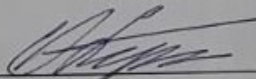



NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES  
OF UKRAINE  
FACULTY OF AGRICULTURAL MANAGEMENT

Marketing and International Trade Department

**“CONFIRMED”**  
Dean of Faculty of Agricultural Management  
Anatolii OSTAPCHUK  
2023

**“APPROVED”**  
at the meeting of the Marketing and  
International Trade Department  
Protocol # 13 dated 22 May 2023  
t.a. of a Head of Marketing and  
International Trade Department

  
Oleksandr LUTSII

  
**“REVIEVED”**  
Program Coordinator  
Vitaly LUTSYAK

**PROGRAM OF THE COURSE**

**“MARKETING”**

**for undergraduate students training**

specialization 073 Management  
Faculty of Agricultural Management  
Developer: Associate Professor, Ph.D. **Bogdana VYSHNIVSKA**

KYIV-2023

**Description of the course**  
**Marketing**

<b>Field of knowledge, direction of training, specialty, educational degree</b>	
Educational degree	Bachelor
Specialty	073 „Management”
<b>Characteristics of the curriculum</b>	
Type	Compulsory
The total number of hours	150
Number of ECTS credits	5
Number of content modules	2
Term paper	-
Form of control	Exam
<b>Indicators of academic discipline for full-time forms of training course</b>	
	Full-time education
Year	2
Semester	3
Lectures, hours	30
Practical classes/Seminars, hours	45
Self-work, hours	75
Індивідуальні завдання	
Numbers of weekly classrooms hours for full-time study	5.

**2. Purpose, tasks and competencies of the course**

*The purpose of the course “Marketing”:* formation of knowledge about the basic categories of marketing, methodical aspects of the organization of marketing activity and its priorities in modern conditions; the formation of students' scientific worldview and special knowledge of the theory and methodology of marketing, the essence and content of marketing as a philosophy of business activity in the conditions of a market economy and competition;

*The tasks of the course “Marketing”:* to introduce the terminology and conceptual apparatus of marketing and ensure its assimilation by students; equip students with a system of knowledge in the field of theoretical, methodical, informational foundations of marketing and marketing research; segmentation of the market and positioning of goods on it; to acquaint students with the main components of the marketing complex; teach students to analyze the company's product portfolio

and determine priority types of products; analyze the pricing system at enterprises, calculate and implement discounts and elements of price incentives, the ability to form and support the enterprise's pricing policy; choose effective product distribution channels, make optimal logistical decisions during product transportation; develop and implement a system of marketing communications, successfully combine them into a system of integrated marketing communications, develop and implement advertising campaigns, select and develop sales promotion measures; exercise control over marketing activities and the process of marketing development at the enterprise.

**Competence acquisition:**

**integral competence (IC):** The ability to solve complex specialized tasks and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

**general competences (GC):**

GC 3 Ability to abstract thinking, analysis, synthesis.

GC 4 Ability to apply knowledge in practical situations

GC 8 Skills of using information and communication technologies.

GC 10. Ability to conduct research at the appropriate level.

GC11. Ability to adapt and act in a new situation.

GC12. The ability to generate new ideas (creativity).

**professional (special) competences (SC):**

SC 2. 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.

SC 3. The ability to determine the prospects for the organization's development.

SC 5. The ability to manage the organization and its divisions through the implementation of management functions.

SC 11. Ability to create and organize effective communications in the management process.

SC15. Ability to develop and demonstrate leadership qualities and behavioral skills.

**program learning outcomes (PLO):**

PLO 6. Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to justify management decisions

PLO 11. Demonstrate the skills of situation analysis and communication in various areas of the organization.

PLO 20. The ability to solve complex, unpredictable tasks and problems in specialized areas of professional activity (agrarian sphere).

PLO 21. Demonstrate the ability to use information and communication technologies to search, process, analyze and use information from various sources.

PLO22. Create intra-economic control, analysis of economic activity, conduct audits and perform management accounting.

PLO23. Demonstrate the ability to develop and execute projects, identify sources of funding, and organize project management.

PLO26. To carry out a study of the international business environment and to determine the peculiarities of the enterprise's entry into foreign markets.

