



COURSE SYLLABUS "Marketing"

Degree of higher education - Bachelor
Specialty 075 Marketing
Educational program " International Economics "
Year of study 3, semester 6
Form of study Full-time
Number of ECTS credits 4
The language of instruction is English

Lecturer of the course
Contact information of the
lecturer (e-mail)

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Course page in e-Learn

<https://elearn.nubip.edu.ua/course/view.php?id=3412>

DESCRIPTION OF THE DISCIPLINE

(up to 1000 printed characters)

Tasks, goals and description of classes: a) to acquaint students with terminology, the conceptual apparatus of marketing and ensure its assimilation by students, equip students with a system of knowledge in the field of theoretical, methodological, informational bases of marketing, marketing research; segmentation of the market and positioning of goods on it; to acquaint students with the main components of the marketing complex and other components of marketing activity; b) teach students to analyze the company's product portfolio and determine priority types of products; analyze the pricing system at enterprises, calculate and implement discounts and elements of price incentives; choose effective product distribution channels, make optimal logistical decisions during product transportation; develop and implement a system of marketing communications and their successful combination; exercise control over marketing activities and the process of marketing development at the enterprise; c) formation of abilities and skills in the development, formation and improvement of marketing activities at enterprises of the consumer and industrial market, as well as the service sector.

Competencies of the educational programme:

Integral competence (IC): The ability to solve complex specialized problems and practical problems in the economic sphere, which are characterized by the complexity and uncertainty of the conditions it implies application of theories and methods of economic science.

General competences (GC):

GC 2. Ability to preserve moral, cultural, scientific values and multiply the achievements of society on the basis of understanding of the history and patterns of subject development region, its place in the general system of knowledge about nature and society and in the development of society, technology and technology, use different types and forms of motor activity for active recreation and leading a healthy lifestyle.

GC 3. Ability to abstract thinking, analysis and synthesis

GC 4. Ability to apply knowledge in practical situations

GC 5. Ability to communicate in the state language orally and writing.

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

GC 11. Ability to make informed decisions.

Professional (special) competences (PC):

PC 1. Ability to demonstrate knowledge and understanding of issues the subject area, the foundations of the functioning of the modern economy at the micro-, mezo-, macro- international levels.

PC 2. The ability to carry out professional activities in compliance with current regulatory and legal acts.

PC 3. Understanding the features of leading scientific schools and areas of economic science.

PC 4. Ability to explain economic and social processes and phenomena based on theoretical models, analyze and meaningfully interpret the obtained results.

PC 5. Understanding the features of the modern world and national economy, their institutional structure, substantiation of social, economic and foreign economic policy of the state.

PC 7. Ability to use computer technologies and data processing software to solve economic tasks, information analysis and preparation analytical reports.

PC 9. Ability to predict based on standard theoretical and econometric models of socio-economic trends.

PC 10. Ability to use modern sources economic, social, management, accounting information for drafting official documents and analytical reports.

PC 11. Ability to justify economic decisions based on understanding of the regularities of economic systems and processes and using modern methodological tools.

PC 12. The ability to identify problems independently is economical character when analyzing specific situations, to propose methods of solving them.

PC 13. Ability to conduct economic analysis functioning and development of business entities, assessment their competitiveness.

Program learning outcomes (PLO):

PLO 1. Associate yourself as a member of civil society, scientific community, to recognize the rule of law, in particular in professions, understand and be able to use their own rights and freedoms, show respect for the rights and freedoms of other persons, in particular, members and the team.

PLO 2. Reproduce moral, cultural, scientific values, to multiply the achievements of society in the socio-economic sphere, to promote the maintenance of a healthy lifestyle life.

PLO 3. Know and use economic terminology, explain the basic concepts of micro- and macroeconomics.

PLO 5. Apply analytical and methodical toolkit for substantiating proposals and acceptance management decisions by various economic agents (individuals, households, enterprises and by state authorities).

PLO 9. To be aware of the main features of the modern world and national economy, institutional structure, directions social, economic and foreign policy state

PLO 11. To be able to analyze state and market processes regulation of socio-economic and labor relations.

PLO 12. Apply acquired theoretical knowledge for solving practical problems and meaningfully interpret obtained results.

PLO 13. Identify sources and understand methodology definitions and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators.

PLO 14. Determine and plan personal opportunities professional development.

PLO 15. Demonstrate the basic skills of creative and critical thinking in research and professional communication.

