

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

Marketing and International Trade Department



**"CONFIRMED"**

**Dean of the Faculty**

**Agricultural Management**


**Anatolii OSTAPCHUK**

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**"APPROVED"**

at the meeting of the department  
of Marketing and International Trade  
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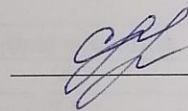
**T.p.d. of the Head of Department**

 **Oleksandr LUTSII**

**"REVIEVED"**

**Program Coordinator**

**Violeta HERAIMOVYCH**



**PROGRAM OF THE COURSE**

**"MARKETING COMMUNICATIONS"**

**for undergraduate students training**

spacialization 075 "Marketing"  
educational program "Marketing"  
Faculty of Agricultural Management  
Developer: Associate Professor, Ph.D. Olena BARYLOVYCH

KYIV-2023

## 1. Description of the course

### Marketing communications (module 2)

(name)

<b>Field of knowledge, specialization, educational program, educational degree</b>		
Educational degree	Bachelor	
Specialization	075 "Marketing"	
Educational program	Marketing	
<b>Characteristics of the course</b>		
Type	Compulsory	
Total number of hours	120	
Number of ECTS credits	4	
Number of content modules	4	
Course project (work) (if applicable)	+	
Form of assessment	<i>Exam</i>	
<b>Indicators of the course for full-time and part-time study</b>		
	full-time form of study	part-time form of study
Course (year of study)	4	-
Semester	8	-
Lecture classes	12	-
Practical, seminar classes	24	-
Self-study	54	-
Individual assignments		-
Numbers of weekly in-class academic hours for full-time forms of study	3	-

## **2.Purpose, objectives, and competencies of the course**

The *purpose* of the "Marketing Communications (module 2)" discipline is to study and master students' theoretical knowledge and practical skills regarding the application, use of tools and elements of Public relations; organization, planning, implementation of management of the enterprise's PR activities for the purpose of their effective functioning, as well as organizational and management decisions at the level of modern requirements.

The *tasks* of the "Marketing Communications (module 2)" discipline are to provide students with knowledge in the field of Public relations; study of the main categories of public relations; acquisition of practical skills regarding the formation of the company's PR system; getting acquainted with the methods of developing the budget of PR and advertising campaigns, determining the effectiveness of PR to the target audience and acquiring practical skills in their use in the process of product promotion.

### **Acquisition of competencies:**

*integral competence:* The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

### *general competencies:*

GC1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC4. Ability to learn and master modern knowledge.

GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC6. Knowledge and understanding of the subject area and understanding of professional activity.

GC7. The ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

### *professional (special) competencies:*

SC14. Ability to propose improvements to marketing functions.

### **Program learning outcomes:**

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 13. To be responsible for the results of one's activity, to demonstrate entrepreneurial and managerial skills initiatives

PLO 14. Perform functional duties in the group, offer reasonable marketing solutions.

PLO 26. Prepare founding documents and register the enterprise taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation.

PLO 27. Demonstrate the ability to use modern methods of managing supply chains of goods and information.

### 3.The program and structure of the discipline:

#### Structure of the discipline:

Names of content modules and topics	Number of hours													
	Full-time							Part-time						
	total		including					total	weeks					
			l	p	lab	ind	sw		l	p	lab	ind	sw	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	
<b>Module 1</b>														
Content module 1. Essence, historical stages of public relations development. Formation of public opinion														
Topic 1. Theoretical aspects of public relations	15	2	4	-	-	9								
Topic 2. Historical stages of evolution of the public relations	15	2	4	-	-	9								
Topic 3. Society and public opinion in the public sphere relations	15	2	4	-	-	9								
Together according to content module 3	45	6	12	-	-	27								
Content module 2. Management of the public relations														
Topic 4. Connection of public relations and mass media	15	2	4	-	-	9								
Topic 5. Management process in the sphere of public relations	15	2	4	-	-	9								
Topic 6. PR in action	15	2	4	-	-	9								
Together according to content module 4	45	6	12	-	-	27								
<b>Total hours</b>	90	12	24	-	-	54								
<b>Course project</b>	30	-	-	-	-	-								
<b>Total for the course</b>	120	12	24	-	-	54								

#### 4.Topics of practical classes

№ s / n	Topics	Number of hours
1	Topic 1. Theoretical aspects of public relations	4
2	Topic 2. Historical stages of evolution of the public relations	4
3	Topic 3. Society and public opinion in the public sphere relations	4

