



СИЛАБУС ДИСЦИПЛІНИ «Marketing»

Ступінь вищої освіти - Бакалавр
Спеціальність **073 Менеджмент**
Освітня програма «Менеджмент»
Рік навчання 2, семестр 3
Форма навчання денна
Кількість кредитів ЄКТС 4
Мова викладання англійська

Лектор курсу

к.е.н., доцент кафедри маркетингу та міжнародної торгівлі
Збарська Анна Василівна

**Контактна інформація
лектора (e-mail)**

zbarska@nubip.edu.ua

Сторінка курсу в eLearn

<https://elearn.nubip.edu.ua/course/view.php?id=2756>

DISCIPLINE DESCRIPTION

Marketing is a dynamic and an exciting field, a key tool in confronting the challenges enterprises are facing at home and abroad. People often confuse marketing with advertising and sales. In this course student will learn about the “real” nature and scope of marketing management of which advertising and sales are simply two facets. Student will be introduced to other aspects of marketing, such as: marketing strategy, promotion, market planning, distribution, industrial marketing, retailing and wholesaling, target marketing, international marketing, market segmentation, services marketing, and pricing. Student will also learn about the strategic importance of marketing to an enterprise, whether it be a profit oriented business firm or non-profit organization. The course takes a practical, managerial approach to managing the marketing process

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

1. To understand how organizations identify customers and their wants/needs.
2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, student will learn consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.
3. To understand marketing is carried out by an organization to meet the requirements of domestic and international buyers, both households and businesses, within the bounds of ethics and the legal environment.
4. To apply key frameworks and methods, and develop analytical skills to solve marketing problems.
5. To provide a student with a firm foundation in marketing theory and marketing lexicon.

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

1. Use a vocabulary of marketing terms correctly.
2. Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
3. Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.
4. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.

COURSE STRUCTURE

Theme	Hours (lecture/practice)	Learning outcomes	Tasks	Evaluation
Module 1				
Theme 1 Creating Customer Relationships and Value through Marketing	1/2	After learning this theme student should be able to: Define marketing and identify the diverse factors influencing marketing activities. Explain how marketing discovers and satisfies consumer needs. Distinguish between marketing mix factors and environmental forces. Explain how organizations build strong customer relationships and customer value through marketing. Describe how today's customer relationship era differs from prior eras	Case studies	10
Theme 2 Developing Successful Marketing and Organizational Strategies	1/2	After learning this theme student should be able to: Describe two kinds of organizations and the three levels of strategy in them. Describe how core values, mission, organizational culture, business, and goals are important to organizations. Explain why managers use marketing dashboards and metrics. Discuss how an organization assesses where it is now and seeks to be. Explain the three steps of the planning phase of the strategic marketing process. Describe the elements of the implementation and evaluation phases of the strategic marketing process.	Case studies	10
Theme 3 Scanning the Marketing Environment	1/2	After learning this theme student should be able to: Explain how environmental scanning provides information about social, economic, technological, competitive, and regulatory forces. Describe how social forces such as demographics and culture can have an impact on marketing strategy. Discuss how economic forces such as macroeconomic conditions and consumer income affect marketing. Describe how	Case studies	10

		<p>technological changes can affect marketing. Discuss the forms of competition that exist in a market and key components of competition. Explain the major legislation that ensures competition and regulates the elements of the marketing mix.</p>		
<p>Theme 4 Understanding Consumer Behavior</p>	1/2	<p>After learning this theme student should be able to: Describe the stages in the consumer purchase decision process. Distinguish among three variations of the consumer purchase decision process: routine, limited, and extended problem solving. Identify major psychological influences on consumer behavior. Identify the major sociocultural influences on consumer behavior.</p>	Case studies	10
<p>Theme 5 Understanding Organizations as Customers</p>	1/2	<p>After learning this theme student should be able to: Distinguish among industrial, reseller, and government organizational markets. Describe the key characteristics of organizational buying that make it different from consumer buying. Explain how buying centers and buying situations influence organizational purchasing. Recognize the importance and nature of online buying in industrial, reseller, and government organizational markets.</p>	Case studies	10
<p>Theme 6 Marketing Research: From Customer Insights to Actions</p>	1/2	<p>After learning this theme student should be able to: Identify the reason for conducting marketing research. Describe the five-step marketing research approach that leads to marketing actions. Explain how marketing uses secondary and primary data. Discuss the uses of observations, questionnaires, panels, experiments, and newer data collection methods. Explain how information technology and data mining</p>	Case studies	10

