

O‘ZBEKISTON RESPUBLIKASI
OLIV TA‘LIM, FAN VA INNOVATSIYALAR VAZIRLIGI
SAMARQAND DAVLAT ARHITEKTURA – QURILISH UNIVERSITETI

“KELISHILGAN”
O‘quv ishlari bo‘yicha
prorektor _____
M.T.Shodmonqulov
Ro‘yxatga olindi. № 211A
«29» avgust 2025 yil



MARKETING

FAN DASTURI

Bilim sohasi:	400000	Biznes, boshqaruv va huquq
Ta‘lim sohasi:	410000	Biznes va boshqaruv
Ta‘lim yo‘nalishi:	60411300	Biznesni boshqarish (tarmoqlar bo‘yicha)

Kurs ma'lumotlari
Course Information Form

Modul kodi Code BIZ3100	O'quv yili 2025-2026	Semestr 5	ECTS – Kreditlar 4		
Modul turi Majburiy	Ta'lim tili O'zbek/rus		Auditoriya soatlari		Mustaqil ta'lim (soat/hafta) Independent Education (hour/week)
Fan nomi Title	Jami yuklama	Ma'ruza (soat/hafta) Lecture (hour/week)	Amaliy (soat/hafta) Practical (hour/week)	Laboratoriya (soat/hafta) Laboratory (hour/week)	
Marketing	120	4			4

Dastlabki shart Prerequisite	Yo'q None
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Semestr Semestr	Kuzgi Autumn
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Kurs tili Course language	O'zbek, Ingliz, Rus Uzbek, English, Russian
O'quv kursi Level of Course	Uchinchi kurs Third Cycle
Ta'lim yo'nalishlari Course type	60411300 – Biznesni boshqarish (tarmoqlar bo'yicha)
Kurs toifasi Course Category	Asosiy Core Courses
Dars shakli Mode of Delivery	An'anaviy (Yuzma – yuz muloqot) Face – to – face

Ma'sul kafedra Owner academic unit	Biznesni boshqarish Business administration
Kursga ma'sul Course Coordinator	Sh.N. Jumanov
O'qituvchilar Instructor(s)	A.Z. Saydirasulov
Yordamchilar Assistant(s)	R.T. Murodov

Fanni o'qitishdan maqsad Course objectives	Talabalarni marketing, bozordagi talab va taklifning shakillanishi, marketing mixni tashkil etish tushunchalar haqida nuqtai nazar. Students' views on the concepts of marketing, the formation of market demand and supply, and the organization of the marketing mix.
Fanning mazmuni Course content	Marketing va tashkilotning asosiy masalalari: marketing evolyutsiyasi, menejment maktablari, sotish kanallari (rejalashtirish, tashkil etish, yetakchilik, muvofiqlashtiruvchi, nazorat qilish), miqdoriy maktsifatni taminlashda (qaror qabul

	<p>qilish usullari), xatti-harakatlar, maktab (aloqa, motivatsiya, etakchilik, inson resurslari), kelajagi, boshqaruv</p> <p>The main issues of marketing and organization: marketing evolution, management schools, sales channels (planning, organization, leadership, coordination, control), quantitative quality assurance (decision-making methods), behavior, school (communication, motivation, leadership, human resources), future, management.</p>
<p>Tavsiya qilingan yoki talab qilinadigan adabiyotlar ro'yxati Recommended Or Required Reading</p>	<p>Asosiy adabiyotlar:</p> <ol style="list-style-type: none"> 1. Z.T.Gaibnazarov, X.T.Buriyev. Qurilishda marketing. Darslik. Toshkent. 2021 y. 2. Ikramov M.A., Abdusalilova L.T., Nabiyeva N.M. Marketing tadqiqotlari. O'quv qo'llanma. -T.: TDIU, 2017. - 145 b. <p>Qo'shimcha adabiyotlar:</p> <ol style="list-style-type: none"> 3. G'ulomov S.S., Qosimov G'.M. Marketing ilmiy tadqiqot metodologiyasi. Darslik. – T.: TDIU, 2017.-145b. 4. Salomov S. Marketingni boshqarish (darslik). 2010. 5. Гусева М., Коготкова И. Маркетинг в строительстве М.: “Книжный мир”, 2011. <p>Axborot manbalari:</p> <ol style="list-style-type: none"> 1. www.gov.uz; 2. www.press-service.uz; 3. www.stat.uz; 4. www.ziynet.uz. 5. http://www.marketingnews.uz
<p>Tavsiya etilgan qo'shimcha dastur komponentlari Recommended Optional Program Components</p>	<p>Yo'q\ (bor bo'lsa yoziladi)</p> <p>None</p>

