



COURSE SYLLABUS

« Marketing »

Degree of higher education - Bachelor

Specialization 075 Marketing

Educational program « Marketing »

Academic year 2, semester 3

Form of study full-time

Number of ECTS credits 6

Language english

Lecturer of the course

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

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Course Page on eLearn

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

COURSE DESCRIPTION

The goal of the discipline "Marketing" is to form knowledge about the basic categories of marketing, methodological aspects of the organization of marketing activity and its priorities in modern conditions.

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.

Competencies of the educational programme:

Integrative competency (IC): The ability to solve complex specialized tasks and practical problems in the economic sphere, which are characterized by the complexity and uncertainty of conditions, that involves the application of theories and methods of economic science.

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.

GC4. Ability to learn and master modern knowledge.

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

GK6. Knowledge and understanding of the subject area and understanding of professional activity

Professional (special) competencies (PC):

SK3. The ability to use the theoretical provisions of marketing to interpret and predict phenomena and processes in the marketing environment.

SC4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

SC6. The ability to conduct marketing research in various areas of marketing activity.

SC7. The ability to determine the impact of functional areas of marketing on the results of economic activity of market entities.

SC8. Ability to develop marketing support for business development in conditions of uncertainty.

SC9. The ability to use marketing tools in innovative activities.

SC13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

SC14. Ability to propose improvements to marketing functions.

Program learning outcomes (PLO) of the educational programme:

PRO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PRN 2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

PRO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PRO 8. Apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

PRO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PRO 12. Demonstrate the skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

PRO 15. Act socially responsibly and socially conscious on the basis of ethical principles of marketing, respect for cultural diversity and values of civil society with respect for individual rights and freedoms.

PRO18. Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.

PRO19. Assess and analyze the state and patterns of development of the international environment.

PRO 22. Demonstrate the ability to form a project team, assigning executors to ensure the achievement of project goals.

PRO 23. To carry out a study of the international business environment, to analyze the situation on the world market of goods and services, to determine the peculiarities and marketing program of the enterprise's entry into foreign markets.

PRO 25. Ability to find and evaluate new market opportunities and formulate business ideas, develop business plans.

PRO 28. Determine the target audience of Internet users, configure and interpret reports of the web analytics system, evaluate the effectiveness of advertising campaigns and analyze the actions of competitors in the network.

PRO 29. Set up targeted advertising, develop SMM strategies and use content marketing in SMM, manage brand reputation in key social networks.

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	4/4	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	Submitting of practical. Taking tests, writing essays. Completing independent work (including on eLearn)	8
Topic 2. Classification and characteristics of marketing	4/4			8
Topic 3. Marketing system and marketing environment	4/4			8
Topic 4. Marketing research	5/5			8

Topic 5. Market segmentation and product positioning	4/4	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	8
Topic 6. Marketing management. Organization and control of marketing activities	4/4		8
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	4/4	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	8
Topic 8. Marketing price policy	4/4		8
Topic 9. Marketing policy of distribution	4/4		8
Topic 10. Marketing policy of communications	4/4		8
Topic 11. Enterprise marketing plan development	4/4		10
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:

Barylovych O.M. Compendium of lectures on the discipline “Marketing” for the students of specialty 075 “Marketing”. K: NULES of Ukraine, 2020. 162 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>