

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

Marketing and International Trade Department

“APPROVED”
**Dean of Faculty
of Agricultural Management**
_____A.D. Ostapchuk

“ ___ ” _____ 2021 p.

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**Head of Marketing and International
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_____ R.I. Buriak
Protocol # 12 from
“ 20 ” _____ 05 _____ 2021 p.

“APPROVED”
**Guarantor of Educational Program
“Marketing”**
_____ V.K. Zbarsky
“ ___ ” _____ 2021 p.

**Working educational program
of discipline**

“ INTRODUCTION TO PROFESSION ”

**for undergraduate students training
(specialty: 075 Marketing)**

Characteristics of Training Program “Introduction to profession”

Branch of knowledge, direction of training, specialty, educational degree	
Educational degree	Bachelor
Specialty	075 „Marketing”
Characteristics of the curriculum	
Type	Obligatory
The total number of hours	120
Number of ECTS credits allocated	4
Number of content modules	2
Term paper	-
Form of control	<i>Exam</i>
Indicators of academic discipline for full-time forms of training course	
Year	1
Semester	1
Numbers of lectures, hours	15
Numbers of practical classes, hours	30
Independent study, hours	75
Individual tasks	-
Numbers of weekly in-class academic hours for full-time forms of training	3

**Course for undergraduate students “Introduction to profession”
(specialty: Marketing), 2020-2021**

Instructor: Olena Barylovykh

Office: 401, Bldg # 10

Telephone: 527-8004

Office hours:

Total (hrs.) 120 (Lectures – 15, practical work – 30)

Form of the knowledge control: test

Goals of the Course

The **purpose** of studying the course "Introduction to profession" is the acquisition of basic knowledge about the functional features and tasks of marketing in the enterprise, the work of marketing departments, the formation of ideas about marketing as a science and applied business function.

Objectives of the discipline: acquaintance of students with the types, nature and objectives of marketing both at the level of an individual enterprise and in the modern economic system; study of the processes of historical development and formation of marketing; acquaintance with the main directions and types of professional activity of the marketing specialist; acquaintance with the system and institutions of marketing knowledge; presentation to the student audience of theoretical achievements of marketing science and acquaintance with the scientific heritage of domestic and foreign marketing scientists;

As a result of studying the discipline "Introduction to profession" students must:

know:

- the essence and objectives of marketing as a discipline, the applied function of modern entrepreneurship and science;
- historical milestones and prerequisites for the formation of marketing;
- the main directions of application of the acquired professional knowledge and skills;
- functions and tasks of the main divisions of marketing services and individual employees;
- trends in the formation and development of marketing as a science and achievements of leading marketing scientists.

Be able:

- consciously distinguish marketing functions from other business functions of the enterprise;
- correctly use the library fund to search and select the necessary educational literature;
- to search for educational, scientific and applied materials in search engines of electronic networks.

Acquisition of competencies:

General competencies (GK): 4, 5, 8, 13.

Special competencies (SC): 10.

Program and structure of the discipline:

Content module 1. Basic features of professional training of a marketing specialist

Topic 1. The system of higher education in Ukraine. State standard of higher education

The system of higher education in Ukraine and prospects for its development. Accession to the Single European Educational Area. The Bologna Process as a means of integration and democratization of higher education in Europe. European Credit Transfer System (ECTS). Table of correspondence of the ECTS assessment scale with the national assessment system in Ukraine and universities.

Graduation of higher education, brief description of educational and qualification levels of training: "junior specialist", "bachelor", "specialist", "master". Areas of training and specialties.

The system of state standards of higher education. Industry standards in the field of "Marketing". Variable educational and qualification characteristics and educational and professional programs of all levels of training in the professional field of "Marketing".

Topic 2. The essence, goals, objectives and history of marketing

The essence of marketing. Basic approaches to the definition of marketing. The place of marketing in the system of economic knowledge.

The historical process of marketing as a human economic activity. Stages of marketing development. Marketing trends.

Types of marketing depending on the scope of marketing activities. Individual marketing. Enterprise level marketing. Marketing of non-profit institutions and organizations. Marketing at the state level.

