

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ


"ЗАТВЕРДЖУЮ"
Проректор з навчально-методичної роботи
Карпа НЕМАШКАЛО

МАРКЕТИНГ

робоча програма навчальної дисципліни

Галузь знань	07 "Управління та адміністрування"
Спеціальність	073 "Менеджмент"
Освітній рівень	перший (бакалаврський)
Освітня програма	"Бізнес адміністрування"

Статус дисципліни	обов'язкова
Мова викладання, навчання та оцінювання	англійська

Завідувач кафедри маркетингу



Людмила ГРИНЕВИЧ

Харків
2022

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



MARKETING

Work syllabus of the academic discipline

Branch of Knowledge	07 "Management and Administration"
Specialty	073 "Management"
Educational Level	First (Bachelor)
Educational Program	"Business administration"

Type of discipline	mandatory
The language of teaching, learning and rating	English

Head of the Department
of Marketing

Liudmyla GRYNEVYCH

Kharkiv
2022

APPROVED

at the meeting of the Department of Marketing,
Minutes № 1, dated 26.08.2022

Developer:

LYSYTSIA Nadiia, Doctor of Sociology,
Professor of the Department of Marketing,

Update and re-approval paper
of the academic discipline working program

**List of update and re-approval of the
academic discipline working program**

Academic year	Date of the meeting of the department - developer of VPND	Number of the Minutes	Signature of the Head of the Department

Abstract of the academic discipline

The educational discipline "Marketing" is an integral part of the complex of disciplines that form the profile of the training of management and business administration specialists.

In the modern market economy, successful marketing activity, dynamism and flexibility of production and commercial activity, aimed at satisfying various consumer needs, are one of the main prerequisites for competitiveness and economic and social efficiency of economic entities.

The aim of the academic discipline is the formation of students' scientific outlook and in-depth knowledge of marketing theory, acquisition of skills and abilities in specific marketing activities, methodological aspects of the organization of marketing activities and its priorities in modern conditions.

The task of the discipline consists in studying the general principles of marketing relations, basic categories of marketing, specific marketing tools in solving actual management tasks with an orientation to the needs and demands of consumers of target markets; acquiring abilities to creatively search for ways to improve marketing activities.

The subject of the educational discipline is the general foundations of marketing development in market conditions, the marketing system of the enterprise.

The program of the academic discipline provides lectures, practical classes, as well as mandatory independent work of students on each topic, the most difficult issues are brought up for consideration and discussion during practical classes, which will contribute to better learning of the academic discipline.

5 ECTS credits – are allocated to the study of the academic discipline.

Characteristics of academic discipline

Year	3
Term	5
Number of credits ECTS	5
Form of final control	Exam

Structural and logical scheme of studying the discipline

Prerequisites	Post Requisites
Macro- microeconomics	Marketing management
Enterprise economics	Relationship Management
Social communication and social responsibility	Marketing in social media
Management	Marketing Communications

Competencies and learning outcomes

Competencies	Learning outcomes
<p>GC3. Ability for abstract thinking, analysis and synthesis.</p> <p>GC4. Ability to learn and master modern knowledge.</p> <p>GC10. Ability to communicate in a foreign language.</p> <p>SC1. Ability to identify and describe the characteristics of an organization.</p> <p>SC3. Ability to determine the prospects for the development of the organization.</p> <p>SC4. Ability to identify functional areas of organization and the connections between them.</p>	<p>LO5. Describe the content of the functional areas of the organization.</p>
<p>SC2. The ability to analyze the results of the organization, compare them with the factors of influence of the external and internal environment.</p> <p>SC3. Ability to determine the prospects for the development of the organization.</p>	<p>LO6. Identify the skills of searching, collecting and analyzing information, calculating indicators to justify management decisions.</p>
<p>SC4. Ability to identify functional areas of organization and the connections between them.</p>	<p>LO7. Identify organizational design skills.</p>

Program of the academic discipline

Content module 1. Theoretical foundations of marketing.

Topic 1. The essence of marketing. Tasks and principles of marketing

- 1.1. The essence of marketing.
- 1.2. Methodological foundations of marketing
- 1.3. Prerequisites for the emergence of marketing
- 1.4. Tasks and principles of marketing.
- 1.5. The role of marketing in the economy.

Topic 2. Marketing concepts

- 2.1. The Definition of Marketing Concept.
- 2.2. The Production Concept.
- 2.3. The Product Concept.
- 2.4. The Selling Concept.
- 2.5. The Marketing Concept.
- 2.6. The Societal Concept.