PLO 16. Be able to use data, provide arguments, critically evaluate logic and form scientific conclusions and analytical texts on economics.

PLO 18. To use regulatory and legal acts that regulate professional activity.

PLO 22. Demonstrate flexibility and adaptability in new situations, in working with new objects, and in uncertain one's conditions

PLO 25. To have complete systems of knowledge about the essence economic processes taking place internationally agricultural market.

PLO 26. Understand integration processes, principles and patterns of development of forms and practice of creation and functioning of the European Union.

PLO 27. Analyze international development trends agricultural market and make the optimal choice international settlements in the export-import department foreign economic activities of counterparties.

COURSE STRUCTURE

Topic	hours (lectures/ laboratory, practical, seminar)	Learning outcomes	Task	Evaluation
6th semester				
Content module 1. The essence and concepts of marketing and marketing research in the international activities				
Topic 1. The main feature of the use of marketing in the international activity of the enterprise	2/2	Knowledge- know and understand: 1) concepts, functions, facts of marketing and conditions of application, types of marketing; 2) components of the marketing environment of enterprises; 3) peculiarities of marketing product, price, sales and communication policies; Knowledge- know and understand: 4) concepts, functions, facts of marketing and conditions of application, types of marketing;	Execution and submission of practical and independent works, development of a marketing project, development of brand pages in social media.	10
Topic 2. Basic competencies and skills of a marketer	2/2			15
Topic 3. Management of marketing activities at enterprises on the international market	4/4			20
Topic 4. Marketing research system of the enterprises on the international market	4/4			15
Topic 5. Organization and planning marketing service on the international market	3/3			10
Test for module 1				30
Together according to content module 1				100
Content module 2. A complex of marketing tools in the company's activities on the international market				

Topic 6. Management of the company's marketing product policy on the international market	2/2	5) components of the marketing environment of enterprises;	Writing tests, preparing presentations, speeches. Solution of situational exercises, business cases and problems. Performing independent work (including in EEC on the e-learn platform)	10
Topic 7. Futures of the international marketing price policy	2/2	6) peculiarities of marketing product, price, sales and communication policies;		10
Topic 8. Organization of the distribution marketing policy of the international companies.	4/4	Skills- will be able to:		20
Topic 9. Marketing communications of foreign market	4/4	4) analyze marketing activities based of marketing analysis methods;		10
Topic 10. Organization and management of agrarian marketing.	3/3	5) implement a marketing system; 6) develop and use marketing strategies; 7) propose and calculate the possibility of using discounts by enterprises; 8) form a sales system and distribution channels; Competences- will be ready: 9) solve specialized tasks and practical problems in the field of marketing.		20
Test for module 2				30
Together according to content module 2				100
Total for educational work				70
Exam				30
Total for the course				100

ASSESSMENT POLICY

Policy regarding deadlines and results:	Works that are submitted late without good reason will be assigned a lower grade. Modules can be rearranged with the permission of the lecturer if there are good reasons (for example, sick leave).
Academic honesty policy:	Copying during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct text references to the literature used
Attendance Policy:	Attending classes is mandatory. For objective reasons (for example, illness, international internship), training can take place individually (in online form with the agreement of the dean of the faculty)

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

Rating of a higher education applicant, points	The assessment is national for the results of passing exams	
	exams	credits
90-100	perfectly	passed
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not passed

RECOMMENDED SOURCES OF INFORMATION:

- 1) Philip Kotler. Principles of marketing. Pearson higher education, 2017.
- 2) Armstrong, Gary. Marketing: an introduction. Pearson Education, 2009.
- 3) Strydom, Johan, ed. Introduction to marketing. Juta and company Ltd, 2005.
- 4) Moore, Karl, and Niketh Pareek. Marketing: the basics. Routledge, 2009.
- 5) Weitz, Barton A., and Robin Wensley, eds. Handbook of marketing. Sage, 2002.
- 6) International marketing: textbook. / Ya.S. Larina, O.I. Babicheva, R.I. Buriak and others; Ed. by O.I. Babicheva - K.: "Helvetika" Publishing House, 2018. - 452 p.
- 7) International marketing: Study guide. /Editor's note Prof. Chebotara S.I. - Sumy, Papyrus Printing House, 2015.-367p.
- 8) Chernomaz P. O. International marketing:textbook. K.: Akademydav, 2010.-272 p.
- 9) Tsygankova T. M. International marketing: teaching method. manual for self study of the discipline / T. M. Tsygankova. - K.: KNEU, 2005. - 236 p.