

Marketing

One of the specialties at the Faculty of Economics and Management of Mingachevir State University is Marketing.

Students with a bachelor's degree in marketing learn to conduct market research to produce and sell the products and services needed to meet consumer demand. Marketing professionals are called marketers or market researchers. Marketers can work in a variety of business organizations, mostly engaged in business activities. Marketing specialists have knowledge and skills such as conducting marketing research, modeling consumer behavior and market segmentation, marketing communication system, product distribution and sales channel formation, strategic marketing planning process.