

## Career Prospects

Graduates of the Bachelor of Business Administration program in Marketing build thriving careers across diverse sectors of the economy.

With a strong foundation, they embark on roles such as Marketing Specialists, Advertising and Marketing Managers, Digital Marketing Managers, Social Media Marketing Managers, and Market Research Experts. Additionally, opportunities extend to Sales Management and Analysis, Brand Management, Public Relations Management, and Project Management.

Recent graduates have been employed in esteemed national and international institutions such as DDB Azerbaijan, McCann Azerbaijan, Advert / Y & R Baku, Baku Coca-Cola Bottlers, and prominent telecommunication companies like Azercell, Bakcell, and Azerfon. Equipped with a versatile skill set and relevant experience, our alumni continue to make their mark in the dynamic world of marketing and beyond.

## Tuition Fee

Please see <https://international.khazar.org/> or scan the QR code.



## Student Support

- Visa support
- Accommodation
- Welcome Events
- Health Care Center
- Psychological Counseling Center
- Library Information Center
- Student Ombudsman
- Center for Students with Disabilities



**Adila Mammadzada**  
4th year student

### BBA in Marketing

“ Choosing marketing as my specialty at Khazar University has been incredibly rewarding. The emphasis of Khazar University on quality education and practical experience stood out to me. The challenges push students to think creatively, and the dedicated teachers with international expertise share real-world insights.

The seminars, internships, and career fairs facilitate networking and hands-on learning. Through Khazar University's holistic approach, I have gained theoretical understanding and practical skills, setting a strong foundation for my future endeavors.”

## Scholarship Opportunities

Khazar University provides a number of merit-based scholarships. Please visit the website through QR code for more information on how Khazar University seeks to make your education affordable.

Full Scholarships are offered by the Government of the Republic of Azerbaijan for citizens of Non-Aligned Movement and Organization of the Islamic Cooperation countries.

### Contact Us

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### Admission

Khazar University offers a variety of programs and a welcoming environment for expanding your horizon. More detailed information on entry requirements can be found at: <https://international.khazar.org/>

For more Scholarship opportunities visit the website through Qr code



**Marketing**  
**Bachelor Studies**

# Why study at Khazar University?

## 1 Top-ranked Azerbaijani University in the world international rankings

The top university in Azerbaijan, according to the 2022 QS Emerging Europe and Central Asia University Rankings.

Ranked 601-800 in Times Higher Education Impact Rankings 2023. Placed in 301-400 tier in SDG4 Quality Education.

Khazar University is the sole Azerbaijani higher education institution that has been ranked among the top 150 world's younger academic institutions by QS Top 50 Under 50 University ranking.

Khazar's School of Economics and Management, one of the leading business schools in Eurasia & Middle East, was placed in the 1st place among the business schools in Azerbaijan in the Eduniversal Best Business Schools Ranking 2022.

## 2 Highly qualified faculty

Highly skilled teaching staff bring their real-world experience to the classroom.

## 3 Strong links with businesses

Giving students the benefit of cutting-edge insights into the subject.

## 4 International vibrant environment

International students from more than 35 countries.

## 5 Wide choice of degree programs

45 bachelor's and master's programs taught in English.

## 6 International exchange opportunities

Khazar has 216 partner universities in 52 countries.

## 7 Successful graduates

Nearly 85% of Khazar BBA in Marketing alumni are employed within 6 months after graduation.

## 8 Fantastic student support services

In 2023, Khazar University received a commendation from the Ministry of Science and Education for its enhanced support to international students over the past five academic years.

## 9 Active students' life

More than 20 student clubs and organizations brighten up student life.

## Program Overview

The Bachelor of Business Administration in Marketing is designed to provide students with a comprehensive understanding of marketing principles and strategies. This program equips students with skills to analyze market trends, develop effective marketing campaigns, and manage brand communication. Through a blend of theoretical knowledge and practical experience, students learn about consumer behavior, market research, digital marketing, advertising, and product management. Graduates of this program are prepared for roles in areas such as marketing, sales, market research, and advertising, across various industries.

### Curriculum

#### Length of Studies:

4 years (256 ECTS\*)

#### University Requirements:

54 ECTS

#### General Education Requirement:

42 ECTS

#### Major Requirements:

160 ECTS

#### Core courses:

94 ECTS

- Marketing
- Business and Professional Communication
- Consumer Behavior
- Advertising
- Sales Management
- Retail Marketing
- Marketing Research
- Digital Marketing
- Marketing Strategy and others

#### Electives: 60 ECTS

- International Business
- International Marketing
- Operations Management
- Project Management
- Leadership Principles and Applications and others

#### Internship: 6 ECTS

\*European Credit Transfer and Accumulation System (ECTS)

#### Semester dates

##### Fall semester:

**September 15 – December 30**

##### Spring semester:

**February 10 – May 31**

For Academic Calendar please scan the QR code.