4	Topic 4. Connection of public relations and mass media	4
5	Topic 5. Management process in the sphere of public relations	4
6	Topic 6. PR in action	4
	Total	24

### 5. Topics of self work

№ s / n	Topics	Number of hours
1	Topic 1. Theoretical aspects of public relations	9
2	Topic 2. Historical stages of evolution of the public relations	9
3	Topic 3. Society and public opinion in the public sphere relations	9
4	Topic 4. Connection of public relations and mass media	9
5	Topic 5. Management process in the sphere of public relations	9
6	Topic 6. PR in action	9
	Total	54

### 6. Samples of control questions, tests for assessing the level of knowledge acquisition by students

#### Questions for control of students' knowledge:

1. Definition the public relations
2. tasks, objectives and principles the public relations
3. The main ones directions activity the public relations
4. Theory communication in The public relations
5. Laws Sam Black for effective communication.
6. Types of crises from the point of view of the public relations and general principles of crisis management politicians
7. Interconnections the public relations from means mass information
8. Functions press attaché
9. Requirements to preparation press release.
10. Organization and carrying out techniques and press conferences.
11. Requirements to oral speech
12. Organization and carrying out of research in the public relations
13. development questionnaires and basic requirements to them
14. Tasks the public relations in industry
15. Connection the public relations from structures authorities
16. Codes professional behavior and ethics
17. Essence and practice lobbying
18. Principles organizations electoral campaign
19. History becoming and development the public relations

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ			
ОС «Бакалавр» напря́м підготовки/ спеціальність 075 «Маркетинг»	Кафедра маркетингу та міжнародної торгівлі 2023 - 2024 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 30 з дисципліни «Marketing communications (module 2)»	Затверджую Зав. кафедри  _____ (підпис) Луцій О.П. (ПІБ) _____ 20__ р.

1. The public relations as an element of marketing communications
2. Formation "image" of enterprises, organizations and personalities: methods and approaches.

Test tasks:

**1. The public relations is:**

1	A. activities aimed at analyzing trends, forecasting their consequences, issuing recommendations and implementation actions in interests organizations and the public
2	B. activity, directed on formation and support positive image of organization, belief the public in necessity of firms activity;
3	C. lasting effort, directed on creation and support benevolent relations and mutual understanding between organization and her the public
4	G. granting the public information about enterprise

**2. Arrange the means and their types (forms) of the marketing communications complex in accordance with the types of marketing communications:**

A. Basic means of marketing communications	1. Advertising	9. Personal selling
B. Additional means of marketing communications	2. Sponsorship	10. Public relations
	3. Branding	11. Exhibitions
	4. Direct marketing	12. Fairs
	5. Product placement	13. Catalogs
	6. Promotion of sales	14. Merchandising
	7. Integrated marketing communications at points of sale	15. Packaging
	8. Direct mail	16. Internet advertising

**3. Establish correspondence between the blocks of the communication program and their content:**

<i>Communication program blocks</i>	<i>Content</i>
1. Strategic	A. Control, assessment, efficiency
2. Tactical	B. Goals, situation analysis, information field
3. Effective	V. Actions, budget, performers

**4. The choice of a sport as a field of sponsorship is based on the consideration of the following factors:**

1	Community of the audience of fans of a particular sport
2	Sufficiency of the numerical composition of the audience

3	The prestige of this sport
4	The popularity of this sport
5	High level of individualization

**5. Advantages that a brand can provide for a domestic producer of goods:**

1	Protect the manufacturer in the process of working with partners
2	Facilitate the procedure of product selection by the consumer
3	Facilitate the exit of the manufacturer with new goods to neighboring markets
4	Identify the manufacturing company and products among competitors

**6. The strategy of marketing communications at certain stages of the product life cycle includes:**

1	Market penetration, market development, protection of market share, transition to new markets or departure to another field of activity
2	Attracting consumers' attention to the product, developing measures to promote products to the market, attract consumers by improving the quality, packaging of products, drawing consumers' attention to individual attributes, product characteristics
3	Overnight costs for intensive marketing , minimal — for passive, increase in total costs for product promotion, decrease in total costs for product promotion
4	From gaining leadership in terms of product quality, gaining leadership in terms of market share, maximizing current profit, ensuring the "survival" of the firm

**7. The final conclusion about the effectiveness of measures to promote goods is made as a result of the analysis of the costs of their implementation and the additional profit obtained as a result of their use.**

Yes	No
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**8. Which component of marketing communications systems has the highest cost per contact:**

