



COURSE SYLLABUS

"Marketing by types of activity: industrial marketing"

Degree of higher education - Bachelor

Specialty 075 Marketing

Educational program " Marketing "

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

DESCRIPTION OF THE DISCIPLINE

(up to 1000 printed characters)

Tasks, goals and description of classes: a) to acquaint students with the peculiarities of the marketing activity of an industrial enterprise; b) development and planning of marketing campaigns, development and implementation of marketing strategies and their implementation by industrial enterprises, formation of a marketing complex, development and analysis of the marketing plan of an industrial enterprise, features of the formation of demand for industrial goods; c) formation of abilities and skills in the development, formation and improvement of marketing activities, use of marketing tools, formation of a marketing plan, segmentation and positioning of industrial goods in the activities of an industrial enterprise; based on principles of marketing to solve business issues of the activity of an industrial enterprise.

Competencies of the educational programme:

Integral competence (IC): Ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

General competences (GC):

GC 1. 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. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on an understanding of 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.

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 8. Ability to conduct research at an appropriate level.

GC 9. Skills in using information and communication technologies.

GC 12. Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).

Professional (special) competences (PC):

PC 1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.

PC 4. 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.

PC 5. Ability to correctly apply marketing methods, techniques and tools.

PC 8. Ability to develop marketing support for business development in conditions of uncertainty.

PC 9. The ability to use marketing tools in innovative activities.

PC 12. The ability to substantiate, present and implement the results of research in the field of marketing.

PC 13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

PC 14. Ability to propose improvements to marketing functions

Program learning outcomes (PLO):

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

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

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

PLO 16. To meet the requirements of a modern marketer, to raise the level of personal professional training.

PLO 20. Demonstrate skills in developing the company's marketing policy.

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

PLO 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.

COURSE STRUCTURE

Topic	hours (lectures/ laboratory, practical, seminar)	Learning outcomes	Task	Assessment
6 semester				
Content module 1. Organization and planning of marketing activities at an industrial enterprise				
Topic 1.The essence, tasks and trends of the development of industrial marketing	1/2	Knowledge- know and understand: 1) peculiarities of the development of industrial goods markets; 2) formation of mix-marketing components at an industrial enterprise. Skills- will be able to: 3) implement the concept of marketing in the practical activity of an industrial enterprise; 4) to classify industrial goods and types of demand; 5) develop and implement a marketing research	Submission of practical work, development of a marketing plan. Writing tests, preparing presentations, Solution of situational exercises and problems. Performing independent work (including in e-learn)	10
Topic 2.The main features of the supply process in the industrial market	2/4			10
Topic 3.Marketing research in the activity of an industrial enterprise	2/2			30
Topic 4. Segmentation of the industrial market and product positioning of an industrial enterprise	2/3			10
Topic 5. Planning of marketing activities at an industrial enterprise	1/4			10

		plan at the industrial enterprise and the market;		
Modular control 1				30
Total points for module 1				100
Content module 2. Formation of the marketing complex in the activity of an industrial enterprise				
Topic 6. Marketing product policy of an industrial enterprise	2/4	6) segment the market and position goods on the market;	Submission of practical work, development of a marketing plan. Writing tests, preparing presentations, Solution of situational exercises and problems. Performing independent work (including in e-learn)	10
Topic 7. Marketing price policy of an industrial enterprise	2/4	7) conduct a marketing analysis of the elements of the marketing complex of an industrial enterprise /goods/;		15
Topic 8. Marketing distribution policy of industrial enterprise	2/4	8) form and control procurement and logistics at the industrial enterprise.		25
Topic 9. Marketing communications at an industrial enterprise	1/3	9) to plan a program of actions for the future. Competences- will be ready: solve complex specialized tasks and practical problems in the field of marketing activities.		20
Modular control 2				30
Total points for module 2				100
Educational work				70
Exam				30
Total for the academic semester				100

ASSESSMENT POLICY

<i>Policy regarding deadlines and results:</i>	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).
<i>Academic honesty policy:</i>	Copying during tests and exams is prohibited (including using mobile devices). Term papers and essays must have correct text references to the literature used
<i>Attendance Policy:</i>	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	counted
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not counted

RECOMMENDED SOURCES OF INFORMATION:

1. Methodical instructions for studying the discipline "Marketing by activity: industrial marketing" for full-time and part-time students of specialty 075 "Marketing". - K.: CP "Comprint", 2023. - 75 p.
2. Vasyutkina N.V. Marketing of an industrial enterprise: Training. manual. - K.: Publishing House of the European University, 2011. - 438 p.
3. Marketing. Study guide edited by Prof. Buryak R.I. - K.: CPU "Comprint", 2019. - 765 p.
4. Industrial marketing: textbook / O.F. Osnach, V.P. Pylypchuk, L.P. Kovalenko. - K.: Center of Educational Literature, 2011. - 364 p. (there are 30 copies of the book in the library of NUBiP of Ukraine)
5. Starostina A.O., Dligach A.O., Kravchenko V.A. Industrial marketing: Theory, world experience, Ukrainian practice Textbook Ed. A.O. Starostina - K.: Znannia, 2015. - 764 p.
6. Vachevskiy M.V., Skotnyi V.G., Vachevskiy O.M. Industrial marketing. Basics of theory and practice. Tutorial. - Kyiv: Center for Educational Literature, 2014. – 256 p.
7. Krykavskiy E. Industrial marketing: Textbook for students. economy special / Lviv Polytechnic National University. — 2. ed. — L.: Publishing House of the National University of Lviv Polytechnic, 2014.— 472p.
8. Marketing: Textbook, workshop and educational and methodological complex on marketing. /S.I. Chebotar, J.S. Larina, O.P. Lucii, M.G. Shevchyk, R.I. Buryak, S.M. Bonyar, A.V. Ryabchyk, O.M. Prus, V.A. Rafalska - K.: "Our Time" Publishing House, 2007. - 507 p.
9. Shubin O.O. Industrial marketing: education. manual / O.O. Shubin, O.M. Azaryan, B.Z. Vorobyov — K.: NMCSVO of Ukraine, Studcentr, 2002. — 432 p.