) (C) 71 - 80 ქულა; Good - 71 - 80 points of maximum assesment;
- 4) (D) Satisfactory - 61 - 70 points of maximum assesment;
- 5) (E) Sufficient - 51 - 60 points of maximum assesment.

b) Two types of negative assesment

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- 1) (FX) Could not pass - 41 - 50 points, which means that the student needs to work more to pass and is allowed to take an additional exam once;
- 2) (F) Failed - 40 and less points of the maximum assesment, which means that the student's work is not sufficient and the subject has to been re-taken.

The margin of competence is set for midterm and final assessments. The minimum share of the final competence assessment margin shall not exceed 60% of the final assessment.

Score distribution of midterm[ and final grades, their minimum competence margins and evaluation rubrics are listed in the relevant component syllabus.

Credit can only be obtained after the student has achieved the syllabus learning outcomes, considering the following requirements:

- a) In case of exceeding the minimum competence limit of midterm and final assessments;
- b) In case of accumulating at least 51 points out of maximum 100 points.

The student can be admitted to the additional examination if he / she has scored 41-50 out of maximum 100 points or at least 51 points, but has not exceeded the minimum competency limit set for the final exam.

The format of midterm and final assessment components and the evaluation criteria are determined according to each syllabus / research component / practice syllabus, taking into account their specificity and following the criteria provided above.

### Research component evaluation:

The work is evaluated with maximum 100 points. The work is evaluated once by means of final assesment. In case of (FX) assessment, the student is allowed to submit the re-considered master's thesis during the following semester, and in case of receiving (F), loses the right to submit the same thesis.



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The evaluation criteria for the master thesis are:

Criteria	Maximum possible evaluation
Topicality	10 points
The practical importance of research	10 points
Its theoretical significance	10 points
Novelty	10 points
Depth of research problem analysis and the originality of the findings	15 points
Plausibility of research results (statistical processing of experiments / data, reasoning)	5 points
Presentation of the material during the defense (logical reasoning, presentation structure, clear speech, presentation of key terms, etc.)	15 points

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Adequate answers to questions during defense, justification of opinions, knowledge of terminology	15 points
Effectiveness of visual aids used during the presentation	10 points
<b>total</b>	<b>100 points</b>

### learning process planning specificities:

The 122 credits provided by the program are distributed during 2 academic years, 4 semesters, with 30 credits per semester (varying from 28 credits to 34 credits per semester).

Compulsory courses - 82 credits, in the third semester student takes practice - 10 credits, which will be compulsory for those students who are not employed in the marketing direction, but if the student is employed by the company in marketing direction then he/she may take other elective courses. In the final semester student prepares master's thesis and its public defence - 30 credits.

Courses of the elective component of the specialty - out of the 60 credits offered, the student can obtain 10 elective course credits.

**Information regarding the material resources required for implementation of the educational program:** The International Black Sea University has a material-technical base that ensures the proper functioning of the teaching process:

- ✓ Auditoriums and laboratories equipped with projectors and other learning resources;
- ✓ uninterrupted internet computer center;
- ✓ Conference and seminar halls;
- ✓ University Library equipped with modern technologies, internet and rich printed and e-book collection;
- ✓ Relevant slides of the lecture materials provided by the lecturers during provided in the University Electronic Database (Smart);
- ✓ Other material resources owned by the University;

## საგანმანათლებლო პროგრამა

✓ The obligatory literature indicated in the syllabuses is available in the University Library, which are also provided within the electronic library; IBSU is a registered member of the following electronic libraries:

✓

- Scopus;
- Science Direct;
- Scival Funding (Funding institutional)
- Cambridge Journals Online
- Edward Elgar Publishing Journals and Development Studies e-books
- Edward Elgar Publishing Journals
- SAGE Journals
- IMechE Journals
- Royal Society Journals Collection
- e-Duke Journals Scholarly Collection
- Mathematical Sciences Publishers Journals
- Openedition Journals
- Heinonline

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In addition, all the conditions for extracurricular activities (sports, arts, social activity) are provided at the university;

