



SYLLABUS OF DISCIPLINE

« Marketing »

Higher education degree - Bachelor

Specialty 072 Finance, Banking and Insurance

Educational program « Finance, Banking and Insurance »

Year of study 3, semester 6

Form of education full time

Number of credits ECTS 4

Language english

Lecturer

Lecturer contact
information (e-mail)

Course Page in eLearn

**PHD in Economics, Associate Professor of Marketing and
international Trade Department Olena Barylvyh**

elena.barilovic@gmail.com

<https://elearn.nubip.edu.ua/course/view.php?id=2187>

Synopsis

Objectives of the discipline: 1. To study main components 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 marketing 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;
- components of the marketing environment of an enterprise;
- categories of buyers in different types of markets, the decision-making process on the purchase of goods;
- the essence of market segment, the ultimate goal of the implementation of segmentation;
- the essence of marketing strategy of a product and its components, the main stages of the creation of product-novelty and possible risks associated with its entry into the market;
- price place in the marketing activity of an enterprise and possibility of applying different price methods;
- the role of distribution plans for achieving goals of an enterprise and their place in marketing activities;
- the essence of communication policy, its components and functions in the process of implementation.

be able:

- to introduce an 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 monitor competitors' behavior and their products;
- to select appropriate means and to carry out market segmentation in relation to a specific product group, commodity;
- to develop an appropriate marketing mix.

Course Structure

Topic	Hours (lectures/seminars)	Study results	Tasks	Evaluation
6 semester				
Module 1				
Essentials of Marketing				
Introduction to Marketing. Evaluation conceptions of marketing	1/2	Understand the essence of marketing; Know the basic terms and concepts of marketing development; Know the structure of the marketing complex	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	17
Understanding Buyers & Markets	1/2	Know marketing types; Understand different types of markets;	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	17
Market Research	2/4	Distinguish types of marketing information. Know the methods of marketing research. Be able to make a questionnaire	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	18
Market segmentation	2/2	Know the factors and criteria for segmentation of the consumer and industrial markets. Be able to segment the market and choose the target segment	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	18
Total for educational work of the 1 module				70
Module test 1				30
Total for 1 module				100
Module 2				
Managing the Marketing Process				
Competitive environment in marketing. Instruments of marketing	1/2	Distinguish the components of the marketing environment. Be able to assess the competitiveness of the enterprise	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	18
Development of a Marketing	1/2	Know the difference between marketing	Execution of practical,	18

Strategy		tactics and strategy. Understand main types of marketing strategies	independent work (including in elearn), preparation of the presentation. Writing tests, essays.	
Marketing Plan Development	1/2	Understand the organizational structure of marketing services. Know different types of marketing plans	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	17
Control of marketing activities	1/2	Know the types of marketing control. Understand how marketing managers can control marketing activity and conduct marketing audit.	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	17
Total for educational work of the 2 module				70
Module test 2				30
Total for 2 module				100
Модуль 3				
Marketing mix				
Product Decisions	2/4	Know the classification of goods. Understand product range. Know the components of product competitiveness. Be able to analyze the life cycle of goods and stages of development	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	18
Pricing Policy	1/2	Understand the price structure. Know the methods, pricing strategies, types of pricing policy of the enterprise. Use the pricing technique to calculate the price of the product	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	17
Product Promotion, Advertisement & Public Relations	2/4	Analyze the scheme of marketing communication of the enterprise. Distinguish the components of the complex of marketing communications. Understand the concept of branding to form the image of the enterprise	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	18
Sales and	1/2	Know the essence, types	Execution of	17

Merchandizing		and functions of distribution channels. Distinguish types of intermediaries. Know the basic concepts of marketing logistics. Understand main principles of merchandizing	practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	
Total for educational work of the 3 module				70
Module test 3				30
Total for the 3 module				100
Total for the semester				70
Final exam				30
Total for the course				100

EVALUATION POLICY

<i>Deadline and Recompilation Policy:</i>	Works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
<i>Policy of Academic Integrity:</i>	Write-offs during tests and exams are prohibited (including the use of mobile devices). Course papers, abstracts must have correct text references to the literature used
<i>Visiting Policy:</i>	Attendance is mandatory. For objective reasons (for example, illness, international internship) training can take place individually (in online form in consultation with the dean of the faculty)

EVALUATION SCALE

Rating of the applicant of higher education, points	National assessment for the results of Exams / Tests	
	Final Exam	Test
90-100	Excellent	credited
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	not credited