Marketing environment. Entrepreneurial concepts used in marketing.

Topic 3. Marketing as a discipline

Features of marketing as a discipline. Relationship between modern market economy theories and practical situations. Canons and creativity in marketing.

Combining the teaching of scientific concepts, concepts and methods of marketing with a description of the experience of their practical application.

Topic 4. Professional qualification characteristics of the specialist

on marketing, its role in all spheres of activity

Relevance and purpose of training marketers. Professional purpose and field of activity of marketers.

Functional responsibilities and qualification requirements for marketers: requirements for knowledge, skills, abilities; social functions of marketers.

Topic 5. The main directions and types of professional activity of marketing specialists

Marketing management in enterprises and organizations. Organization, goals and objectives of marketing management. Organizational structures of the marketing service.

Features of professional activity of a marketing specialist in the field of research and consulting. The specifics of the profession of brand manager, brand manager. The main characteristics of the professional activity of a sales manager. The specifics of the merchandiser profession. The specifics of the manager's work in the field of distribution and logistics. The work of specialists in the field of marketing communications.

The main trends in the professional activity of a marketing specialist.

Content module 2. Educational aspects of personality formation of the future specialist

Topic 6. The system of disciplines aimed at training a qualified marketing specialist

The structure of the curriculum of the bachelor of marketing training. The essence and objectives of socio-humanitarian training and educational disciplines that shape it. Fundamental, natural science and general economic disciplines. Educational disciplines aimed at the formation of professional and practical training.

Organization of student work in the library on the selection of educational literature. Educational work with periodicals and applied publications. Elaboration of monographic and other scientific literature.

Search for educational materials in the electronic network of the educational institution and on the Internet.

Topic 7. Education and training of a marketing specialist

The essence and objectives of vocational training. Features of professional training of marketing specialists. The essence and meaning of concepts: knowledge, skills, competence, professionalism.

Educational systems. Traditional education system. Modular rating system of education. Educational levels.

Educational institutions that provide training for a marketing specialist. The place of the university in providing training and professional development of marketing specialists. International forms of qualification of the level of professional training of marketing specialists. The world's leading institutions that provide international professional degrees in marketing.

Topic 8. Marketing as a science

Marketing as a field of scientific knowledge. The main scientific functions of marketing: scientific and cognitive function, critical function, practical (pragmatic) function, prognostic function, methodological function.

Methodology of marketing science. General scientific methods used in marketing as a field of scientific knowledge. The essence of rationalist, subjective, empirical and dialectical approaches in marketing research. The process of scientific knowledge. The main scientific categories are the objects of scientific research in marketing.

Scientific schools of marketing. Leading marketing scientists.

Topic 9. Regulatory framework for marketing activities in Ukraine

Laws of Ukraine aimed at creating conditions for the development of civilized competition. A package of laws and decrees governing the activities of enterprises for each component of the marketing complex.

Structure of the course

Topics	Hours						
	weeks	total	including				
			lectures	semin	lab	indiv	indep
1	2	3	4	5	6	7	8
Basic features of professional training of a marketing specialist							
Topic 1. The system of higher education in Ukraine. State standard of higher education	1-2	14	2	4			8
Topic 2. The essence, goals, objectives and history of marketing	3-4	15	2	4			9
Topic 3. Marketing as a discipline	5	11	1	2			9
Topic 4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity	6-7	15	2	4			9
Topic 5. The main directions and types of professional activity of marketing specialists	8-9	15	2	4			9
Total for module 1	66		9	18			39
Educational aspects of personality formation of the future specialist							
Topic 6. The system of disciplines aimed at training a qualified marketing specialist	10	11	1	2			9
Topic 7. Education and training of a marketing specialist	11-12	15	2	4			9
Topic 8. Marketing as a science	13	11	1	2			9
Topic 9. Regulatory framework for marketing activities in Ukraine	14-15	15	2	4			9
Total for module 2	54		6	12			36
Total for the course	120		15	30			75

