

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



ЗАТВЕРДЖУЮ"
Проректор навчально-методичної
роботи

Каріна НЕМАШКАЛО

МАРКЕТИНГ

робоча програма навчальної дисципліни

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Спеціальність 073 «Менеджмент»
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Людмила ГРИНЕВИЧ

Харків
2022

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



"APPROVED"
Vice-Rector for Educational and Methodical Work

Karina NEMASHKALO

MARKETING

Work syllabus of the academic discipline

Branch of Knowledge	07 Management and Administration
Specialty	073 Management
Educational Level	First (Bachelor)
Educational Program	Innovation management

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

Head of the Department
of Marketing

Liudmyla GRYNEVYCH

Kharkiv

2022

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APPROVED

at the meeting of the Department of Marketing,
Minutes № 1, "26" in August 2022

Developer:

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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	Postrequisites
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
GC2. The ability to preserve and multiply moral, cultural, scientific values and multiply the achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society,	LO2. To preserve moral, cultural, scientific values and multiply the achievements of society, to use various types and forms of physical activity to lead a healthy lifestyle.

<p>technology and technology, to use various types and forms of activity for active recreation and leading a healthy lifestyle.</p> <p>SC6. The ability to act socially responsibly and consciously.</p>	
<p>SC3. The ability to determine the prospects of the organization's development.</p>	<p>LO3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.</p>
<p>SC2. The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment</p> <p>SC3. The ability to determine the prospects of the organization's development.</p>	<p>LO7. Demonstrate organizational design skills</p>
<p>SC2. The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment</p>	<p>LO8. Apply management methods to ensure the effectiveness of the organization</p>
<p>SC14. To understand the principles of psychology and use them in professional activities.</p>	<p>LO9. Demonstrate the skills of interaction, leadership, teamwork</p>
<p>SC2. The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment</p> <p>SC4. The ability to determine the functional areas of the organization and the connections between them</p>	<p>LO10. Have the skills to justify effective tools for motivating the organization's personnel</p>
<p>SC11. Ability to create and organize effective communications in the management process</p>	<p>LO11. Demonstrate skills in situation analysis and communication in various areas of the organization</p>
<p>SC2. The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment</p>	<p>LO12. Assess the legal, social and economic consequences of the organization's functioning</p>
<p>SC2. The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment</p>	<p>LO17. Conduct research individually and/or in a group under the guidance of a leader</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 effects consumer behavior.
- 5.5. Consumer behavior patterns.
- 5.6. Types of behavior segmentation

Content model 2. System of successful marketing activity.

Topic 6. Top consumer behavioral models

- 6.1. Consumer behavior model
- 6.2. Types of consumer behavior model.
- 6.3. FAQs on Consumer 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 activities of an enterprise

- 9.1 Marketing planning management process
- 9.2. Stages of strategic planning
- 9.3. Analysis of external and internal environment
- 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

The following methods are used in teaching: problem lectures (Topic 2, Topic 4, Topic 5, Topic 7, Topic 10), discussions (Topic 1, Topic 3, Topic 9, Topic 10). work in small groups (Topic 6, Topic 7 , Topic 8),

The procedure for assessing learning outcomes

The system of assessment of the formed competencies of 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. Assessment of the formed competencies of bachelors is carried out according to the accumulative 100-point system. 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 a test - 35 points);
 final / term control, which is conducted in the form of a exam, according to the schedule of the educational process.

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:

- What is the marketing
- Marketing concepts
- Relationship marketing
- Marketing mix: 4P's and 7P's
- Consumer behavior in marketing: patterns, types, segmentation
- Top consumer behavior models
- Marketing research
- Marketing communication policy
- Planning of marketing activities 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 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 of 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 of 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.

During the current control, the student receives a maximum of 60 points and is considered attested if he received at least 35 points.

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: theoretical tasks (consisting of 10 tests), one diagnostic task and one heuristic task.

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 theoretical 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 entered in the corresponding column of the exam "Success record information".

Examples of tests (each of the tests contains one variant of the correct answer):

The main elements of the marketing complex 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 methods and distribution methods

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 consequence of the elements of marketing mix when such product as "Ferrari" car is offered to the segment of consumers :Innovators"/ What kind of marketing research should be done.