Kursni o'rganish natijalari
Course learning outcomes

1	<p>Ushbu kursni muvaffaqiyatli tamomlagan talabalar fan dasturi bo'yicha chuqur amaliy va nazariy bilimlarga ega bo'ladilar; Students who successfully complete this course; they will have in-depth practical and theoretical knowledge of the science program;</p>
2	<p>Globalashuv sharoitida marketing va uni boshqarish ko'nikmalariga ega bo'lishi kerak; Must have international marketing and management skills in the conditions of globalization;</p>
3	<p>Talaba global miqyosda fikrlash, xorijda tadbirkorlik sharoitlariga tez moslashishni qo'llay oladi; The student can use global thinking, quick adaptation to business conditions abroad;</p>
4	<p>Mamlakatni modernizatsiyalash, demokratik bozor islohotlarini va iqtisodiyotini liberallashtirishni yanada chuqurlashtirish; Modernization of the country, further deepening of democratic market reforms and economic liberalization.</p>
5	<p>Talabalar marketing tamoyillari, marketing konsepsiyalari mahsulot assortimentini yangilashni o'rganaadilar; Students learn the principles of marketing, marketing concepts to update the product range;</p>

6	O'z fikr-mulohaza va xulosalarini asosli tarzda aniq bayon eta olish malakalariga ega bo'ladilar. They will have the skills to express their opinions and conclusions clearly.
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No	Nazariy qism (ma'ruza mashg'ulotlari) Fan tarkibiga quyidagi mavzular kiradi:	Resurslar Related preparation
1.	Marketing fanining predmeti mazmuni va vazifalari. Marketing tushunchasi va uning paydo bo'lish tarixi haqida ma'lumotlar.	1 - adabiyot (I-bob)
2.	Marketing tamoyillari, vazifalari, funksiyalari va turlari. Marketing xossalari va qo'llash usullari.	1,4-adabiyotlar
3.	Bozor tadqiqotlari (sifat + miqdoriy) va marketing tahlili. Argumentlar yaxshi ifodalangan va bir qator dalillar bilan mantiqiy ishlab chiqilgan. Taklif etilgan kuchli va ishonchli xulosalar	https://www.nyu.edu/content/dam/nyu/globalPrgms/documents/london/academics/Syllabi/SampleSyllabi/Syl_London_MKTG-UB9001L01_Khan.pdf
4.	Marketing faoliyatini axborot bilan taminlash. Marketingda birlamchi va ikilamchi axborotlar. Axborot almashinuvi	1, 2, 5, - adabiyotlar
5.	Marketing muhiti. Marketing tamoyillari, marketing konsepsiyalari mahsulot assortimentini yangilash.	7-adabiyot (II bob), 3-adabiyot (I bob)
6.	Strategik va taktik rejalashtirish. Marketing nazorati. Strategik va taktik rejalarning farqi.	1, 2,7 – adabiyotlar
7.	Bozor konyukturasini tadqiq etish va nazorat qilish Tovar va xizmatlar uchun marketing rejasini ishlab chiqish.	2, 7 – adabiyotlar
8.	Tarqatish - Yetkazib berish va strategiya. Global miqyosda fikrlash, mahsulotlarni yetkazib berishdagi strategiyalar va ularni amaliyotda qo'llanilishi	https://www.nyu.edu/content/dam/nyu/globalPrgms/documents/london/academics/Syllabi/SampleSyllabi/Syl_London_MKTG-UB9001L01_Khan.pdf
9.	Bozor segmentatsiyasi va xaridorlar turlari. Bozor segmentatsiyasi haqida tushuncha. Segmentlarga ajratish mezonlari. Maqsadli bozor segmentlarini tanlash va tovarni bozorda joylashish pozitsiyasi.	1,3,4-adabiyotlar
10.	Tovar va tovar soiyosati. Tovar haqida tushuncha. Iste'mol tovarlari tipologiyasi. Raqobat va tovarning raqobarbardoshligi bo'yicha tushuncha.	3-4-adabiyotlar
11.	Narx va narx siyosati. Narx tushunchasi va uning mohiyati. Narx siyosatini shakllantirish va narx darajasini hisoblash uslublari. Tovarlarning yashash davri mobaynida narxlarning o'zgaruvchanligi.	1, 5, 7, - adabiyotlar
12.	Raqobat va uning turlari. Raqobat mazmuni. Raqobat turlari. Tovarning raqobat qobiliyati va uni baholash mezonlari.	7-adabiyot (II bob)
13.	Mahsulotni strategiyasi va brending. Marketing strategiyasi va axloqning ahamiyatini muhokama qilish.	https://www.nyu.edu/content/dam/nyu/globalPrgms/documents/london/academics/Syllabi/SampleSyllabi/Syl_London_MKTG-UB9001L01_Khan.pdf