Topics of seminars

#	Topic	Hours
1	Topic 1. The system of higher education in Ukraine. State standard of higher education	4/-
2	Topic 2. The essence, goals, objectives and history of marketing	4/-
3	Topic 3. Marketing as a discipline	2/-
4	Topic 4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity	4/-
5	Topic 5. The main directions and types of professional activity of marketing specialists	4/-
6	Topic 6. The system of disciplines aimed at training a qualified marketing specialist	2/-
7	Topic 7. Education and training of a marketing specialist	4/-
8	Topic 8. Marketing as a science	2/-
9	Topic 9. Regulatory framework for marketing activities in Ukraine	4/-
...		30/-

Questions for control of students' knowledge:

1. The essence of marketing.
2. Basic approaches to the definition of marketing.
3. The place of marketing in the system of economic knowledge.
4. The historical process of marketing as a human economic activity.
5. Marketing trends.
6. Types of marketing depending on the scope of marketing activities.
7. Marketing environment.
8. Entrepreneurial concepts used in marketing.
9. Marketing management in enterprises and organizations.
10. Organizational structures of the marketing service.
11. Features of professional activity of a marketing specialist in the field of research and consulting.
12. The specifics of the profession of brand manager, brand manager.
13. The main characteristics of the professional activities of a sales manager.
14. The specifics of the merchandiser profession.
15. The specifics of the manager's work in the field of distribution and logistics.
16. The work of specialists in the field of marketing communications.
17. The main trends in the professional activity of a marketing specialist.
18. The essence and objectives of socio-humanitarian training and academic disciplines that shape it.
19. Fundamental, natural science and general economic disciplines.

20. Educational disciplines aimed at the formation of professional and practical training.
21. Organization of student work in the library on the selection of educational literature.
22. Educational work with periodicals and applied publications.
23. Elaboration of monographic and other scientific literature.
24. Search for educational materials in the electronic network of the educational institution and on the Internet.
25. The essence and objectives of vocational training. Features of professional training of marketing specialists.
26. The essence and meaning of concepts: knowledge, skills, competence, professionalism.
27. Traditional education system.
28. Modular rating system of education. Educational levels.
29. Educational institutions that provide training for marketing specialists.
30. The place of the university in providing training and professional development of marketing specialists.
31. International forms of qualification of the level of professional training of marketing specialists.
32. The world's leading institutions that provide international professional degrees in marketing.
33. Marketing as a field of scientific knowledge.
34. The main scientific functions of marketing.
35. Methodology of marketing science. The process of scientific knowledge.
36. The main scientific categories - the objects of scientific research in marketing.
37. Scientific schools of marketing.
38. Leading marketing scientists.

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ			
ОС «Бакалавр» напря́м підготовки/ спеціальність 075 «Маркетинг»	Кафедра маркетингу та міжнародної торгівлі 2021 -2022 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 2 з дисципліни «Introduction to the profession»	Затверджую Зав. кафедри (підпис) Буряк Р.І. (ПІБ) 20 р.

1. The essence of marketing
2. A famous personality in marketing

Tests

1. An economic principle referring to a consumer's desire to purchase goods and services and willingness to pay a price for a specific good or service:

1	needs
2	wants
3	demand
4	exchange
5	market

2. Consists of all the organizations and individuals with the potential to have the desire and the ability to acquire a particular idea, good or service:

1	needs
2	wants
3	demand
4	exchange
5	market

3. What is exchanged for the product?

1	Product
2	Price
3	Place
4	Promotion

4. How many minutes does an academic hour last?

1	40
2	45
3	60
4	80

5. Student is allowed to take the exam or credit with discipline, if its rating for educational work in this discipline is not less than:

1	42 points
2	60 points
3	70 points
4	100 points

6. Which of the following is not the responsibility of a marketer?

	Assessment of the market capacity
	Industry analysis
	Demand forecast
	Development of an enterprise strategy and tactics
	Comparative analysis

7. Place the levels of needs in the correct order (from the bottom to the top in Maslow's pyramid):

1	Love, belonging
2	Physiological

3	Self-actualization
4	Esteem
5	Safety

8. The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that will satisfy individual and organizational objectives:

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9. A form of product that consists of activities, benefits, or satisfactions offered for sale that are essentially intangible and do not result in the ownership of anything

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10. Explain what a lecture is.