1	Advertising
2	Personal selling
3	Sales promotion
4	Public relations

**9. What method (type) of argumentation in the process of advertising persuasion allows us to appeal to the rational sphere of our consciousness?**

*(write one word in the answer sheet)*

**10. What word is missing in the sentence (definition).**

A communicator is a party that ... information. *(in the answer sheet, enter one word)*



## 7. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power program Point ) on each topic, supplementary material, 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 statement; 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. Forms of assessment**

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 tests at the National University of Bioresources and Nature Management of Ukraine" approved by the Academic Council of the National University of Bioresources and Nature Management of Ukraine on April 2, 3, 2023, protocol No. 10, the types of knowledge control of students of higher education are current control, intermediate and final attestation.

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 certification 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 content 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. 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 discipline.

After carrying out intermediate certifications with two content modules and determination of their rating evaluations by the lecturer of the discipline, the rating is determined acquirer higher education with educational work  $R_{HP}$  (not more 70 points) by by the formula:

$$R_{HP} = \frac{0.7 \cdot (R^{(1)}_{ZM} \cdot K^{(1)}_{ZM} + \dots + R^{(n)}_{ZM} \cdot K^{(n)}_{ZM})}{K_{DIS}}, \quad (1)$$

where  $R^{(1)}_{3M}, \dots, R^{(n)}_{ZM}$  – rating evaluations from content modules by 100-point scale;

$n$  – number content modules;

$K^{(1)}_{ZM}, \dots, K^{(n)}_{ZM}$  - the number of credits of the European Credit Transferstorage system (EKTS) (or hours) provided by the working educational plan for relevant content module;

$K_{DIS} = K^{(1)}_{ZM} + \dots + K^{(n)}_{3M}$  - the number of ECTS credits (or hours), provided by the working curriculum for the discipline in the current onesemester

The formula (1) you can simplify if to accept  $K^{(1)}_{3M} = \dots = K^{(n)}_{3M}$ . Then she will be look like

$$R_{HP} = \frac{0.7 \cdot (R^{(1)}_{ZM} + \dots + R^{(n)}_{ZM})}{n}. \quad (2)$$

Rating acquirer higher education with educational work rounded up to the whole numbers. The rating for academic work can be affected by the rating from additional work and the penalty rating. The rating from the additional work is added to the rating from the study and cannot exceed 20 points. It is determined by the lecturer and is given to students of higher education by the decision of the department for the performance of works that are not provided for in the curriculum, but contribute to increasing the level of their knowledge of the discipline.

The maximum number of points (20) is awarded to a higher education applicant for:

- receiving the 1st degree diploma of the winner of the student scientific conference of the educational and scientific institute or faculty (college) in the relevant discipline;
- receiving a diploma of the winner (1st, 2nd or 3rd place) of the 2nd stage of the All-Ukrainian Student Olympiad in a discipline or specialty (field of training) in the current academic year;
- receiving a diploma (I, II or III degree) of the winner of the All-Ukrainian competition of student scientific works in the relevant discipline in the current academic

year;

- authorship (co-authorship) in the submitted application for an invention or the obtained patent of Ukraine in the relevant discipline;
- authorship (co-authorship) in a published scientific article in the relevant discipline;
- production of a personal educational stand, layout, device, device; development of a computer program (provided that it is used in the educational process when teaching the relevant discipline).

The penalty rating does not exceed 5 points and is deducted from the academic work rating. It is determined by the lecturer and introduced by the decision of the department for students of higher education who did not learn the materials of the content modules in time, did not follow the work schedule, missed classes, etc. Final attestation includes semester and state attestation of students of higher education. Semester certification is conducted in the form of a semester exam or a semester credit for a specific academic discipline. The semester exam (hereinafter referred to as the exam) is a form of final attestation of the assimilation of theoretical and practical material from the academic discipline by the student of higher education during the semester.

Semester assessment (hereinafter referred to as assessment) is a form of final attestation, which consists in assessing the assimilation of theoretical and practical material by the student of higher education (certain types of work performed by him in practical, seminar or laboratory classes and during independent work) from the academic discipline for the semester.

Differentiated credit is a form of attestation that allows the student to evaluate the implementation and assimilation of a program of educational or industrial practice, preparation and defense of a course work (project) by a student of higher education. Applicants of higher education are obliged to take exams and assessments in accordance with the requirements of the work curriculum within the time limits provided by the schedule of the educational process. The content of exams and tests is determined by the working training programs of the disciplines.