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14.	Kommunikatsiya siyosati. Kommunikatsiya siyosatining mohiyati, mazmuni va masadlari. Marketing kommunikatsiyasi kompleksi va unda reklamaning o'rni.	6, 8 – adabiyotlar
15.	Reklama va sotishni rag'batlantirish. Reklama turlari. Reklama faoliyatini rejalashtirish.	1, 5,8 – adabiyotlar

Baholash jarayoni Evaluation System		
Mashg'ulot turi Activities	Soni Number	Baholash Percentage of Grade
Darsga qatnashish Attendance / participation		
Laboratoriya ishi Laboratory		
Amaliy ish (qo'shimcha vazifa) Application		
Kurs ishi Field work		
Maxsus kurs amalyoti (ish joyida) Special course internship (work placement)		
Testlar Quizzes / studio crtics		
Uyga vazifani baholash Homework assignments		
Ijodiy ish (taqdimot) Presentations / jury		
Loyiha ishi Project		
Seminar Seminar / workshop		
Oraliq nazorat Mid -Terms	2	60
Yakuniy nazorat Final	1	40
O'zlashtirish ko'rsatgichi Percentage of in – term studies		60
Yakuniy imtihon bahosi Percentage of final examination		40
Jami Total		100

ECTS taqsimoti ECTS workload table			
Topshiriqlar Activities	Soni Number	Davomiyligi (soat) Duration (hour)	Umumiy yuklama Total workload
Mashg'ulot soati	15	4	60

Course hours			
Laboratoriya ishi Laboratory			
Amaliy ish (qo'shimcha vazifa) application			
Kurs ishi Field work			
Mustaqil ta'lim (maslahat) Study hours out of class	15	4	60
Maxsus kurs amalyoti (ish joyida) Special course internship (work placement)			
Uyga vazifani baholash Homework assignments			
Testlar / Viktorina Quizzes / studio critics			
Loyiha ishi Project			
Ijodiy ish (taqdimot) Presentations / seminar			
Oraliq nazorat Mid – terms (Examination +Examination prep. Duration)			
Yakuniy nazorat (nazorat va nazoratga tayyorlanish soati) Final (examination +examination prep.Duration)			
		Jami yuklama Total workload	120
		Jami yuklama / 30 (soat) Total workload / 30(h)	120/30=4
		Kredit ECTS credit	4

Qo'shimcha eslatmalar Extra Notes	Yo'q\ (bor bolsa yoziladi) None
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Oliy ta'lim, fan va innovatsiyalar vazirligi tomonidan 2025-yil uchun tasdiqlangan xalqaro e'tirof etilgan tashkilotlarning reytingida top 300 talikka kiruvchi New York University https://www.nyu.edu/content/dam/nyu/globalPrgms/documents/london/academics/Syllabi/SampleSyllabi/Syl_London_MKTG-UB9001L01_Khan.pdf (QS-43,THE-33, ARWU-31)ning "Marketing" fani dasturi tahlil qilinib ushbu asosda fan dastur ishlab chiqildi. "Marketing" fanining dasturi tayyorlanib 3 ta mavzusi yangilandi.

Fan dastur Iqtisodiyot va boshqaruv fakultetning 2025-yil ___ - ___ dagi ___ sonli farmoyish bilan tuzulgan ishchi guruh tomonidan maqullangan.

Kafedra mudiri:

Jumanov Sh.N.

Tuzuvchilar:

Saydirasulov A.Z.

Murodov R.T.