Topic 3. Relationship marketing.

- 3.1. The Definition of Relationship marketing.
- 3.2. Advantages of relationship marketing.
- 3.3. The mindsets of relationship marketing.
- 3.4. Relationship marketing strategies.

Topic 4. Marketing mix: 4 P's, 7 P's

- 4.1. Definition of Marketing mix.
- 4.2. The importance of Marketing mix.
- 4.3. The 4 P's of marketing mix.
- 4.5. The 7 P's of marketing mix.

Topic 5. Consumer behavior in marketing: patterns, types, segmentation

- 5.1 Definition and importance of consumer behavior.
- 5.2. Factors that influence consumer behavior.
- 5.3. Types of consumer behavior.
- 5.4. What influences consumer's behavior.
- 5.5. Consumer's behavior patterns.
- 5.6. Types of behavior segmentation.

Content of module 2. System of successful marketing activity.

Topic 6. Top consumer's behavior models

- 6.1. Consumer's behavior model.
- 6.2. Types of consumer's behavior model.
- 6.3. FAQs on consumer's behavior models.

Topic 7. Marketing research

- 7.1. Definition and purpose of marketing research.
- 7.2. Three key objectives of marketing research.
- 7.3. Significance of marketing research.
- 7.4. Types of marketing research: marketing research methods and examples.

Topic 8. Marketing communication policy

- 8.1 The essence of communications, their place and role in the marketing complex.
- 8.2. Methods of evaluating the effectiveness of communications.
- 8.3. Advertising communications.
- 8.4. Sales promotion, public relations, personal sales, interactive marketing.

Topic 9. Planning of marketing activity of an enterprise

- 9.1. Marketing planning management process.
- 9.2. Stages of strategic planning.
- 9.3. Analysis of external and internal environments.
- 9.4. Marketing coverage strategies.

Topic 10 International marketing

- 10.1. Concept and essence of international marketing.
- 10.2. Features of the international marketing environment.
- 10.3. Strategies for entering foreign markets.
- 10.4. Features of international marketing policy formation.
- 10.5. Structural construction of companies operating on world markets.

The list of practical classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the academic discipline".

Teaching and learning methods

In the process of teaching an educational discipline "Marketing" it is foreseeable for the implementation of the defined competencies of the educational program and activation of the teaching process at the lectures and practical classes to use such methods as: problem lectures (Topic 1, Topic 3, Topic 5, Topic 6, Topic 7, Topic 8, Topic 9, Topic 10), informative lectures (Topic 2, Topic 4), work in small groups (Topic 4, Topic 6 , Topic 9), discussions (Topic 4, Topic 5, Topic 6, Topic 9, Topic 10), role plays (

Topic 3, Topic 4, Topic 5, Topic 7, Topic 9), colloquium (Topic 9), presentation (Topic 2, Topic 3, Topic 5, Topic 7, Topic 10).

The procedure for assessing learning outcomes

Assessment of the formed competencies of bachelors in S. Kuznets Kharkiv National University of Economics is carried out according to the accumulative 100-point system. The system of assessment of the formed competencies of the students of the second year (bachelors) takes into account the types of classes, which according to the curriculum of the academic discipline include lectures, practical classes, as well as independent work. Control measures include:

current control, which is carried out throughout the term during lectures, practical classes and is assessed by the amount of points scored (maximum amount - 60 points; minimum amount that allows a student to take an exam - 35 points).

independent work includes search, selection and review of literary sources on a given topic, preparation for tests, control papers;

Final / term control of knowledge and competencies of students of the discipline is conducted in the form of a semester exam, the aim of which is to check understanding of the material in general, logics and interconnections between the parts of the program according to the schedule of the educational process. Current control includes assessment of students. 5 topic tasks-maximum 20 points(4 points for each topic task). Presentations- maximum 20 points (4 points for each presentation).Control papers- maximum 10 points (5 points for each control paper).1 colloquium-maximum-10 points.Colloquium includes 5 topic tasks in the form of tests-1 point for each test and 1 heuristic task - 5 points.

The procedure for conducting current assessment of students' knowledge. Assessment of students' knowledge during practical classes and completing creative tasks is done in the following areas:

Practical classes:

The essence of marketing. Types of marketing

Marketing concepts

Relationship marketing

Marketing mix: 4P's and 7P's

Consumer's behavior in marketing: patterns, types, segmentation

Top consumer behavior models

Marketing research

Marketing communication policy

Planning of marketing activity of an enterprise

International marketing

The student receives 60 points for completing all the tasks of practical classes

Criteria for assessing practical classes:

Ability to define and describe the characteristics of the marketing.