### 3. Structure of the course “Marketing”

Назви змістових модулів і тем	Number of hours						
	Full-time						
	weeks	total	including				
			lec	pr	lab	ind	sw
1	2	3	4	5	6	7	8
<b>Content module 1. The essence and concepts of marketing and marketing research</b>							
Topic 1. Introduction to marketing	1-2	14	2	4			8
Topic 2. Basic competencies and skills of a marketer	3	13	2	4			7
Topic 3. Management of marketing activities at enterprises	4-5	17	4	6			7
Topic 4. Marketing research system in enterprise management	5-6	16	4	4			8
Topic 5. Peculiarities of marketing management of enterprises in the service sector	7	15	3	4			8
<b>Total according to content module 1</b>		<b>75</b>	<b>15</b>	<b>22</b>			<b>38</b>
<b>Content module 2. A complex of marketing tools in the company's activities</b>							
Topic 6. Management of the company's marketing product policy	8-9	13	2	4			7
Topic 7. Marketing price policy	10-11	13	2	4			7
Topic 8. Organization of the enterprise's distribution marketing policy	12	17	4	5			8
Topic 9. Marketing policy of communications of domestic enterprises	13-14	18	4	6			8
Topic 10. Peculiarities of organization and management of agrarian marketing of the enterprise.	15	14	3	4			7
<b>Total according to content module 2</b>		<b>75</b>	<b>15</b>	<b>23</b>			<b>37</b>
<b>Total for the course</b>		<b>150</b>	<b>30</b>	<b>45</b>			<b>75</b>

#### **Content module 1. Essence and concept of marketing and marketing research**

##### **Topic 1. Introduction to marketing**

The concept of marketing as a business philosophy. Marketing functions. Marketing concepts. Strategic and tactical tasks of marketing. The main categories of marketing. Types of marketing depending on the state of the market, the ratio of supply and demand, business entities. Goals of marketing activities. The structure of the marketing system. The main components of the marketing complex.

##### **Topic 2. Basic competencies and skills of a marketer**

Basic requirements for an applicant for the position of marketer. Characteristics of marketer's competencies and skills. Basic competencies of a digital marketer.

### **Topic 3. Management of marketing activities at the enterprise**

Characterization of the factors of the marketing environment of the enterprise. Market segmentation: five basic principles of consumer retail market segmentation: geographic, psychographic, behavioral, demographic, social. Principles of consumer wholesale market segmentation. Stages of the market segmentation process. Product positioning: main positioning criteria. Principles of marketing department organization. Situational analysis. Analysis and control of marketing activities. Peculiarities of marketing audit. Organization and control of enterprise marketing.

### **Topic 4. Marketing research system in enterprise management**

The essence of marketing information. Obtaining and analyzing marketing information. Marketing information system. Types of marketing information. Types of marketing research: product market analysis; competitors; studying the needs of existing and potential consumers, buyer behavior, motivation for purchasing goods. Modeling of consumer behavior. Assessment of market capacity. Assessment of market conditions.

### **Topic 5. Peculiarities of marketing management of enterprises in the service sector**

The essence of services: concepts, types and structure. Main characteristics and differences of services from goods. . The complex of marketing in the field of services and the peculiarities of its implementation. The influence of the marketing environment on the activities of enterprises in the service sector. Peculiarities of marketing of enterprises of various spheres of services.

## **Content module 2. A complex of marketing tools in the enterprise's activities**

### **Topic 6. Management of the company's marketing product policy**

. Classification of goods. The use of brands, packaging, and service services in the formation of product policy. Creation and introduction of new products to the market. Analysis of indicators of competitiveness of goods. Concept of product life cycle. Dependence of the content of marketing activities on the stage of the life cycle. The concept of brand, the main types of brands.

### **Topic 7. Marketing price policy of the enterprise**

Pricing in different types of markets. Methods of direct and indirect marketing pricing. Types and system of discounts. Types and features of the development of the company's price policy. Marketing price strategies.

### **Topic 8. Organization of the enterprise's distribution marketing policy**

The system of goods movement. Types of intermediaries. Factors affecting the structure of sales channels. Functions of manufacturers, wholesalers, and retailers in the distribution of goods. Methods of selling goods. Types of intermediaries. Features of wholesale and retail trade. Merchandising in the product sales system.

### **Topic 9. Marketing policy of communications of domestic enterprises**

Advertising, propaganda, sales promotion, personal selling as components of a complex of marketing communications. Stages of advertising activities. Development of a communication program. Indicators of effectiveness of communication measures. Event marketing.

**Topic 10. Peculiarities of organization and management of agrarian marketing of the enterprise.**

Marketing commodity policy of agrarian enterprises. Marketing price policy of agricultural enterprises. Marketing distribution policy of agricultural enterprises. Marketing communication policy of agricultural enterprises.

