



COURSE SYLLABUS

« Marketing »

Degree of higher education - Bachelor
Specialization 072 Finance, Banking and Insurance
Educational program « Corporate Finance »
Academic year 3, semester 6
Form of study full-time
Number of ECTS credits 4
Language english

Lecturer of the course

Contact information of the lecturer (e-mail)

Course Page on eLearn

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

COURSE DESCRIPTION

Goal: formation of knowledge about the basic categories of marketing, methodological aspects of the organization of marketing activity and its priorities in modern conditions

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.

Competencies of the educational programme:

Integrative competency (IC): The ability to solve complex specialized tasks and practical problems in the field of finance, banking and insurance in the course of professional activity or in the process of learning, which involves the application of certain methods and provisions of financial science and is characterized by the uncertainty of conditions and the need to take into account the complex requirements of the implementation of professional and educational activities.

General competencies (GC):

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.

GC 2 Ability to apply knowledge in practical situations,

GC 3. Ability to plan and manage time.

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

GC 7 Ability to learn and master modern knowledge,

GC 8. Ability to search, process and analyze information from various sources,

GC 9. The ability to be critical and self-critical.

GC 10 Ability to work in a team,

GC 12. Ability to work autonomously.

GC13. Ability to work in an international context.

GC 14. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

Professional (special) competencies (PC):

PC01. The ability to investigate trends in economic development using the tools of macro- and microeconomic analysis, to evaluate modern economic phenomena.

PC06. Ability to use modern information and software for obtaining and processing data in the field of finance, banking and insurance.

PC08. Ability to perform control functions in the field of finance, banking and insurance.

PC09. Ability to communicate effectively.

PC10. Ability to determine, justify and take responsibility for professional decisions.

Program learning outcomes (PLO) of the educational programme:

PLO 1. Know and understand the economic categories, laws, causal and functional relationships that exist between processes and phenomena at different levels of economic systems

PLO 11. To have methodical tools for implementation control functions in the field of finance, banking and insurance.

PLO 12. Use professional argumentation to convey information, ideas, problems and ways to solve them to specialists and non-specialists in the financial sphere

PLO 16. Apply acquired theoretical knowledge for solving practical problems and meaningfully interpreting the obtained results.

PLO 17. Determine and plan personal opportunities for professional development.

PLO 19. To demonstrate the skills of independent work, flexible thinking, openness to new knowledge.

PLO 20. Perform functional duties in the group, offer justified financial solutions.

PLO 22. Know your rights and responsibilities as a member of society, understand the values of a free democratic society, the supremacy of law, rights and freedoms of man and citizen in Ukraine.

PLO 24. To know and be able to apply methods and tools for identifying and solving problems in the field of corporate finance.

PLO 25. Identify reserves of efficiency improvement management of corporate finances of the enterprise

COURSE STRUCTURE

Topic	Hours (lectures/practical)	Learning outcomes	Tasks	Assessment
3 semester				
Module 1				
<i>The essence of marketing and marketing research</i>				
Topic 1. The essence of marketing and its modern concept	1/2	Understand the essence of marketing; Know the basic terms and concepts of marketing development; Know the structure of the marketing complex and marketing types; Understand different types of markets; Distinguish types of marketing information. Know the methods of marketing research. Be able to make a questionnaire Know the factors and criteria for segmentation of the consumer and industrial markets. Be able to segment the market and choose the target segment. Understand the organizational structure of marketing services. Know different types of marketing plans	Submitting of practical. Taking tests, writing essays. Completing independent work (including on eLearn)	6
Topic 2. Classification and characteristics of marketing	1/2			6
Topic 3. Marketing system and marketing environment	1/2			7
Topic 4. Marketing research	2/2			7
Topic 5. Market segmentation and product positioning	2/2			7
Topic 6. Marketing management. Organization and control of marketing activities	1/2			7

Total for educational work of the module 1			70
Module test 1			30
Total for module 1			100
Module 2			
Components of the marketing mix			
Topic 7. Marketing product policy	2/4	Know the classification of goods. Understand product range. Be able to analyze the life cycle of goods and stages of development Understand the price structure. Know the methods, pricing strategies, types of pricing policy of the enterprise. Analyze the scheme of marketing communication of the enterprise. Distinguish the components of the complex of marketing communications. Know types and functions of distribution channels. Distinguish types of intermediaries. Understand main principles of marketing planning	7
Topic 8. Marketing price policy	2/4		7
Topic 9. Marketing policy of distribution	1/4		7
Topic 10. Marketing policy of communications	1/4		7
Topic 11. Enterprise marketing plan development	1/2		7
Total for educational work of the module 2			70
Module test 2			30
Total for module 2			100
Total for the semester			70
Final exam			30
Total for the course			100

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits:</i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<i>Academic honesty policy:</i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<i>Attendance policy:</i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

RECOMMENDED SOURCES OF INFORMATION

Methodical support:

Бариллович О.М. Методичні вказівки до вивчення дисципліни «Маркетинг» призначені для студентів спеціальності 072 «Фінанси, банківська справа та страхування». К.: Компринт, 2018. 85 с.

Barylovych O.M. Compendium of lectures on the discipline «Marketing» for the students of specialty 051 «Economics». K: NULES, 2019. 164 p.

Suggested literature:

1. W.M. Pride, O.C. Ferrel. Foundations of Marketing. Six Edition. – Stamford : Sengage Learning, 2015. 577 p.

2. Pettitt Stephen, Brassington Frances. Essentials of Marketing. Longman, 2007.

3. 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.

Information resources:

1. National University of Life and Environmental Sciences of Ukraine: website. URL: <https://nubip.edu.ua/>

2. Ministry of Education and Science of Ukraine: website. URL: <https://mon.gov.ua/ua>

3. "Marketing in Ukraine" magazine: website. URL: <http://uam.in.ua/rus/projects/marketing-in-ua>

4. Journal "Marketing and Management of Innovations": website. URL: <https://mmi.fem.sumdu.edu.ua/>

5. "Companion" magazine: website. URL: <http://www.companion.ua/>

6. National Library of Ukraine named after Vernadsky: website. URL: www.nbuv.gov.ua

7. Ukrainian Marketing Association: website. URL: <http://uam.in.ua>