Choose an adequate concept of marketing activity.

Identify the concept which will secure success and prosperity for the enterprise.

Collect information on the nature and character of the segment of consumers.

Prepare scenarios for successful marketing activity, depending on the model of behavior of consumers.

Be able to use different methods of marketing research

Suggest forms of communication policy in marketing.

Recognize the preference of marketing mix and explain it.

Use different variants of marketing activity of enterprise.

Use tools of Internet marketing to attract more consumers and make profit.

Independent work:

Homework, searching for information about consumers.

Homework, search for information about the experience of partners and competitors and their advantages and disadvantages.

Homework. Analysis of the dominant marketing concepts that will secure success.

Preparation of creative tasks for attracting new segments of consumers.

Homework. Search for forms of marketing communication in the literature.

Review of sources for attracting new segments of consumers.

Preparation for the current control work.

Criteria for assessing the independent work of students:

The general criteria for assessing extracurricular independent work of students are as follows: depth and strength of knowledge, level of thinking, ability to systematize knowledge on individual topics, ability to make sound conclusions, mastery of categorical apparatus, skills and techniques of doing practical tasks, ability to find necessary information, carrying out its systematization and processing, self-realization at practical classes.

Search for information about segments of consumers.

Summarize the information obtained in order to choose an adequate marketing strategy.

Analyze the behavior patterns of consumers to choose the proper marketing communication.

Final control: the form of final control is an exam.

Final control: carried out on the basis of a semester exam, the task of which is to check the student's understanding of the program material as a whole, the logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate one's attitude to a certain problem of the academic discipline "Marketing", etc.

Each examination ticket consists of three tasks: stereotypical task (consisting of 10 tests), one diagnostic task and one heuristic task.

An example of the stereotypical task (each of the test contains one variant of the correct answer):

The main elements of the marketing mix include:

- 1) need, demand, product;
- 2) price, totality of existing and potential buyers;
- 3) measurements of demand volumes and market forecasting;
- 4) product, price, sales promotion and place.

An example of a diagnostic task:

Select and justify the choice of marketing concept when a new product is proposed

An example of a heuristic task

Suggest the sequence of the elements of marketing mix when such a product as "Bentley" car is proposed for the segment of consumers; "Innovators", What kind of marketing research should be done. Justify your opinion.

The result of the semester exam is evaluated in points. The maximum number is 40 points (the maximum number of points for the performance of the stereotypical task is 10 points; the maximum number of points for the performance of the diagnostic task is 10 points; the maximum number of points for the performance of the heuristic task is 20 points). The minimum amount to be counted is 25 points. The final result of the semester exam is put in the corresponding column of the exam "Success record information".

How is the final grade in the discipline calculated

The applicant should be considered certified if the sum of points obtained as a result of the final / semester test of academic performance is equal to or exceeds 60. The total result in points for the semester is: "60 or more points - credited", "59 or less points - not credited" and entered in the examination "Statement of performance accounting" of the discipline

Forms of assessment and distribution of points are given in the table "Rating-plan of the academic discipline".

Rating-plan of the academic discipline.

Content of module 1. Theoretical foundations of marketing.

Topic	Forms and types of training		Forms of assessment	Max. grade
Topic 1. The essence of marketing. Tasks and principles of marketing	Classroom work			
	Lecture 1	Problem lecture «The essence of marketing. Tasks and principles of marketing».	. Express survey.	
	Practical lesson	Testing on the topics: "How communicative are you"; "What kind of interlocutor you are. "	Problem situations Topic task	4
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for a practical class.	Test control of homework	
Topic 2. Marketing Concepts	Classroom work			
	Lecture 2	Informative lecture “Marketing Concepts”.	Express survey..	
	Practical lesson	Business game: drawing up the plan of preparation for marketing activity. Discussion of results in small groups.	Presentation Topic task	4 4
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of a creative task	Method of Edward de Bono	
Topic 3. Relationship marketing	Classroom work			
	Lecture 3	Problem lecture “Relationship marketing”	Express survey.	
	Practical lesson	Discussion on problem: 1. What are the tactical approaches? Role play on the topic “How to achieve two-way communication?”	Method of "Aquarium" Presentation.	4
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for the control work.	Method of 9-6-3-1	

