

NATIONAL UNIVERSITY OF LIFE  
AND ENVIRONMENTAL SCIENCES OF UKRAINE

Faculty of Agricultural Management



«APPROVED»

Dean of Faculty of Agrarian Management  
Anatolii OSTAPCHUK  
05 2022

«APPROVED»

at a meeting of Marketing and  
International Trade Department  
Protocol № 9 from 29.04.2022

Head of Department  
Ruslan BURYAK

«CONSIDERED»

Guarantor of EP "Management"  
Vitalii LUTSIAK  
"25" 05 2022

*WORKING EDUCATIONAL PROGRAM OF DISCIPLINE*

**"Marketing"**

specialty 073 "Management"  
educational program " Management "  
Faculty of Agrarian Management  
Developers: Associate Professor, Ph.D. Anna ZBARSKA

Kyiv – 2022

## Characteristics of Training Program “Marketing”

<b>Branch of knowledge, direction of training, specialty, educational degree</b>	
Educational degree	Bachelor
Specialty	073 „Management”
<b>Characteristics of the curriculum</b>	
Type	Obligatory
The total number of hours	120
Number of ECTS credits allocated	4
Number of content modules	2
Term paper	-
Form of control	Exam
<b>Indicators of academic discipline for full-time forms of training course</b>	
Year	2
Semester	3
Numbers of lectures, hours	30
Numbers of practical classes, hours	45
Independent study, hours	75
Numbers of weekly in-class academic hours for full-time forms of training	5

**Course for undergraduate students “Marketing”(specialty: Managment),  
2021-2022**

**Instructor:** Ann Zbarska

**Office:** 401, Bldg # 10

**Telephone:** 527-8004

**Office hours:**

**Total (hrs.)** 120 (Lectures – 30, practical work – 45)

**Form of the knowledge control:** test

**DISCIPLINE DESCRIPTION**

Marketing is a dynamic and an exciting field, a key tool in confronting the challenges enterprises are facing at home and abroad. People often confuse marketing with advertising and sales. In this course student will learn about the “real” nature and scope of marketing management of which advertising and sales are simply two facets. Student will be introduced to other aspects of marketing, such as: marketing strategy, promotion, market planning, distribution, industrial marketing, retailing and wholesaling, target marketing, international marketing, market segmentation, services marketing, and pricing.

Student will also learn about the strategic importance of marketing to an enterprise, whether it be a profit oriented business firm or non-profit organization. The course takes a practical, managerial approach to managing the marketing process

The **basic objectives** of this course are to provide student with a broad introduction to marketing concepts, help to understand the factors that influence marketing decisions, and focus attention on the vital role of marketing in today’s global economy. The specific objectives for student learning under this broad goal are:

1. To understand how organizations identify customers and their wants/needs.
2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, student will learn consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.

3. To understand marketing is carried out by an organization to meet the requirements of domestic and international buyers, both households and businesses, within the bounds of ethics and the legal environment.

4. To apply key frameworks and methods, and develop analytical skills to solve marketing problems.

5. To provide a student with a firm foundation in marketing theory and marketing lexicon.

Student **Learning Outcomes** Upon completion of this course, students will be able to:

1. Use a vocabulary of marketing terms correctly.

2. Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.

3. Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.

4. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.

***General competencies:***

GC11 - Ability to adapt and act in a new situation

***Special (professional, subject) competencies (SC):***

SC1. Ability to identify and describe the characteristics of the organization.

SC4. Ability to identify functional areas of the organization and the relationships between them.

SC8. Ability to plan the activities of the organization and manage time.

***Program Learning Outcomes (PLO):***

PLO11. Demonstrate skills of situation analysis and communication in various areas of the organization.

PLO19 Demonstrate the ability to make independent decisions, develop a sufficient number of alternatives, choose the best solutions and be responsible for their implementation.

PLO30. Ability to find and evaluate new market opportunities and formulate business ideas, develop business plans for the creation and development of organizations.

PLO32. Investigate the business environment and understand the process of doing and regulating business.