**4. Topics of practical classes**

<b>№</b>	<b>Topics</b>	<b>Hours</b>
<b>Content module 1. The essence and concepts of marketing and marketing research</b>		
1	Introduction to marketing	4
2	Basic competencies and skills of a marketer	4
3	Management of marketing activities at the enterprise	6
4	Marketing research system in enterprise management	4
5	Peculiarities of marketing management of enterprises in the service sector	4
<b>Content module 2. A complex of marketing tools in the company's activities</b>		
6.	Management of the marketing product policy of the enterprise	4
7.	Marketing price policy of the enterprise	4
8.	Organization of marketing policy of distribution of the enterprise	5
9.	Marketing policy of communications of domestic enterprises	6
10.	Peculiarities of organization and management of agrarian marketing of the enterprise.	4
<b>Total</b>		<b>45</b>

**5. Topics of self-works**

<b>№</b>	<b>Topics</b>	<b>Hours</b>
<b>Content module 1. The essence and concepts of marketing and marketing research</b>		
1.	Introduction to marketing	8
2.	Basic competencies and skills of a marketer	7
3.	Management of marketing activities at the enterprise	7
4.	Marketing research system in enterprise management	8
5.	Peculiarities of marketing management of enterprises in the service sector	8
<b>Content module 2. A complex of marketing tools in the company's activities</b>		
6.	Management of the marketing product policy of the	7

	enterprise	
7.	Marketing price policy of the enterprise	7
8.	Organization of marketing policy of distribution of the enterprise	8
9.	Marketing policy of communications of domestic enterprises	8
10.	Peculiarities of organization and management of agrarian marketing of the enterprise.	7
<b>Total</b>		<b>75</b>

## **6. Samples of control questions, tests to determine the level of knowledge acquisition by students**

1. The essence of marketing.
2. Principles, tasks and functions of marketing.
3. Development of marketing concepts.
4. System of marketing tools (mix-marketing).
5. The essence and main tasks of marketing management. Analysis of the company's market opportunities.
6. Segmentation and selection of target markets.
7. Development of a marketing mix and implementation of marketing measures.
8. Control and analysis of the completed marketing program.
9. Marketing management for various strategies of enterprise development.
10. Organizational structure of marketing services.
11. Definition of marketing research and its structure.
12. The main sections of marketing research.
13. Methodological foundations of marketing research.
14. Successive stages of marketing research.
15. Data classification in marketing research.
16. Research of the market situation.
17. Research of the image of the enterprise and the image of the product.
18. Essence and types of goods. The company's decision on product policy.
19. Product nomenclature and product range.
20. Competitiveness, quality and consumer properties of the product.
21. Service as one of the elements of the company's product policy.
22. Trademarks. The concept of "brand".
23. Product life cycle.
24. New product development program.
25. Standardization and certification of products.
26. Price structure.
27. Pricing policy in the enterprise's marketing activities.
28. Features of pricing in the agro-industrial complex.
29. Tasks of marketing pricing.
30. Marketing pricing process.
31. Interaction of demand, supply and market price.

32. Theoretical foundations of communication processes in the marketing system.
33. Advertising.
34. Public relations.
35. Promotion of sales.
36. Personal sale.
37. Direct marketing.
38. Sponsoring - problems and development prospects.
39. Concept of branding for image formation.
40. Marketing distribution policy. The essence and functions of distribution channels.
41. Mediation in distribution channels.
42. Types of product distribution systems.
43. Management of distribution channels.
44. Basic concepts of marketing logistics.
45. The essence of international marketing.
46. Forms of international marketing.
47. Segmentation of the world market and problems of grouping countries.
48. Information provision of international marketing.
49. The concept of Internet marketing.
50. Types of Internet marketing.
51. Features of SMM marketing.
52. Application of SEO in Internet activities.

<b>НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ</b>			
<b>ОС «Бакалавр» спеціальність 073 «Менеджмент»</b>	<b>Кафедра маркетингу та міжнародної торгівлі 2023-2024 навч. рік</b>	<b>ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 1</b> з дисципліни <b>«Marketing»</b>	<b>Затверджую</b> Зав. кафедри  _____ (підпис)  _____(ПІБ) _____ 20__ р.

1. Define the main concepts of marketing: marketing, need, demand, product, price, market. Draw the matrix of the hierarchy of needs according to A. Maslow.
2. Describe the strategy of price leadership; name the ways to achieve price leadership.

3. Test tasks:

1. Marketing – is:

1	business philosophy;
2	management function;
3	type of business activity;
4	answers 1-3 complement each other.

2. The main elements of the marketing complex include:

1	product properties, prices, sales channels, advertising;
---	--



2	packaging, markups, warehouse stocks, sales promotion;
3	service, markups, trade forms, personal selling
4	answers 1-3 complement each other.