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

Rating-plan of the academic discipline.

T o p i c	Forms and types of training	Forms of assessment	Max. grade	
T o p i c 1.	<i>Classroom work</i>			
	Topic 1	Informative lecture «The essence of marketing. The role of marketing in the economy»		
	Practical lesson	Testing on the topics: "What is marketing"; "What do Marketers do"	Diagnostic assessment	4
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic Preparation for a practical class, completing assignments		
T o p i c 2.	<i>Classroom work</i>			
	Topic 2	Problem lectures “Marketing Concepts”	Express survey.	
	Practical lesson	Presentation: What are the dominant concept of marketing activity. Discussion of results in small groups.	Presentation Topic task	4 4
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation of a creative task		
T o p i c 3.	<i>Classroom work</i>			
	Topic 3	Informative lecture “Relationship marketing”	Express survey.	
	Practical lesson	Problem messages and discussion on problems: Who is our ideal customer, How can we best reach customers matching that profile?	Problem situation	4
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic. Preparation for the current control work.		
T	<i>Classroom work</i>			

o p i c 4.	Topic 4	Problem lecture “Marketing mix: 4P’s and 7 P’s”	Express survey	
	Practical lesson	Consideration of problems: " Clearly identify which product or service you are analyzing; Analyze how your product meets the needs of your customers ". Testing on the topic "Marketing mix".	Problem situations. 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.		
T o p i c 5.	Classroom work			
	Topic 5	Problem lecture “Consumer behavior in marketing: patterns, types, segmentation”	Express survey	
	Practical lesson	Discussion on the topic “Who makes the decision to buy the product“ Types of consumer behavior, factors that influence consumer behavior	Presentation	4
	Independent work			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic.		
T o p i c 6.	Classroom work			
	Topic 6	Informative lecture “Top consumer behavior models”	Express survey	
	Practical lesson	Choice and substantiation of the model of building relations with the actual consumers	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.		
T o p i c 7.	Classroom work			
	Topic 7	Problem lecture “Marketing research”	Express survey	
	Practical lesson	Selection of means of influencing the various characters of consumers.	Problems situation Presentation	4
Independent work				

	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic.		
T o p i c 8.	Classroom work			
	Topic 8	Informative lecture “Marketing communication policy”	Express survey	
	Practical lesson	Substantiation of marketing communication policy depending on the problem of marketing activity	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.		
T o p i c 9.	Classroom work			
	Topic 9	Discussion lecture “Planning of marketing activities of an enterprise”	Express survey	
	Practical lesson	Selection of plans at different stages of marketing activity.	Colloquim	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	
T o p i c 1 0.	Classroom work			
	Topic 10	Problem lecture “International marketing”	Express survey.	
	Practical lesson	What is promotion in international marketing	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 presentation.		
				60
		Exam		40
	Total			100

Recommended literature

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2. Kotler F. Fundamentals of marketing / F. Kotler, G. Armstrong. – 5th edition. - K.: Dialektika, 2020. - 880 p
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

4. 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
5. Brunson Russel Traffic secrets, 2020.- 347 p. <https://www.scribd.com/document/530234089/Traffic-Secrets-Russell-Brunson> Ariely Dan Predictably irrational New York, 2009.-309 p

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6. Cialdini Robert B. Influence, new and expanded: the psychology of persuasion City./Country New York. 2021.-592 p.
7. Starostina A. Ukrainian marketing: development and development prospects // Marketing in Ukraine. – 2017. – № 1. – С. 4–10.
8. Kholodnyi G. O. Marketing commodity policy. Study guide / G. O. Kholodny. - Kharkiv: KhNUE. – 2006. – 324 c.

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9. Ukrainian Marketing Association. Official site. [Electronic resource]. - Access mode: <http://www.uam.in.ua>.
10. Advertising, marketing, PR, SEO [Electronic resource]. - Access mode: <http://www.proreklamu.com/>
11. Site of PNS KhNUE «Marketing». [Electronic resource] - Access mode: <https://pns.hneu.edu.ua/course/view.php?id=9055>