Topic 4. Marketing mix: 4P's and 7 P's	Classroom work			
	Lecture 4	Informative lecture "Marketing mix: 4P's and 7 P's"	Express survey	
	Practical lesson	Work in small groups. Discussion on the topic: "What is more important in marketing." Role play "Marketing mix" of the car "BMW".	Method of 9-6-3-1 Control paper	5
	Independent work			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for a creative task.	Method of "Aquarium"		
Topic 5. Consumer's behavior in marketing: patterns, types, segmentation	Classroom work			
	Lecture 5	Problem lecture "Consumer's behavior in marketing: patterns, types, segmentation"	Express survey	
	Practical lesson	Discussion on the topic "Consumer's behavior in marketing" Role play "Innovator buys a present"	Method of "Aquarium" Presentation	4
	Independent work			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic.	Method of 9-6-3-1		
Content of module 2. System of successful marketing activity.				
Topic 6. Top consumer behavior models	Classroom work			
	Lecture 6	Problem lecture "Top consumer behavior models"	Express survey	
	Practical lesson	Work in small groups. Discussion of the models of behavior of consumers.	Edward de Bono Topic task	4
	Independent work			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for control work.	Method of 9-6-3-1		
Topic 7. Marketing research	Classroom work			
	Lecture 7	Problem lecture "Marketing research"	Express survey	
	Practical lesson	Role play "Selection of means of influencing consumers".	Problems situation Presentation	4
	Independent work			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic.	Method of Edward de Bono		

Topic 8. Marketing communication policy	Classroom work			
	Lecture 8	Problem lecture “Marketing communication policy”	Express survey	
	Practical lesson	Substantiation of marketing communication policy.	"Aquarium" Topic task Control paper	4 5
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of a creative task.	Method of Edward de Bono	
Topic 9. Planning of marketing activity of an enterprise	Classroom work			
	Lecture 9	Problem lecture “Planning of marketing activity of an enterprise”	Express survey	
	Practical lesson	Work in small groups. Selection different stages of marketing activity. Role play “Planning marketing activity for hairdresser’s saloon”	Method of Aquarium Colloquium	10
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of presentation.	Test control of homework	
Topic 10. International marketing	Classroom work			
	Lecture 10	Problem lecture “International marketing”	Express survey.	
	Practical lesson	Discussion on the topic “Conflict prevention in marketing situations.”	Presentation Method of 9-6-3-1 Topic task	4 4
	Independent work			
		Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of presentation.	Mapping method
				60
		Exam		40
	Total			100

Recommended literature

Main

1. Kotler F. Fundamentals of Marketing / F. Kotler, G. Armstrong. - 5th ed. – K. : Dialectics, 2020. – 880 p.
2. Štefko Róbert, Fedorko Richard, Bačík Radovan. (2014). The role of E- marketing tools in constructing the image of Higher Educational Institutions. *International Conference on Strategic Innovative Marketing IC-Sim*, September 1-4, Madrid, Spain
3. Varadarajan Rajan, Welden Roman, B., Arunachalam, S., Haenlein Michael, Gupta Shaphali. Digital product innovations for the greater good and digital marketing innovations in communications and channels: evolution, emerging issues and future research directions. (2022). *International Journal of Research in Marketing*, 39(2), 482-501

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5. Brunson Russel Traffic secrets, 2020.- 347 p.
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6. Ariely Dan Predictably irrational New York, 2009.-309 p
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10. Parvatiyar, Actu, and Sheth, Jagdish Ann, The domain and conceptual foundations of relationship marketing, in Handbook of Relationship Marketing, Thousand Oaks CA: Sage Publications, 2000, p.: 3-38
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13. Digital 2022: Global overview report. The essential guide to the world's connected behaviors. (n.d.). Retrieved from <https://www.hootsuite.com/resources/digital-trends>
14. Lysytsia N. M., Byelikova Y.V. Features of Formation of Advertising Creativity // Український соціологічний журнал, 2021, вип. 25, С.28-35
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Information resources

16. Marketing [Electronic resource] // Site of personal educational systems KhNEU them. S. Kuznetsya. – Access mode : <https://pns.hneu.edu.ua/course/view.php?id=8989>
17. Marketing [Electronic resource] : textbook. posib. / N. Ivanechko, T. Borisova, Y. Protsyshyn [et al.] ; ed. N. R. Ivanechko. – Ternopil: ZUNU, 2021. – 180 p. – Access mode: <https://inlnk.ru/voDLen>
18. Official site International Marketing Group of Ukraine [Electronic resource]. – Access mode: <http://www.marketing-ua.com>
19. Official site Ukrainian Marketing Association [Electronic resource]. – Access mode: <http://uam.in.ua>
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