3. What marketing concept is based on the fact that the company must satisfy the needs of consumers while simultaneously improving the standard of living of the entire society:

1	the concept of relationship marketing;
2	traditional marketing concept;
3	the concept of social and ethical marketing;
4	sales concept.

4. What factors belong to the microenvironment of the enterprise:

1	price strategy of the enterprise;
2	bank interest on household deposits;
3	increase in the specific weight of the elderly in the general structure of the population;
4	mentality of the population.

5. Insert the missing word into the sentence. Determining the bottlenecks of the marketing management mechanism, developing corrective effects to increase the effectiveness of marketing management is called ... ..

*(write the answer in the answer sheet)*

6. Continue the sentence: Distribution policy is...

*(in the answer sheet, write the concept that reflects this definition)*

7. The market is considered unpromising if its saturation is:

1	more than 50%;
2	90-95%;
3	45-55%;
4	85-90%.

8. The results of the SWOT analysis are summarized in the form of ...:

1	tables;
2	diagrams;
3	matrices;
4	graphics

9. Marketing functions include the following:

1	comprehensive study of the market and consumers;
2	development of an effective marketing balance;
3	planning of sales and realization of products;
4	analysis and planning of marketing and sales activities of the enterprise.

10. Primary information is obtained in marketing:

1	from previously received data that was collected for another purpose;
2	for the first time for a specific purpose;
3	is obtained for the first time, but based on previously obtained data;
4	from previously received data, but taking into account the purpose of the enterprise.

## 7. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power Point program) on each topic, handouts, discussion of problematic issues. In practical classes, situational tasks and business cases are solved.

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastering the system of professional knowledge, abilities and skills, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

Depending on the source of knowledge: verbal (explanation, conversation, discussion, dialogue); visual (demonstration, illustration); practical (solving problems, business games).

According to the nature of cognitive activity: explanatory and visual problem presentation; partly search and research methods.

By place in educational activity:

- methods of organization and implementation of educational activities, combining verbal, visual and practical methods; reproductive and problem-searching; methods of educational work under the guidance of a teacher and methods of independent work of students of higher education;

- methods of stimulating and motivating educational work, including cognitive games, educational discussions, role-playing situations;

- methods of control and self-control of educational activities: methods of oral and written control; individual and frontal, thematic and systematic control.

In the process of teaching an academic discipline, the following educational technologies are used to activate the educational and cognitive activity of students of higher education:

- working in small groups makes it possible to structure practical-seminar classes in terms of form and content, creates opportunities for the participation of each student of higher education in work on the topic of the class, ensures the formation of personal qualities and experience of social communication;

- seminars-discussions provide for the exchange of thoughts and views of the participants on a given topic, and also develop thinking, help form views and beliefs, the ability to formulate opinions and express them, teach to evaluate other people's proposals, to critically approach one's own views;

- brainstorming – a method of solving urgent tasks, the essence of which is to express as many ideas as possible in a limited period of time, discuss and carry out their selection;

- case method – a method of analyzing specific situations, which makes it possible to bring the learning process closer to the real practical activity of specialists and involves consideration of production, management and other situations, complex conflict cases, problem situations, incidents in the process of learning educational material;

- presentations – speeches in front of the audience, used to present certain achievements, results of the group's work, a report on the performance of individual tasks, instruction, demonstration;

- didactic games – a method of imitation (imitation, reflection) of making managerial decisions in various situations according to rules that have already been developed or are formed by the participants themselves, is realized through the independent solution of the given problem by students of higher education, provided that the necessary knowledge is insufficient, when there is a need to independently master new content or look for new connections in already learned material;

- banks of visual support contribute to the activation of creative perception of the content of the discipline with the help of visualization.

## **8. Criteria for assessing students' knowledge**

The main forms of organization of education during the study of the discipline "Marketing" are lectures, seminar (practical) classes, consultations, independent work of students of higher education.

In accordance with the above-mentioned forms of training organization, the forms of control of learning the program are: self-monitoring, writing modular control papers, an essay, performing individual practical tasks and an exam for the period of studying the discipline. Control measures carried out at the university determine the compliance of the level of knowledge, skills and abilities acquired by students with the requirements of normative documents on higher education and ensure timely adjustment of the educational process. According to the "Regulations on examinations and assessments at the NULES of Ukraine" approved by the academic council of the NULES of Ukraine on April 23, 2023, protocol No. 10, the types of knowledge control of higher education students are current control, intermediate and final certification.

