

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

Marketing and International Trade Department


"APPROVED"
Dean of Economic Faculty
Anatolii DIBROVA
"20" "05" 2022 p.

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Guarantor of Educational Program
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Head of Marketing and International
Trade Department
Ruslan BURLIAK
Protocol # 9 from "29" 04 2022 p.

**Working program
of the discipline**

"MARKETING"

**for undergraduate students training
(specialty: 072 Finance, Banking and Insurance)**

specialty 072 Finance, Banking and Insurance
educational program "Finance and Credit"
faculty of Economics
Developer: Associate Professor, Ph.D. Olena BARYLOVYCH

KYIV-2022

Characteristics of Training Program “Marketing”

Branch of knowledge, direction of training, specialty, educational degree	
Educational degree	Bachelor
Specialty	072 Finance, Banking and Insurance
Characteristics of the curriculum	
Type	Obligatory
The total number of hours	150
Number of ECTS credits allocated	5
Number of content modules	3
Term paper	-
Form of control	<i>Exam</i>
Indicators of academic discipline for full-time forms of training course	
Year	3
Semester	6
Numbers of lectures, hours	15
Numbers of practical classes, hours	30
Independent study, hours	105
Individual tasks	-
Numbers of weekly in-class academic hours for full-time forms of training	3

**Course for undergraduate students “Marketing”
(specialty: Finance, Banking and Insurance)**

Marketing

Instructor: Olena Barylovykh

Office: 401, Bldg # 10

Telephone: 527-8004

Office hours:

Total (hrs.) 150 (Lectures – 15, practical work – 30)

Form of the knowledge control: exam

Objectives: 1. To study initials of the Marketing Process, looking at what marketing is & how it satisfies consumer needs. 2. To determine the importance & identify stages of the Marketing Research. 3. To describe how today’s managers use marketing decisions to plan the strategy of an enterprise & make market & sales forecasts.

As a result of studying the discipline student must

know:

- system, concepts, process, functions, types of marketing;
- concept and process of marketing management, variants of construction of the structure of the enterprise management apparatus with introduction of marketing and formation of marketing service;
- components of the marketing environment of the enterprise;
- the ratio of economic, economic, trade conditions and commodity market conditions;
- categories of buyers in different types of markets, the decision-making process on the purchase of goods;
- the essence of the market segment, the ultimate goal of the implementation of segmentation;
- the essence of the marketing strategy of the product and its components, the main stages of the creation of the product-novelties and the possible risks associated with its entry into the market;
- price place in the marketing activity of the enterprise and the possibility of applying the price method of competition;
- the role of distribution plans for achieving the goals of the enterprise and their place in marketing activities;
- the essence of the distribution policy, its components and functions in the process of implementation.

be able:

- to introduce at the enterprise a certain information system that would provide the basis for marketing activities;
- To select the necessary types of marketing research to achieve a certain goal, to plan and carry out this research;

- to simulate the behavior of the buyer on the market under the influence of various factors;
- monitor competitors and their products;
- to select appropriate means and to carry out market segmentation in relation to a specific product group, commodity;
- To choose a certain variant of coverage of the market, using mass, commodity-differentiated, or targeted marketing on selected segments of the market;
- to carry out a certain amount of work related to the positioning of the product on the market;
- determine the factors influencing the price within the framework of the marketing strategy of the price and the likely effect of each of them;
- to offer the appropriate type of distribution channel of goods in the number of levels, the structure of the channel;
- to develop a program for implementation of the strategy of product promotion.

Acquisition of competencies:

General competencies (GK): 2, 3, 7, 8, 9, 10, 11.

Special competencies (SC): 9.

Module Structure of the Course
“MARKETING”

Module		Theme	
#	Title	#	Title
1	<i>Essentials of Marketing</i>	1.1.	Introduction to Marketing
		1.2.	Evaluation conceptions of marketing
		1.3	Understanding Buyers & Markets
		1.4	Market Research
		1.5	Market segmentation
2	<i>Managing the Marketing Process</i>	2.1.	Competitive environment in marketing
		2.2.	Instruments of marketing
		2.3.	Marketing communications
		2.4.	Development of a Marketing Strategy
		2.5.	Marketing Plan Development
		2.6.	Control of marketing activities
3	<i>Satisfying Marketing Opportunities</i>	3.1.	Product Decisions
		3.2.	Pricing Policy
		3.3.	Product Promotion, Advertisement & Public Relations
		3.4.	Merchandizing
		3.5.	PR-marketing

Content of the Course
„MARKETING“

Module I.
Essentials of Marketing

1. Marketing opportunity analysis. Target market selection. Marketing mix development. Evaluation of marketing concepts.
2. Defining the stages of the consumer buying decision process.
3. The marketing research process recognition. Stages of marketing research.