### teaching plan

Training course / module / practice / research component	Status	a m o u n t	Credits Distribution according to courses and semesters	Distribution of hours	C o n t a c t h o u
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		o f c r e d i t s	Year I		Year II		Contact hrs.				Indep ende nt work	T o t a l h o u r s	rs p e r w e e k	
			I s e m e s t e r	I s e m e s t e r	I s e m e s t e r	I s e m e s t e r	L e c t u r e / C o u n s e l i n g	W o r k s h o p / G r o u p W o r k / P r a c t i c a l w o r k	M i d - t e r e x a m	F i n a l E x a m				T o t a l c o n t a c t h r s
<b>Training component</b>	<b>Mandato ry</b>													
<b>Mandatory training courses</b>	<b>Mandato ry</b>	<b>82</b>												
Managerial Economics	Mandato ry	8	8				24	18	2	2	46	154	200	3
Quantitative Analysis for Business	Mandato ry	8	8				18	40	2	2	62	138	200	4
Professional writing	Mandato ry	6	6				11	19	2	2	34	116	150	2
Strategic Management	Mandato ry	8	8				25	18	2	2	47	153	200	3
<b>Business Research Methods</b>	<b>Mandato ry</b>	<b>5</b>		<b>5</b>			20	25	2	-	47	78	125	3
Marketing Cases and Analysis	Mandato ry	5	5				11	32	2	2	47	78	125	3

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<b>Digital Marketing</b>	Mandatory	5			5		30	15	2	2	49	76	125	3
Social Media Usage	Mandatory	5			5		28	14	2	2	46	79	125	3
<b>Strategic Management of Human Resources</b>	Mandatory	6			6		30	13	2	2	47	103	150	3
Financial Management	Mandatory	8	8				24	21	2	2	49	151	200	3
<b>Marketing Plan and Analysis</b>	Mandatory	6		6			17	26	2	2	47	103	150	3
Strategic Marketing Cases and Analysis	Mandatory	6			6		30	15	2	2	49	101	150	3
<b>Advanced Project Management</b>		6		6			23	18	2	2	45	105	150	3
<b>Elective courses</b>	Ellective	10		5 / 5 / 6 / 6										
Neuromarketing	Ellective	6		*			24	21	2	2	49	101	150	3
Competition and Regulatory Law	Ellective	5		*			15	15	2	2	34	91	125	3
Electro Business	Ellective	6		*			27	16	2	2	47	103	150	3
Public Relations Cases and Analysis	Ellective	5		*	*		14	28	2	2	46	79	125	3
Holistic Marketing	Ellective	6		*			30	15	2	2	49	101	150	3
Branding Methods and Analysis	Ellective	5		*			30	15	2	2	49	76	125	3
Pricing Policy and Tactics	Ellective	6		*			12	16	2	2	32	118	150	3
Business Simulations and Analysis	Ellective	6		*			12	16	2	2	32	118	150	3
Three-dimensional Design and Product Development	Ellective	5		*			30	15	2	2	49	76	125	3
Practice	Ellective	10		*				144		1		105	250	8



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<b>Research Component - Master Thesis</b>	<b>Mandato ry</b>	<b>30</b>				<b>30</b>					<b>32</b>	<b>718</b>	<b>750</b>	
<b>სულ</b>		<b>122</b>												

**Note:**

- If a master's degree student does not work in marketing, he / she elects internships (10 credits), if a master's degree student is employed in the marketing department, he / she can choose 2 elective disciplines (5 or 6 credits).**

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### List of Prerequisites

Course	status	ECTS	Prerequis.its	Sem
<b>Mandatory training courses</b>	<b>Mandatory</b>	<b>82</b>		
Managerial Economics	Mandatory	8	No	1
Quantitative Analysis for Business	Mandatory	8	No	1
Professional writing	Mandatory	6	No	1
Strategic Management	Mandatory	8	No	1
Business Research Methods	Mandatory	5	Quant.Analys.f.b us.	3
Marketing Cases and Analysis	Mandatory	5	No	1
<b>Digital Marketing</b>	Mandatory	5	Mark.cas.and analys.	3
Social Media Usage	Mandatory	5	Mark.cas.and analys.	3
<b>Strategic Management of Human Resources</b>	Mandatory	6	No	3
Financial Management	Mandatory	8	No	1
Marketing Plan and Analysis	Mandatory	6	Manager.Econom ics	2