Current control is carried out during practical, laboratory and seminar classes and is aimed at checking the level of preparedness of students of higher education to perform specific work.

Intermediate attestation is conducted after studying the program material of each content module. The teaching material of the disciplines, which are taught during one semester - fall or spring, is divided by lecturers into two or three meaningful modules. Intermediate attestation should determine the level of knowledge of the students of higher education from the program material of the content module (rating assessment from the content module), obtained during all types of classes and independent work. Forms and methods of conducting intermediate certification, assimilation of the program material of the content module are developed by the lecturer of the discipline and approved by the relevant department in the form of testing, written control work, colloquium, the result of an experiment that can be evaluated numerically, calculation or calculation-graphic work, etc. The assimilation of the program material of the content module by the student of higher education is considered successful if the rating is not less than 60 points on a 100-point scale.

The level of knowledge of students of higher education acquired through non-formal education programs (Article 8, Clause 3 of the Law of Ukraine "On Education") must be confirmed by relevant documents (for example, learning English - certificates of level B1 and above; training in BAS courses (Business Automation Software) – ABU certificate (association of business automatizers); training at Cisco Network Academy courses - Cisco industry certificate; training at training courses for appraisers on expert monetary valuation of land plots - qualification certificate, etc.). The presence of supporting documents is the basis for the enrollment of a separate laboratory work, the topic of a lecture or practical session, a content module or the entire educational material of the discipline, if the program of informal education corresponds to the work program of the discipline. The decision on the enrollment of knowledge acquired through non-formal education programs is made by the lecturer of the discipline together with the head of the department. Enrollment of all educational material of a discipline does not exempt a student of higher education from taking an exam in this course.

the rating of a student in the academic work  $R_{HP}$  in relation to the study of a particular discipline is determined by the formula:

$$0,7 \cdot (R_{3M}^{(1)} \cdot K_{3M}^{(1)})$$

$$R_{HP} = \frac{\dots}{R_{ШТР}} + R_{ДР}$$

$K_{дис}$

$R_{3M}^{(1)}, \dots, R_{3M}^{(n)}$  – rating evaluations of content modules on a 100-point scale;

$K_{3M}^{(1)}, \dots, K_{3M}^{(n)}$  – the number of ECTS credits provided by the working curriculum for the relevant content module;

$K_{дис} = K_{3M}^{(1)}$  – the number of ECTS credits provided by the working curriculum for the discipline in the current semester;

$R_{ДР}$  – rating on additional work;

$R_{ШТР}$  – penalty rating.

The above formula can be simplified if we take  $K_{ЗМ}^{(1)} = \dots = K_{ЗМ}^{(n)}$ . Then it will look like:

$$R_{НР} = (0,7 \cdot R_{ЗМ}^{(1)}) + R_{ДР} - R_{ШТР}.$$

The rating for additional work  $R_{ДР}$  is added to  $R_{НР}$  and cannot exceed 20 points. It is determined by the lecturer and is provided to students by the decision of the department for the implementation of works that are not provided by the curriculum, but contribute to improving the level of knowledge of students in the discipline

Penalty rating  $R_{ШТР}$  does not exceed 5 points and is deducted from  $R_{НР}$ . It is determined by the lecturer and is introduced by the decision of the department for students who have mastered the material of the content module late, did not follow the work schedule, missed classes and so on.

In accordance with this Regulation, the preparation and defense of the term project (paper) is assessed on a 100-point scale and then translated into assessments on a national scale and ECTS scale.

#### **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

#### **9. Methodical support**

1. Четверик О. В. Методичні вказівки до вивчення дисципліни «Маркетинг» для студентів спеціальності 073 «Менеджмент» - К.: ЦП «Компринт». – 2023. – 75с.
2. Marketing: Lecture notes and practices [Methodical recommendation] / Zbarska A.V. – К.: Видавництво «Наукова столиця», 2020. –164 p.
3. Elearn: <https://elearn.nubip.edu.ua/course/view.php?id=2756>

#### **10. Suggested literature:**

##### **Basic:**

1. Philip, Kotler. Principles of marketing. Pearson higher education, 2017.
2. Armstrong, Gary. Marketing: an introduction. Pearson Education, 2009.
3. Strydom, Johan, ed. Introduction to marketing. Juta and company Ltd, 2005.
4. Moore, Karl, and Niketh Pareek. Marketing: the basics. Routledge, 2009.
5. Weitz, Barton A., and Robin Wensley, eds. Handbook of marketing. Sage, 2002.

##### **Additional literature:**

6. Blythe, Jim. Principles and practice of marketing. Sage, 2013.

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