## PROGRAM AND STRUCTURE OF THE DISCIPLINE:

### COURSE STRUCTURE

Topics	Hours						
	weeks	total	including				
			lectures	semin	lab	indiv	indep
1	2	3	4	5	6	7	8
<b>Module 1</b>							
Theme 1. Creating customer relationships and value through marketing	1	6	1	2			3
Theme 2. Developing successful marketing and organizational strategies	2	6	1	2			3
Theme 3. Scanning the marketing environment	3	6	1	2			3
Theme 4. Understanding consumer behavior	4	6	1	4			1
Theme 5. Understanding organizations as customers	5	6	1	2			3
Theme 6. Marketing research: from customer insights to actions	6	6	1	4			1
Theme 7. Market segmentation, targeting, and positioning	7	6	1	4			1
<i>Total for module 1</i>		42	15	20			15
<b>Module 2</b>							
Theme 8. Developing new products and services	8	5	1	2			2
Theme 9. Managing successful products and brands	9	6	1	4			1
Theme 10. Services marketing	10	6	1	2			3
Theme 11. Building the price foundation	11	6	1	4			1
Theme 12. Managing marketing channels and wholesaling	12	6	1	4			1
Theme 13. Integrated marketing communications and direct marketing	13	7	1	3			3
Theme 14. Advertising, sales promotion, and public relations	14	6	1	4			1
Theme 15. Implementing interactive and multichannel marketing	15	6	1	2			3
<i>Total for module2</i>		48	15	25			15
<b>Total for the course</b>		<b>105</b>	<b>30</b>	<b>45</b>			<b>30</b>

## **Content module 1:**

### **Theme 1. CREATING CUSTOMER RELATIONSHIPS AND VALUE THROUGH MARKETING**

Define marketing and identify the diverse factors influencing marketing activities. Explain how marketing discovers and satisfies consumer needs. Distinguish between marketing mix factors and environmental forces. Explain how organizations build strong customer relationships and customer value through marketing. Describe how today's customer relationship era differs from prior eras

### **Theme 2. DEVELOPING SUCCESSFUL MARKETING AND ORGANIZATIONAL STRATEGIES**

Describe two kinds of organizations and the three levels of strategy in them. Describe how core values, mission, organizational culture, business, and goals are important to organizations. Explain why managers use marketing dashboards and metrics. Discuss how an organization assesses where it is now and seeks to be. Explain the three steps of the planning phase of the strategic marketing process. Describe the elements of the implementation and evaluation phases of the strategic marketing process.

### **Theme 3. SCANNING THE MARKETING ENVIRONMENT**

Explain how environmental scanning provides information about social, economic, technological, competitive, and regulatory forces. Describe how social forces such as demographics and culture can have an impact on marketing strategy. Discuss how economic forces such as macroeconomic conditions and consumer income affect marketing. Describe how technological changes can affect marketing. Discuss the forms of competition that exist in a market and key components of competition. Explain the major legislation that ensures competition and regulates the elements of the marketing mix.

### **Theme 4. UNDERSTANDING CONSUMER BEHAVIOR**

Describe the stages in the consumer purchase decision process. Distinguish among three variations of the consumer purchase decision process: routine, limited, and extended problem solving. Identify major psychological influences on consumer behavior. Identify the major sociocultural influences on consumer behavior.

### **Theme 5. UNDERSTANDING ORGANIZATIONS AS CUSTOMERS**

Distinguish among industrial, reseller, and government organizational markets. Describe the key characteristics of organizational buying that make it different from consumer buying. Explain how buying centers and buying situations influence organizational purchasing. Recognize the importance and nature of online buying in industrial, reseller, and government organizational markets.

#### **Theme 6. MARKETING RESEARCH: FROM CUSTOMER INSIGHTS TO ACTIONS**

Identify the reason for conducting marketing research. Describe the five-step marketing research approach that leads to marketing actions. Explain how marketing uses secondary and primary data. Discuss the uses of observations, questionnaires, panels, experiments, and newer data collection methods. Explain how information technology and data mining lead to marketing actions. Describe three approaches to developing a company's sales forecast.

#### **Theme 7. MARKET SEGMENTATION, TARGETING, AND POSITIONING**

Explain what market segmentation is and when to use it. Identify the five steps involved in segmenting and targeting markets. Recognize the bases used to segment consumer and organizational markets. Develop a market product grid to identify a target market and recommend resulting actions. Explain how marketing managers position products in the marketplace.

### **Content module 2:**

#### **Theme 8. DEVELOPING NEW PRODUCTS AND SERVICES**

Recognize the various terms that pertain to products and services. Identify the ways in which consumer and business products and services can be classified. Explain the significance of "newness" in new products and services as it relates to the degree of consumer learning involved. Describe the factors contributing to a new product's or service's success or failure. Explain the purposes of each step of the new-product process

#### **Theme 9. MANAGING SUCCESSFUL PRODUCTS AND BRANDS**

Explain the product life-cycle concept. Identify ways that marketing executives manage a product's life cycle. Recognize the importance of branding and alternative branding strategies. Describe the role of packaging, labeling, and warranties in the marketing of a product.



