



## SYLLABUS OF DISCIPLINE

### « Marketing »

Higher education degree - Bachelor

Specialty 051 Economy

Educational program « Economy of an Enterprise »

Year of study 3, semester 6

Form of education full time

Number of credits ECTS 5

Language english

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Lecturer

Lecturer contact  
information (e-mail)

Course Page in eLearn

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<https://elearn.nubip.edu.ua/course/view.php?id=2252>

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### 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<br>(lectures/seminars) | Study results  | Tasks   | Evaluation |
|---|------------------------------|--|---|------------|
| <b>3 semester</b>   |                              |  |   |            |
| <b>Module 1</b>   |                              |  |   |            |
| Essentials of Marketing   |                              |  |   |            |
| Introduction to Marketing.<br>Evaluation conceptions of marketing | <b>2/2</b>                   | Understand the essence of marketing;<br>Know the basic terms and concepts of marketing development;<br>Know the structure of the marketing complex | Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays. | <b>17</b>  |
| Understanding Buyers & Markets                                    | <b>2/2</b>                   | Know marketing types;<br>Understand different types of markets;  | Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays. | <b>17</b>  |
| Market Research   | <b>4/4</b>                   | Distinguish types of marketing information.<br>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. | <b>18</b>  |
| Market segmentation   | <b>2/2</b>                   | 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. | <b>18</b>  |
| In total for educational work of the 1 module                     |                              |  |   | <b>70</b>  |
| Module test 1   |                              |  |   | <b>30</b>  |
| In total for 1 module   |                              |  |   | <b>100</b> |
| <b>Module 2</b>   |                              |  |   |            |
| <b>Managing the Marketing Process</b>                             |                              |  |   |            |
| Competitive environment in marketing.<br>Instruments of marketing | <b>2/2</b>                   | Distinguish the components of the marketing environment.<br>Be able to assess the competitiveness of the enterprise                                | Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays. | <b>18</b>  |
| Development of a Marketing  | <b>2/2</b>                   | Know the difference between marketing  | Execution of practical,   | <b>18</b>  |

|   |     |  |   |     |
|---|-----|--|---|-----|
| 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                          | 2/2 | 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                     | 2/2 | 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  |
| In total for educational work of the 2 module       |     |  |   | 70  |
| Module test 2                                       |     |  |   | 30  |
| In total for 2 module                               |     |  |   | 100 |
| <b>Модуль 3</b>                                     |     |  |   |     |
| <b>Marketing mix</b>                                |     |  |   |     |
| Product Decisions                                   | 4/4 | 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                                      | 2/2 | 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 | 4/4 | 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   | 2/2 | 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 |  |  |  | <b>70</b>  |
| Module test 3                              |  |  |  | <b>30</b>  |
| Total for the 3 module                     |  |  |  | <b>100</b> |
|  |  |  |  |            |
| <b>Total for the semester</b>              |  |  |  | <b>70</b>  |
| <b>Final exam</b>                          |  |  |  | <b>30</b>  |
| <b>Total for the course</b>                |  |  |  | <b>100</b> |

### EVALUATION POLICY

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|--|--|
| <b><i>Deadline and Recompilation Policy:</i></b> | 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). |
| <b><i>Policy of Academic Integrity:</i></b>      | 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  |
| <b><i>Visiting Policy:</i></b>                   | 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 |