Module II.

1. Developing competitive strategies for marketing. Using marketing instruments.
2. Understanding the structure of the marketing plan. Control marketing activities.

Module III.

1. Developing and managing products. Product concepts.
2. Setting prices. Pricing concepts.
3. Making up of an advertisement. The difference between personal selling and sales promotion. Understanding the main mean of merchandizing and PR-marketing.

Structure of the Course

#	Subject	Total, hrs.	Including		
			Lectures	Practical training	Independent work
1	2	3	4	5	6
	<i>Module 1. Essentials of Marketing</i>	45	4	8	33
1	Introduction to Marketing. Evaluation conceptions of marketing	11	1	2	8
2	Understanding Buyers & Markets	10	-	2	8
3	Market Research	13	2	2	9
4	Market segmentation	11	1	2	8
	<i>Module 2. Managing the Marketing Process</i>	50	4	10	36
5	Competitive environment in marketing. Instruments of marketing	9	1	2	9
6	Development of a Marketing Strategy	12	2	4	9
7	Marketing Plan Development	9	1	2	9
8	Control of marketing activities	8	-	2	9
	<i>Module 3. Marketing mix</i>	55	7	12	36
9	Product Decisions	13	2	4	9
10	Pricing Policy	10	2	2	9
11	Product Promotion, Advertisement & Public Relations	12	2	4	9
12	Sales and Merchandizing	10	1	2	9
Sum total		150	15	30	105

TOPICS OF PRACTICAL TRAINING
FOR THE COURSE „MARKETING”
MODULE I.
Essentials of Marketing

1. Marketing opportunity analysis. Target market selection. Marketing mix development. Evaluation of marketing concepts.
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1. Developing competitive strategies for marketing. Using marketing instruments.
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1. Developing and managing products. Product concepts.
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3. Making up of an advertisement. The difference between personal selling and sales promotion. Understanding the main mean of merchandizing and PR-marketing.

QUESTIONS FOR KNOWLLAGE CONTROL

1. Essence of Marketing
2. Consumer Needs and Consumer Wants
3. Controllable Marketing Mix Factors
4. Uncontrollable Factors of Marketing
5. Evolution of the Marketing Concept
6. Difference Between Consumer and Organizational Buyers Behavior
7. Stages of Consumer Purchase Decision Process
8. Characterize in detail Problem Recognition and Information Search stages of Consumer Purchase Decision Process
9. Characterize in detail Purchase Decision and Postpurchase Behavior Stages of Consumer Purchase Decision Process
10. Types of Buying Situations in Buying Center
11. Definition and Main Purpose of the Marketing Research
12. Organizational Forms for Implementation of the Marketing Research Function in a Company
13. Methods of Information Collection and Analysis
14. Types of Marketing Information
15. Secondary Information: its Sources, Advantages and Disadvantages

16. Primary Information: its Types, Advantages and Disadvantages
17. Methods and Forms of Primary Data Collection
18. Main Fields of the Marketing Research
19. Factors affecting the Choice of Research Methods and Structure of the Marketing Research Process
20. Difference between terms Market and Target Market
21. Definition of Target Market and Main Ways for Identifying Target Markets
22. Market Segmentation and its Strategies
23. Main Conditions of Effective Segmentation and Segmentation Variables
24. Essence of Positioning
25. Evaluation of Markets and Sales Forecast
26. Essence of a Marketing Strategy at an Enterprise
27. Determinants of an Enterprise's Marketing Strategy
28. Types of Marketing Strategies of an Enterprise
29. Differentiation Strategy
30. Low-cost Strategy
31. Narrow Specialization Strategy
32. Strategies with respect to the Market Share
33. Lines of Marketing Strategies according to the Components of the Marketing Mix
34. Basic Stages of Developing a Marketing Strategy at an Enterprise
35. Definition of a Product and Ways a Company Looks at its Products
36. Classification of Consumer Goods
37. Classification of Industrial Goods
38. Product Life Cycle
39. Introduction and Grows Stages of the Life Cycle
40. Maturity and Decline Stages of the Life Cycle

**НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ
УКРАЇНИ**

ОС «Бакалавр» напряму підготовки/ спеціальність 072 «Finance, Banking and Insurance»	Кафедра маркетингу та міжнародної торгівлі 2022 -2023 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 3 з дисципліни «Marketing»	Затверджую Зав. кафедри _____ (підпис) Буряк Р.І. (ПІБ) _____ 20__ р.
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1. Essence of Marketing.
2. Product life Cycle

	1. Which of the following is not a marketing activity?
1	Promotion
2	Storage
3	Product development
4	Wholesaling
5.	Production

	2. Which of the following statements concerning marketing research and information systems is false?
1	They help implement the marketing concept by providing adequate information about consumers.
2	They increase the chances of success in performing marketing activities
3	They are used to plan and develop appropriate strategies
4	They provide important input into the development of the marketing mix.
5	They increase the cost of the product to the consumer.

	3. An organization's products
1	are not part of the marketing mix.
2	represent visible contacts with consumers
3	are not information sources.
4	are purchased for functional reasons only
5	include tangible products but not services

	4. Wholesalers
1	perform those marketing activities necessary to expedite exchanges
2	usually can be eliminated with no loss in efficiency.
3	are engaged primarily in selling products to ultimate consumers
4	create higher consumer prices by performing their functions.
5	appear in almost all channels.

	5. Communication can be best defined as
1	A transmission of meaning
2	Information transmitted in a form of pattern
3	The sending and receiving of information
4	The coding and decoding of information
5	A sharing of meaning

	6. Which of the following statements is false?
1	Price can be changed quickly to respond to changes in demand.
2	Price has a psychological impact on customers and can be used symbolically to emphasize a product's quality.
3	Price is important in determining profits.
4	Price is usually used as a tool to raise production costs
5	None of the above.

	7. Name true medium of transmission here?
1	Advertising.
2	Potential customer.
3	Advertising agency.
4	Souvenir production.
5	Product-placement.

	8. <i>What element belongs to the communication's noise?</i>
1	Communication channels' break down.
2	Large number of other advertisements.
3	Same advertising message across many different countries.
4	An interest or dislike towards the message.
5	Driving too quickly past a billboard

	9. Consumer product classifications are based primarily on
1	how consumers use the product.
2	the characteristics of buyers' purchasing behavior
3	where the product is purchased.
4	how consumers view the product.
5	the cost of the product

	10. Which of the following services does a wholesaler usually not offer
1	Management assistance and marketing research
2	Handling credit and financing
3	Selling activities
4	Physical distribution activities
5	Making sales to ultimate consumers

Criteria for assessing students' knowledge

According to the "Regulations on exams and tests in NULES of Ukraine", approved by the Rector of the University on 02/27/2019, 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:

$$R_{HP} = \frac{0,7 \cdot (R^{(1)}_{3M} \cdot K^{(1)}_{3M})}{K_{DIS}} + R_{DP} - R_{ШТР},$$

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

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

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

R_{DP} – rating on additional work;

$R_{ШТР}$ – penalty rating.

The above formula can be simplified if we take $K^{(1)}_{3M} = \dots = K^{(n)}_{3M}$. Then it will look like:

$$R_{HP} = (0,7 \cdot R^{(1)}_{3M}) + R_{DP} - R_{ШТР}.$$

The rating for additional work R_{DP} is added to R_{HP} 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_{HP} . 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.

2. 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

Methodical support

Barylovych O.M. Compendium of lectures on the discipline “Marketing” for the students of specialty 051 “Economics”, 2019. 164 p.

Suggested literature:

Basic:

1. W.M. Pride, O.C. Ferrel. Foundations of Marketing. Six Edition. – Stamford : Sengage Learning, 2015. 577 p.
2. Маркетинг : підручник для студентів економічних спец. закладів вищої освіти / Національний університет біоресурсів і природокористування України ; за ред. Р. І. Буряка, В. К. Збарського. К. : ЦП "Компринт", 2019. 783 с.

