

Name of the Educational institution	Shota Rustaveli State University Address: №35 Rustaveli st. Batumi 6010, tel / Fax: (+995 222) 27 17 87 e-mail: info@bsu.edu.ge
Title of Educational Program	Marketing
Qualification awarded	<i>Bachelor of Business Administration</i>
ECTS	BA Marketing program includes 240 ECTS: Core training courses - 180 ECTS (160 compulsory credits and 20 ECTS elective courses), Minor / Elective Courses 60 ECTS.
Goal of Educational Program	The objective of the BA educational program Marketing is to train highly competent modern, competitive, easily adaptable to changing professional environment specialists who will be able to carry out marketing operations of any organization /establishments.
Learning outcomes (GENERAL AND TRANSFERABLE SKILLS)	<p>Generic competences have extensive knowledge of the profession, critical thinking and critical approaches to the theories and principles, understands the package problems of the study area, is able to apply specific or general methods for problem solution, is able to carry out research or practical project according to the instructions, is able to collect and analyze the data and come up with a justified conclusions. Is able to draw a detailed report on the challenges and solutions, as well as is able to orally communicate them in Georgian and foreign languages; Is able to effectively and creatively use computer technologies.</p> <p>STUDY AREA COMPETENCES Has extensive knowledge of the key Marketing principles, methods of international marketing, planning og social, innovative and strategic marketing, pricing, branding, marketing communications, market analysis, segmenting and other significant issues. Has skills to effectively use marketing communications, to speak about marketing problems with arguments, to work in a team; Has skills to analyze marketing operations, to independently carry out marketing research, to process information, to outline correct priorities in the marketing, to establish communication between the customers and the community, skills of pricing, sales organization and management.</p>
Assessment criteria	Assessment rules: A) Excellent - 91 points or more; B) very good - 81-90 points; C) good - 71-80 points; D) fair - 61-70 points; E) satisfactory - 51-60 points. (FX) fail - 41-50 in this case the students are allowed to retake the exam. (F) Fail - 40 points or less - the student has to retake the course
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