## Theme 10. SERVICES MARKETING

Describe four unique elements of services. Recognize how services differ and how they can be classified. Explain how consumers purchase and evaluate services. Develop a customer contact audit to identify service advantages. Explain the role of the eight Ps in the services marketing mix. Discuss the important roles of internal marketing and customer experience management in service organizations.

## Theme 11. BUILDING THE PRICE FOUNDATION

Identify the elements that make up a price. Recognize the objectives a firm has in setting prices and the constraints that restrict the range of prices a firm can charge. Explain what a demand curve is and the role of revenues in pricing decisions. Describe what price elasticity of demand means to a manager facing a pricing decision. Explain the role of costs in pricing decisions. Describe how various combinations of price, fixed cost, and unit variable cost affect a firm's breakeven point. Describe how to establish the "approximate price level" using demand-oriented, cost-oriented, profit-oriented, and competition-oriented approaches. Recognize the major factors considered in deriving a final list or quoted price from the approximate price level. Identify the adjustments made to the approximate price level on the basis of discounts, allowances, and geography. Name the principal laws and regulations affecting specific pricing practices.

## Theme 12. MANAGING MARKETING CHANNELS AND WHOLESALING

Explain what is meant by a marketing channel of distribution and why intermediaries are needed. Distinguish among traditional marketing channels, electronic marketing channels, and different types of vertical marketing systems. Describe the factors and considerations that affect a company's choice and management of a marketing channel. Recognize how conflict, cooperation, and legal considerations affect marketing channel relationships.

## Theme 13. INTEGRATED MARKETING COMMUNICATIONS AND DIRECT MARKETING

Discuss integrated marketing communication and the communication process. Describe the promotional mix and the uniqueness of each component. Select the promotional approach appropriate to a product's target audience, life-cycle stage, and characteristics, as well as stages of the buying decision and

channel strategies. Describe the elements of the promotion decision process. Explain the value of direct marketing for consumers and sellers

**Theme 14. ADVERTISING, SALES PROMOTION, AND PUBLIC RELATIONS**

Explain the differences between product advertising and institutional advertising and the variations within each type. Describe the steps used to develop, execute, and evaluate an advertising program. Explain the advantages and disadvantages of alternative advertising media. Discuss the strengths and weaknesses of consumer-oriented and trade-oriented sales promotions. Recognize public relations as an important form of communication.

**Theme 15. IMPLEMENTING INTERACTIVE AND MULTICHANNEL MARKETING**

Describe what interactive marketing is and how it creates customer value, customer relationships, and customer experiences. Identify the demographic and lifestyle profile of online consumers. Explain why certain types of products and services are particularly suited for interactive marketing. Describe why consumers shop and buy online and how marketers influence online purchasing behavior. Define cross-channel shoppers and the role of transactional and promotional Web sites in reaching these shoppers.

**Topics of seminars**

#	Topic	Hours
1	Theme 1. Creating customer relationships and value through marketing	2
2	Theme 2. Developing successful marketing and organizational strategies	2
3	Theme 3. Scanning the marketing environment	2
4	Theme 4. Understanding consumer behavior	4
5	Theme 5. Understanding organizations as customers	2
6	Theme 6. Marketing research: from customer insights to actions	4
7	Theme 7. Market segmentation, targeting, and positioning	4
8	Theme 8. Developing new products and services	5
9	Theme 9. Managing successful products and brands	6
10	Theme 10. Services marketing	6
11	Theme 11. Building the price foundation	6
12	Theme 12. Managing marketing channels and wholesaling	6
13	Theme 13. Integrated marketing communications and direct marketing	7
14	Theme 14. Advertising, sales promotion, and public relations	6
15	Theme 15. Implementing interactive and multichannel marketing	6

