

Marketing

Name of the Educational Programme:	Marketing	
Awarded Qualification:	Master of Business Administration in Marketing	
Credit Value of the Programme:	English	
Language of Education:	122	
Programme Admission Preconditions:	<p>A person can become a student of a Master program if he/she has a bachelor or equivalent degree. Student enrollment is conducted according to the Georgian legislation - based on the results of the Unified National 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)</p> <p>In addition, the applicant should pass the University internal exam in specialty and English language (B2 level). Those students who have graduated from English Language Educational Program within the last 3 years and their GPA is at least 75 (out of 100) or 3 (out of 4) will be exempt from the English language requirement, as well as if student is a citizen of a country, where first/second official language is English, or presented certificate of exam which correspondent to B2 level and holds an international certificates is exempted from passing the language exam. Detailed information is available at IBSU.R04 REGULATION for MASTER'S EDUCATION or/and Appendix 1.1.</p> <p>Internal Exams points in Specialty and English Language are distributed in accordance with the following coefficient: 60% -40% respectively</p>	
Purpose of the Programme:	<ol style="list-style-type: none"> 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. 	
Learning outcome	Knowledge and understanding	<ol style="list-style-type: none"> 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. 2) Divide and compare quantitative characteristics of consumer markets into consumer segments, categories, clusters, identify customer motivation, conduct

		<p>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>
	Skills	<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>
	Responsibility and autonomy	<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>
Evaluation Criteria	<p>The purpose of assessment is to qualitatively determine student learning outcomes in relation to the goals and parameters of the academic program.</p> <p>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.</p> <p>Assessment system comprises of:</p> <p>a) Five types of positive assesment</p> <p>1) (A) excellent - 91 - 100 points;</p> <p>2) (B) Very good - 81 - 90 points;</p> <p>3) (C) Good - 71 - 80 points;</p> <p>4) (D) Satisfactory - 61 - 70 points;</p> <p>5) (E) Sufficient - 51 - 60 points.</p> <p>b) Two types of negative assesment</p> <p>1) (FX) Could not pass - 41 - 50 points, meaning that the student needs to work more to pass and is allowed to take an additional exam once;</p> <p>2) (F) Failed - 40 and less points, meaning that the student's work is not sufficient and the subject has to been re-taken.</p>	

	<p>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.</p> <p>Score distribution of midterm[and final grades, their minimum competence margins and evaluation rubrics are listed in the relevant component syllabus.</p> <p>Credit can only be obtained after the student has achieved the syllabus learning outcomes, considering the following requirements:</p> <p>a) In case of exceeding the minimum competence limit of midterm and final assessments;</p> <p>b) In case of accumulating at least 51 points out of maximum 100 points.</p> <p>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.</p> <p>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.</p>
Field of Employment:	<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>

Training course / module / practice / research component	Status	amount of credits	Credits Distribution according to courses and semesters		Distribution of hours			Contact hours per week
			Year I	Year II	Contact hrs.			