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Strategic Marketing Cases and Analysis	Mandatory	6	Mark.cas.and analys.	3
Advanced Project Management	Mandatory	6	No	2
<b>Elective courses</b>	<b>Ellective</b>	<b>10</b>		
Neuromarketing	Ellective	6	Mark.cas.and analys.	3
Competition and Regulatory Law	Ellective	5	no	2
Electro Business	Ellective	6	Mark.cas.and analys.	2
Public Relations Cases and Analysis	Ellective	5	Mark.cas.and analys.	2
Holistic Marketing	Ellective	6	No	3
Branding Methods and Analysis	Ellective	5	Mark.cas.and analys.	3
Pricing Policy and Tactics	Ellective	6	a)quant.analysb)man.	3
Business Simulations and Analysis	Ellective	6	Str.manag.	3
Three-dimensional Design and Product Development	Ellective	5	Mark.cas.and analys.	3
Practice	Ellective	10	Previous semest oblig.cources	3
<b>Research Component - Master Thesis</b>	<b>Mandatory</b>	<b>30</b>	<b>All obligatory cours.</b>	<b>4</b>
<b>სულ</b>		<b>122</b>		

## საგანმანათლებლო პროგრამა

### Information on the human resources necessary for the implementation of the educational program

Course	Code	Lecturer(s)	Basic Literature
Quantitative Analysis for Business	FIN1016	Affiliated professor Doctor Tatiana Papiashili	Render, Stair, Hanna – Quantitative Analysis for Managers, 11 <sup>th</sup> Edition, Pearson Education, 2012
Business Research Methods	BUS1008	Dr. Avtandil Gagnidze Affiliated Associated Professor Dr. Dr. Nikoloz	Saunders, M., Lewis, P., & Thornhill, A. (2009). Research Methods for Business Studentes (5th ed.). London: Pearson Education.



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		Parjanadze, Affiliated Professor	
Marketing plan and analysis	MKT1001	Affiliated Associated Professor Kakhaber Jakeli	John Westwood, “How to Write a Marketing Plan: Carry Out a Marketing Audit; Establish Objectives and Strategies; Create an Effective Plan (Creating Success)” 2011
Holistic Marketing	MKT1008	Affiliated Associated Professor Irakli Khvtisiashvili, MA	<ul style="list-style-type: none"> <li>Kotler P. and Keller K. (2012) Marketing management, 14<sup>th</sup> edition, Prentice Hall</li> </ul> <p>Vanessa Fox – Marketing in the age of Google: your online strategy is your business strategy</p>
Social Media Usage	MKT1007	Affiliated Associated Professor Kakhaber Jakeli	Dave Evans and Jake McKee (2010) Social Media Marketing <b>The Next Generation of Business Engagement; Advertising and Promotion</b> George Belch , Michael Belch
Marketing Cases and Analysis	MKT1006	Affiliated Associated Professor Assoc. Prof. Kakhaber Jakeli	<ul style="list-style-type: none"> <li>Anthony G. Bennett “The Big Book of Marketing ” 2010</li> </ul> <p><u>Strategic Marketing Problems: Cases and Comments (12th Edition)</u> by Roger Kerin and Robert Peterson (Hardcover - Aug 14, 2009)</p>
Branding Methods and Analysis	MKT1003	Irakli Khvtisiashvili, MA	<ul style="list-style-type: none"> <li>Alina Wheeler: Designing Brand Identity: An Essential Guide for the Whole Branding Team. 2009</li> <li>Anthony G. Bennett “The Big Book of Marketing ” 2010</li> </ul>
Advanced Project Management Course	MGT1002	Nino Gorgadze, MA	1. Heagney, Joseph (2012) Fundamentals of project management / Joseph Heagney. — 4th ed. 2012PmBok 5 <sup>th</sup> edition, PMI, <a href="http://www.pmi.org">www.pmi.org</a>

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Public Relations Cases and Analysis	MKT1004	Affiliated Professor Dr. Nika Makharashvili, Affiliated Professor	Exploring Public Relations by Ralph Tench and Liz Yeomans. Pearson Education. UK. 2017
Business Simulations and Analysis	FIN1005	Affiliated Associated Professor Irakli Khvtisiashvili, MA	Harvard Business School Simulations
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Neuromarketing	MKT1123	Affiliated Associated Professor Irakli Khvtisiashvili, MA	<ul style="list-style-type: none"> <li>• Bitbrain (2019) 20 popular heuristics and cognitive biases, Bitbrain, e-source: <a href="https://www.bitbrain.com/blog/cognitive-biases">https://www.bitbrain.com/blog/cognitive-biases</a></li> <li>•</li> <li>• Harvard Business Review (2018) Choosing an Advertising Research Strategy for Intuit Inc., Ivory Publishing, media and neuromarketing, p. 1-9</li> <li>•</li> </ul>