		lead to marketing actions. Describe three approaches to developing a company's sales forecast.		
Theme 7 Market Segmentation, Targeting, and Positioning	1/2	After learning this theme student should be able to: Explain what market segmentation is and when to use it. Identify the five steps involved in segmenting and targeting markets. Recognize the bases used to segment consumer and organizational markets. Develop a market product grid to identify a target market and recommend resulting actions. Explain how marketing managers position products in the marketplace.	Case studies	10
Test 1				30
Module 2				
Theme 8 Developing New Products and Services	1/2	After learning this theme student should be able to: Recognize the various terms that pertain to products and services. Identify the ways in which consumer and business products and services can be classified. Explain the significance of "newness" in new products and services as it relates to the degree of consumer learning involved. Describe the factors contributing to a new product's or service's success or failure. Explain the purposes of each step of the new-product process	Case studies	10
Theme 9 Managing Successful Products and Brands	1/2	After learning this theme student should be able to: Explain the product life-cycle concept. Identify ways that marketing executives manage a product's life cycle. Recognize the importance of branding and alternative branding strategies. Describe the role of packaging, labeling, and warranties in the marketing of a product.	Case studies	10
Theme 10 Services Marketing	1/2	After learning this theme student should be able to: Describe four unique elements of services. Recognize how services differ and how they can be classified. Explain how	Case studies	10

		<p>consumers purchase and evaluate services. Develop a customer contact audit to identify service advantages. Explain the role of the eight Ps in the services marketing mix. Discuss the important roles of internal marketing and customer experience management in service organizations.</p>		
<p>Theme 11 Building the Price Foundation</p>	1/2	<p>After learning this theme student should be able to: Identify the elements that make up a price. Recognize the objectives a firm has in setting prices and the constraints that restrict the range of prices a firm can charge. Explain what a demand curve is and the role of revenues in pricing decisions. Describe what price elasticity of demand means to a manager facing a pricing decision. Explain the role of costs in pricing decisions. Describe how various combinations of price, fixed cost, and unit variable cost affect a firm's breakeven point. Describe how to establish the "approximate price level" using demand-oriented, cost-oriented, profit-oriented, and competition-oriented approaches. Recognize the major factors considered in deriving a final list or quoted price from the approximate price level. Identify the adjustments made to the approximate price level on the basis of discounts, allowances, and geography. Name the principal laws and regulations affecting specific pricing practices.</p>	Case studies	10
<p>Theme 12 Managing Marketing Channels and Wholesaling</p>	1/2	<p>After learning this theme student should be able to: Explain what is meant by a marketing channel of distribution and why intermediaries are needed. Distinguish among traditional marketing channels, electronic marketing channels, and</p>	Case studies	5

		different types of vertical marketing systems. Describe the factors and considerations that affect a company's choice and management of a marketing channel. Recognize how conflict, cooperation, and legal considerations affect marketing channel relationships.		
Theme 13 Integrated Marketing Communications and Direct Marketing	1/2	After learning this theme student should be able to: Discuss integrated marketing communication and the communication process. Describe the promotional mix and the uniqueness of each component. Select the promotional approach appropriate to a product's target audience, life-cycle stage, and characteristics, as well as stages of the buying decision and channel strategies. Describe the elements of the promotion decision process. Explain the value of direct marketing for consumers and sellers	Case studies	10
Theme 14 Advertising, Sales Promotion, and Public Relations	1/2	After learning this theme student should be able to: Explain the differences between product advertising and institutional advertising and the variations within each type. Describe the steps used to develop, execute, and evaluate an advertising program. Explain the advantages and disadvantages of alternative advertising media. Discuss the strengths and weaknesses of consumer-oriented and trade-oriented sales promotions. Recognize public relations as an important form of communication.	Case studies	10
Theme 15 Implementing Interactive and Multichannel Marketing	1/2	After learning this theme student should be able to: Describe what interactive marketing is and how it creates customer value, customer relationships, and customer experiences. Identify the demographic and lifestyle	Case studies	5

		profile of online consumers. Explain why certain types of products and services are particularly suited for interactive marketing. Describe why consumers shop and buy online and how marketers influence online purchasing behavior. Define cross-channel shoppers and the role of transactional and promotional Web sites in reaching these shoppers.		
Test 2				30
Total for educational work				70
Exam				30
Total for course				100

EVALUATION POLICY

<i>Deadline and retake policy</i>	Attendance and participation are vital. Students are expected to attend classes regularly, be punctual, and complete all work whether present or not. Whenever possible, the opportunity for making up class-work missed as a result of an excused absence is to be worked out between the instructor and the student upon the student's initiative.
<i>Academic Honesty</i>	In keeping with our University's rule we are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. All policies on academic honesty have to be strictly enforced. Our definition of cheating includes but is not limited to: 1. Plagiarism – the use of another’s work as one’s own without giving credit to the individual. This includes using materials from the internet. 2. Copying another’s answers on an examination. 3. Deliberately allowing another to copy one’s answers or work. 4. Signing an attendance roster for another who is not present.
<i>Class Participation</i>	Each student must actively participate in class discussions in order to earn his/her "class participation" grade. It is not enough to come to class and just sit and listen to the instructor or other students.

SCALE OF STUDENTS ESTIMATION

Rating points	National assessment of the examinations' results	
	exams	credits
90-100	perfectly	credited
74-89	good	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited