

Programme updated on 01.03.2025

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| Name of the Educational Institution | Legal Entity of Public Law – Batumi Shota Rustaveli State University |
| Name of the Educational Programme | Marketing |
| Qualification to be Awarded | Master of Business Administration (MBA) in Marketing |
| Programme Coordinator(s) | Gela Mamuladze – Professor, e-mail: mamuladze.gela@bsu.edu.ge |
| Programme Structure / ECTS Volume | 120 ECTS |
| Language of Instruction | Georgian |
| Admission Prerequisites to the Educational Programme | Unified Master's Examination; Internal university examinations: foreign language – B2 level, and specialty exam; Enrolment through mobility; Admission without Unified National Examinations, in accordance with the procedure established by law. |
| Aim of the Educational Programme | To prepare a competitive marketing specialist with competencies that meet labour market requirements, and with research and creative skills, who will be able to be employed in enterprises/institutions of any organisational-legal form; To provide the graduate with deep and systematic knowledge of the processes of exchange of goods and services between organisations and/or individuals, as well as of the characteristics and needs of consumer behaviour; To enable the graduate, for the purpose of making managerial decisions, to collect, critically analyse and evaluate information on strategies for creating value, pricing, communication and delivery for the target market, and to formulate conclusions; To enable the graduate to study and work by using the principles and skills of both individual and team work, and to ensure his/her own professional development. |
| Learning Outcomes | Examine in depth marketing concepts, research methods, the principles and strategic directions of marketing activities, marketing mix programmes, and product competitiveness strategies; On the basis of analysis of a company's marketing needs, recognise the necessity of using digital marketing tools for individual market segments, and formulate the principles of business ethics and social responsibility; Link innovative marketing concepts and strategies for introducing innovative products to new markets with the characteristics of innovative markets, and generate innovative ideas for business management; |

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| | <p>For the purpose of making marketing decisions, analyse the situation on the relevant market and the peculiarities of consumer behaviour;</p> <p>Analyse competitive strategies for creating and delivering product value;</p> <p>When making decisions, be guided by the principles of business ethics.</p> |
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