Additional literature:

3. Bearden William O., Ingram Thomas N., LaForge Raymond W. Marketing: Principles and perspectives. 3. ed. Boston etc. : Irwin: McGraw-Hill, 2001. XXXVII, 596p.
4. Berkowitz Eric N., Kerin Roger A., Rudelius William. Marketing. 2. ed. Homewood, Ill., 1998. 756 p.
5. Bernhardt Kenneth L., Kinnear Thomas C. Cases in marketing management. 7. ed. Boston, Mass. etc. : Irwin: McGraw-Hill, 1997. 665p.
6. Bovee Courtland L., Thill John V Marketing. N.Y. etc.: McGraw-Hill, 1992. 761p.
7. Bovee Courtland L., Thill John V., Dovel George Marketing: Instructor's manual to accompany. N.Y. etc.: McGraw-Hill, 1992. 757 p.
8. Crawford C. Merle New products management. 5. ed. Boston, Mass. etc.: Irwin: McGraw-Hill, 1996. 508p.
9. Crawford I. M. Marketing Research and Information Systems. Rome: FAO, 1997. 121 p.
10. Etzel Michael J., Walker Bruce J., Stanton William J. Marketing. 12. ed. Boston etc. : McGraw-Hill: Irwin, 2001. XXII, 674p.
11. Furlong Carla B. Marketing for keeps: Building your business by retaining your customers. N.Y. etc.: Wiley, 1993. XII, 244 p.
12. Kinnear Thomas, Bernhardt Kenneth L. Principles of marketing. 3. ed. Glenview, Ill., 1990. 765p.
13. Kotler F., Armstrong G. Principles of marketing. 9. ed. Upper Sadle River (New Jersey) : Prentice-Hall, 2001.
14. McCarthy E. Jerome, Perreault William D. Applications in basic marketing: Clipping from the popular business press. 1994-1995 ed. Burr Ridge, Ill., 1994. 225 p.
15. Perreault William D., McCarthy E. Jerome Basic marketing: A global-managerial approach. Chi. etc.: Irwin, 1996. 829 p.
16. Pettitt Stephen, Brassington Frances. Essentials of Marketing. Longman, 2007.

Lectures of the Course “Marketing”

Module 1. Essentials of Marketing

1.1.Introduction to Marketing

Marketing is broadly defined as a set of individual and organizational activities aimed at facilitating and expediting satisfying exchanges in a dynamic environment through the creation, distribution, promotion, and pricing of goods, services, and ideas. Four conditions must exist for an exchange to take place.

First, exchange requires participation by two or more individuals, groups, or organizations.

Second, each party must have "something of value" that the other party wants.

Third, each party must be willing to give up its something of value to receive the something of value the other individual, group, or organization holds.

Fourth, the parties to the exchange must be able to communicate with one another to make their something of value available.

The something of value that the two exchange parties hold is usually a product or a financial resource (cash, credit).

The **marketing concept** is the management philosophy that a business organization should try to satisfy its customers' needs through a coordinated set of activities that allows the organization to achieve its goals. Providing customer satisfaction is the major thrust of the marketing concept. This means not only creating and distributing satisfying products but altering, adapting, and developing product offerings to keep pace with changes in consumers' needs and preferences. Although the emphasis here is on customer satisfaction, the organization's goals—increased profit, market share, or sales—are also important. The marketing concept stresses that a business organization can best meet its goals by providing customer satisfaction.

A **target market** is a group of persons for whom a firm creates and maintains a marketing mix that specifically fits the needs and preferences of that group. Marketing managers may define a target market to include a relatively small number of people or a vast group of people. Although a business can focus its efforts on one target market through a single marketing mix, it often focuses on several target markets by developing and employing multiple marketing mixes. The identification and analysis of target markets form the foundations on which a marketing mix is developed.

The **marketing mix** consists of four major components: *product, distribution, promotion, and price*. The marketing mix is built around buyers. To provide consumer satisfaction, a marketing manager must create and maintain a marketing mix that fits consumers' needs for that general type of product. To do so, the marketing manager must use up-to-date in-depth information and must understand the marketing variables.