**9. Distribution of grades received by students.** Evaluation of student knowledge is carried out on a 100-point scale and is converted to national grades according to Table 1 "Regulations and Examinations and Credits at NULES of Ukraine" (order on implementation dated April 26, 2023, protocol No. 10)

<b>Student rating, points</b>	<b>National grade based on exam results</b>	
	<b>Exams</b>	<b>Credits</b>
<b>90-100</b>	<b>Excellent</b>	<b>Passed</b>
<b>74-89</b>	<b>Good</b>	
<b>60-73</b>	<b>Satisfactory</b>	
<b>0-59</b>	<b>Unsatisfactory</b>	<b>Not passed</b>

In order to determine the rating of a student (listener) in the discipline  $R_{dis}$  (up to 100 points), the rating from the exam  $R_{ex}$  (up to 30 points) is added to the rating of a student's academic work  $R_{aw}$  (up to 70 points):  $R_{dis} = R_{aw} + R_{ex}$ .

### **10. Educational and methodological support:**

Page on Elearn: <https://elearn.nubip.edu.ua/course/view.php?id=2196>

### **11. Recommended sources of information**

#### **Basic:**

1. Michael Belch, George Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education. 2011. 864 p.

#### **Additional:**

1. Creating corporate reputations. Identity, Image, Performance. – Oxford, University Press, 2001. 344 pp.
2. Henry R.A. Marketing Public Relations: The HOWS That make It Work. Iowa State University Press, 2000. 296 pp.
3. Seitel F.P. The Practice of Public Relations. Prentice Hall, Englewood Cliffs, New Jersey, 1998. 576 pp.
4. Burnet J., Moriarty S. Marketing communications: an integrated campaign. 2001. 864 p.
5. Blyde J. Marketing communications: What? How? And why? / Per s Eng. V.O. Shagoyan. Dnipropetrovsk: Balance-Club, 2004. - 368 p.
6. Kotler F., Armstrong G.. Fundamentals of marketing, 9th edition. 2003. 1200 p.
7. Smith P. R. Marketing communications. Complex approach. K.: Knowledge-Press. 2003. 796 p.
8. George E. \_ Belch & Michael A. \_ Belch . Advertising and Promotion . An Integrated Marketing Communications Perspective . McGraw - Hill Higher Education. Fifth Edition . New York 2001. 856 pp .

### **12. Information resources**

9. Law of Ukraine "On Advertising" No. 270/96-VR dated July 3, 1996: website. URL : <http://zakon5.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80>
10. Marketing communications. Types and tools of marketing communications: website. URL: <https://koloro.ua/ua/blog/brending-i-marketing/marketingovye-kommunikacii-vidy-i-instrumenty-marketingovyh-kommunikacij.html>
11. Marketing communications: essence, tasks, elements: website. URL: <https://posibniki.com.ua/post-marketingovi-komunikaciyi-sutnist-zavdannya-elementi>
12. What is marketing communications? Website. URL: <https://wezom.com.ua/ua/blog/marketingovye-kommunikacii>
13. What is marketing communications, how to interact with the client? Website. URL: <https://elit-web.ua/ua/blog/chtotakoe-marketingovye-kommunikacii>
14. Marketing communications - we understand the content: website. URL : <https://blog.admixer.academy/ua/shcho-take-reklamni-komunikatsiyi/>

15. Marketing communications: website. URL: <https://biz.nv.ua/ukr/experts/instrumenti-marketingu-navishcho-potriben-markom-i-yaka-yogo-golovna-meta-ostanni-novini-50114344.html>
16. Marketing communications: ways of contacting the client: website. URL : <https://fractus.com.ua/uk/blog/marketingovi-komunikacii-shlyahi-kontaktu-z-kliientom/>
17. The essence of the marketing policy of communications: website. URL : <http://library.if.ua/book/22/1688.html>
18. National University of Life and Environmental Sciences of Ukraine : website. URL : <https://nubip.edu.ua/>
19. Ministry of Education and Science of Ukraine : website. URL : <https://mon.gov.ua/ua>
20. Magazine "Marketing in Ukraine": website. URL : <http://uam.in.ua/rus/projects/marketing-in-ua>
21. Magazine "Marketing and Innovation Management ": website. URL : <https://mmi.fem.s in mdu.edu.ua/>
22. Magazine "Companion: website. URL : <http://www.companion.ua/>
23. National Library of Ukraine named after Vernadsky: website. URL : [www.nbuv.gov.ua](http://www.nbuv.gov.ua).
24. Ukrainian Marketing Association : website. URL : <http://uam.in.ua>