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E-business		MKT1123 Assoc. Prof. Kakhaber Jakeli	<ul style="list-style-type: none"> <li>• Kuz, Martin (2016) Introduction to E-Commerce : Combining business and information technology</li> </ul>
Strategic Management	BUS 1015	Affiliated Professor Ilyas Chiloglu	Fred R. David, Forest R. David. (2015). Strategic Management: Concepts and Cases. Pearson
Professional writing	BUS1008 / 700041	Affiliated Associated Professor Nick Parjanadze	<p>Parija, S. C., &amp; Kate, V. (Eds.). (2018). Thesis Writing for Master's and PhD Program. Singapore: Springer.</p> <p>Biggam, J. (2015). Succeeding with Your Master's Dissertation: A Step-by-Step Handbook. (3rd Ed.) Maidenhead: Open University Press.</p> <p>Saunders, M., Lewis, P., &amp; Thornhill, A. (2016). Research Methods for Business Studentes (5th ed.). London: Pearson Education.</p> <p>IBSU. (2018). Guidelines for Thesis Writing - IBSU Regulations on Thesis Writing. Tbilisi: International Black Sea University.</p>
Digital Marketing	MKT1028	Affiliated Associated Professor Kakhaber Jakeli	1. Simon Kingsnorth (2019) Digital Marketing Strategy - An Integrated Approach to Online Marketing EAN: 9780749484224, Edition: 2, Published: 3rd April 2019
Strategic Marketing Cases and Analysis	MKT1125	Associated Affiliated Professor Irakli Khvtisiashvili	<p>1. Chernev A. (2014) Strategic Marketing Management, 8th/E; Published by Cerebellum Press, USA,</p> <p>2. Hooley G.J et al (2008) Marketing Strategy and competitive positioning, Fourth Edition, Prentice Hall International UK.</p>



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Branding Methods and Analysis	MKT1003	Associated Affiliated Professor Irakli Khvtisiashvili	<ol style="list-style-type: none"> <li>1. Brand Management: Research, Theory and Practice by Tilde Heding, Charlotte F. Knudtzen, et al.   Dec 3, 2015</li> </ol>
Business Simulations	FIN1005	Irakli Khvtisiashvili	Harvard Business School Simulations
Competition and Regulatory law	FIN1001	Solomon Menabdishvili	<ol style="list-style-type: none"> <li>1. Competition Law, Richard Whish, 7th Edition, 2012 Oxford</li> <li>2. Article: "State Aid Control in Georgia (law review and case study)", European Competition Law Review, Volume 38: Issue 3 2017</li> </ol>
Three-dimensional Design and Product Development	MKT 1127	Gela Pataraiia	Lab. Works, e-sources, John M. Blain – The Complete Guide To Blender Graphics

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Practice		Marketing Program Head: Kakhaber Djakeli , Affil.Assoc.Prof.Dr.	
Master thesis	MGT1222	Affiliated professors and associated proffesors of the program	
Pricing Policy and Tactics	MKT1126	Nino Jojua	<ol style="list-style-type: none"> <li>1. The Strategy and Tactics of Pricing: New International Edition, 5th Edition, by Thomas T. Nagle, John Hogan, and Joseph Zale. Taylor &amp; Francis Group, 2016</li> <li>2..Pricing and Revenue Optimizatio, Phillips, Robert Stanford University Press 2005</li> <li>3.. Pricing as a Capability; MIT Sloan Reprint 433</li> <li>4.. The ROI of Pricing : Measuring the Impact and Making the Business Case; Liozu, Stephan; Hinterhuber, Andreas Routledge 2014, pp 8-30; 142-149;</li> <li>5.. Estimation of Willingness-to-Pay Theory, Measurement, and Application; Christoph Breidert; 2005; Chapter 4 Measuring Willingness-to-Pay, pages 39-59</li> <li>6. Christoph Breidert , Michael Hahsler , Thomas Reutterer: A review of methods for measuring willingness-to-pay; Innovative Marketing, 2006</li> <li>7. Price War: Understanding Causes, Effects &amp; Possible Countermeasures ; Andreas Krämer 2017</li> <li>8. How to fight Price War; AR Rao, 2000</li> </ol>



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