## QUESTIONS FOR CONTROL OF STUDENTS' KNOWLEDGE:

1. What is marketing?
2. Marketing focuses on \_\_\_\_\_ and \_\_\_\_\_ consumer needs.
3. What four factors are needed for marketing to occur?
4. An organization can't satisfy the needs of all consumers, so it must focus on one or more subgroups, which are its \_\_\_\_\_.
5. What are the four marketing mix elements that make up the organization's marketing program?
6. What are environmental forces?
7. What are the two key characteristics of the marketing concept?
8. What is the difference between ultimate consumers and organizational buyers?
9. What is the difference between a business firm and a nonprofit organization?
10. What are examples of a functional level in an organization?
11. What is the meaning of an organization's mission?
12. What is the difference between an organization's business and its goals?
13. What is the difference between a marketing dashboard and a marketing metric?
14. What is business portfolio analysis?
15. Explain the four market-product strategies in diversification analysis.
16. Describe three generational cohorts.
17. Why are many companies developing multicultural marketing programs?
18. How are important values such as sustainability reflected in the marketplace today?
19. What is marketing research?
20. What is the five-step marketing research approach
21. What are constraints, as they apply to developing a research plan?
22. An organization can't satisfy the needs of all consumers, so it must focus on one or more subgroups, which are its \_\_\_\_\_.
23. What are the four marketing mix elements that make up the organization's marketing program?
24. What are environmental forces?
25. What are the two key characteristics of the marketing concept?
26. What is the difference between ultimate consumers and organizational buyers?
27. What is the difference between a business firm and a nonprofit organization?
28. What are examples of a functional level in an organization?
29. What is the meaning of an organization's mission?
30. What is the difference between an organization's business and its goals?

### **Assessment scale: national and ECTS**

National assessment	Rating of the applicant of higher education, points
Excellent	90-100
Good	74-89
Satisfactorily	60-73
Unsatisfactorily	0-59

### **SUGGESTED LITERATURE:**

#### **Basic:**

1. Marketing: Lecture notes and practices [Methodical recommendation] / Zbarska A.V. – K: Видавництво «Наукова столиця», 2020. –164 p.
2. Philip, Kotler. Principles of marketing. Pearson higher education, 2017.
3. Armstrong, Gary. Marketing: an introduction. Pearson Education, 2009.
4. Strydom, Johan, ed. Introduction to marketing. Juta and company Ltd, 2005.
5. Moore, Karl, and Niketh Pareek. Marketing: the basics. Routledge, 2009.
6. Weitz, Barton A., and Robin Wensley, eds. Handbook of marketing. Sage, 2002.

#### **Additional literature:**

7. Blythe, Jim. Principles and practice of marketing. Sage, 2013.
8. Armstrong, Gary, Philip Kotler, and Zhiyi He. "Marketing: an introduction." (2005).
9. Cowell, Donald W., and Communication Advertising. The marketing of services. London: Heinemann, 1984.
10. Kerin, Roger, Steven Hartley, and William Rudelius. Marketing. McGraw-Hill, 2014.
11. Kotler, Philip. Kotler on marketing. Simon and Schuster, 2012.
12. McCARTHY, E. Jerome, and William D. Perreault. Marketing. McGraw-Hill, 1997.
13. Silk, Alvin J. What is marketing?. Harvard Business Press, 2006.
14. Jobber, David, and Fiona Ellis-Chadwick. Principles and practice of marketing. No. 7th. McGraw-Hill Higher Education, 2012.
15. Drummond, Graeme, and John Ensor. Introduction to marketing concepts. Routledge, 2006.
16. Hartley, Robert F., and Cindy Claycomb. Marketing mistakes and successes. Wiley, 2013.
17. Stone, Marilyn. Fundamentals of marketing. Routledge, 2007.
18. McCarthy, Edmund Jerome, Stanley J. Shapiro, and William D. Perreault. Basic marketing. Ontario: Irwin-Dorsey, 1979.
19. Dennis, Charles, and Lisa Harris. Marketing the e-Business. Routledge, 2002.
20. Jobber, David, John Fahy, and Mark Kavanagh. "Foundations of marketing." (2006).

## INFORMATION RESOURCES

1. Content Marketing Reference Library - <http://www.copyblogger.com/content-marketing-codex/>
2. Learn Marketing - <https://zana.io/categories/marketing/>
3. The Beginner's Guide to SEO - <https://moz.com/beginners-guide-to-seo>
4. Social Marketing Success Kit - <https://www.marketo.com/success-kits/social-marketing/>
5. Social Media Calendar - <http://engage.twenty20.com/social-media-calendar>
6. Distributing Content Marketing – The Complete Guide - <http://blog.oribi.io/distributing-content-marketing-the-complete-guide/>
7. 48 Content Marketing Tools - <http://www.bloggingwizard.com/content-marketing-tools/>
8. Marketing Guides - <https://blog.kissmetrics.com/marketing-guides/>
9. [www.education.gov.ua](http://www.education.gov.ua)
10. [uam.in.ua](http://uam.in.ua) – Українська асоціація маркетингу