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10. 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

Suggested literature:

Basic:

1. Маркетинг: навчально-методичний посібник для напряму підготовки 6.030507 "Маркетинг" / С. І. Чеботар [та ін.] ; Національний університет біоресурсів і природокористування України. - Суми : ТОВ "Друкарський дім "Папірус", 2014. - 274 с.
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. Вища освіта України і Болонський процес: навч. Посіб./М.Ф. Степко, Я.Я. Болюбаш, В.Д. Шинкарук. – К.: Освіта України, 2004.
4. Гаркавенко С.С. Маркетинг. Підручник. — К.: Лібра, 2004. — 712 с.
5. Котлер Ф., Армстронг Г. Маркетинг. Загальний курс. – М.: Видавничий дім “Вільямс”, 2001. – 608 с.
6. Про господарські товариства. Закон від 19 вересня 1991 р. Закони України. - К.: ІЗВР, 1997, - 2. с. 189-213.
7. Про зовнішньоекономічну діяльність. Закон від 16 квітня 1991р. Закони України - К.: ІЗВР, 1997. - 1. - с.333-367.
8. Про обмеження монополізму та недопущення недобросовісної конкуренції у підприємницькій діяльності. Закон від 18 лютого 1992 р. Закони України. - К.: ІЗВР, 1997. - 3. - с.47-55.
9. Про підприємництво. Закон від 7 лютого 1991 р. Закони України. - К.: ІЗВР, 1997. - 1. - с.191 - 201.
10. Павленко А. Ф., Войчак А. В. Маркетинг: Підручник. – К.: КНЕУ, 2003. – 246 с.
11. Практикум по коммерческой деятельности: Учеб.пос. /Панкратов Ф.Г. и др. – М.: Маркетинг, 1999. – 248 с.
12. Про власність. Закон від 7 лютого 1991р. Закони України. - К.: ІЗВР, 1997. - 1. - с.173 - 185.
13. Про заставу. Закон від 2 жовтня 1992р. Закони України - К.: ІЗВР, 1997. - 4. - с.55-70.

14. Про захист від недобросовісної конкуренції. Закон від 7 червня 1996р. Закони України. - К.: ІЗВР, 1997. - 10. - с.303 - 311.
15. Про оподаткування прибутку підприємства. Закон від 28 грудня 1994 р. Закони України. - К.: ІЗВР, 1997. - 7. - 462 - 489.
16. Про підприємства. Закон від 27 березня 1991 р. Закони України - К.: ІЗВР, 1997. - 1. - с.310-331.
17. Про поставки продукції для державних потреб. Закон від 22 грудня 1995 р. Закони України. - К.: ІЗВР, 1997. - 9. - с. 314-317.
18. Про рекламу. Закон від 3 липня 1996 р. Закони України. - К.: ІЗВР, 1997. - 10. - с.303 - 311.
19. Про товарну біржу. Закон від 10 грудня 1991 р. Закони України - К.: ІЗВР, 1997. - 2. - с. 364-370.
20. Про ціни і ціноутворення. Закон від 3 грудня 1990 р. Закони України. - К.: ІЗВР, 1997. - 1. - с.32-35.

Information resources

1. www.mon.gov.ua
2. www.education.gov.ua
3. uam.in.ua – Українська асоціація маркетингу;
 1. uam.in.ua/rus/projects/marketing-in-ua – журнал «Маркетинг в Україні»;
 2. mr.com.ua – журнал «Маркетинг и реклама»;
 3. www.marketingpro.ru – журнал «Маркетинг PRO»;
 4. <http://mmi.fem.sumdu.edu.ua/ru> - журнал «Маркетинг і менеджмент інновацій»;
 5. new-marketing.ru – журнал «Новый маркетинг»;
 6. <http://www.4p.ru/main/cnews> - журнал «маркетинг 4P»;
 7. Національна бібліотека України ім. Вернадського.