



СИЛАБУС ДИСЦИПЛІНИ «MARKETING»

Ступінь вищої освіти - Бакалавр
Спеціальність 073 Менеджмент
Освітня програма «Менеджмент»
Рік навчання 2, семестр 3
Форма навчання денна
Кількість кредитів ЄКТС 5
Мова викладання англійська

Лектор курсу
Контактна інформація
лектора (e-mail)
Сторінка курсу в eLearn

Вишнівська Богдана Вікторівна, к.е.н., доцент
Кафедра маркетингу та міжнародної торгівлі
vyshnivska@nubip.edu.ua
<https://elearn.nubip.edu.ua/course/view.php?id=2756>

DESCRIPTION OF THE COURSE

The purpose of the course “Marketing”: formation of knowledge about the basic categories of marketing, methodical aspects of the organization of marketing activity and its priorities in modern conditions; the formation of students' scientific worldview and special knowledge of the theory and methodology of marketing, the essence and content of marketing as a philosophy of business activity in the conditions of a market economy and competition;

The tasks of the course “Marketing”: to introduce the terminology and conceptual apparatus of marketing and ensure its assimilation by students; equip students with a system of knowledge in the field of theoretical, methodical, informational foundations of marketing and marketing research; segmentation of the market and positioning of goods on it; to acquaint students with the main components of the marketing complex; 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, the ability to form and support the enterprise's pricing policy; choose effective product distribution channels, make optimal logistical decisions during product transportation; develop and implement a system of marketing communications, successfully combine them into a system of integrated marketing communications, develop and implement advertising campaigns, select and develop sales promotion measures; exercise control over marketing activities and the process of marketing development at the enterprise.

Competence acquisition:

integral competence (IC): The ability to solve complex specialized tasks and practical problems, which are characterized by complexity and uncertainty of conditions, in the field of management or in the learning process, which involves the application of theories and methods of social and behavioral sciences.

general competences (GC):

GC 3 Ability to abstract thinking, analysis, synthesis.

GC 4 Ability to apply knowledge in practical situations

GC 8 Skills of using information and communication technologies.

GC 10. Ability to conduct research at the appropriate level.

GC11. Ability to adapt and act in a new situation.

GC12. The ability to generate new ideas (creativity).

professional (special) competences (SC):

SC 2. The ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment.

SC 3. The ability to determine the prospects for the organization's development.

SC 5. The ability to manage the organization and its divisions through the implementation of management functions.

SC 11. Ability to create and organize effective communications in the management process.

SC15. Ability to develop and demonstrate leadership qualities and behavioral skills.

program learning outcomes (PLO):

PLO 6. Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to justify management decisions

PLO 11. Demonstrate the skills of situation analysis and communication in various areas of the organization.

PLO 20. The ability to solve complex, unpredictable tasks and problems in specialized areas of professional activity (agrarian sphere).

PLO 21. Demonstrate the ability to use information and communication technologies to search, process, analyze and use information from various sources.

PLO22. Create intra-economic control, analysis of economic activity, conduct audits and perform management accounting.

PLO23. Demonstrate the ability to develop and execute projects, identify sources of funding, and organize project management.

PLO26. To carry out a study of the international business environment and to determine the peculiarities of the enterprise's entry into foreign markets.

STRUCTURE OF THE COURSE

Topics	Hours (lectures/practical classes)	Learning outcomes	Tasks	Assessment
Module 1				
Topic 1. Introduction to marketing	2/4	Know the basic concepts and categories of marketing. Understand the principles and methods of marketing.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	10
Topic 2. Basic competencies and skills of a marketer	2/4	Understand the essence of marketing functions. Be able to identify factors influencing the external and internal environment of the organization.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	10
Topic 3. Management of marketing activities at enterprises	4/6	Be able to use technologies for making and implementing management decisions in accordance with the situation; form effective communications in the process of marketing activities.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	
Topic 4. Marketing research system in enterprise management	4/4	Be able to conduct research on the marketing system of the enterprise, collect information for conducting research	Submission of practical work. Writing tests. Performing self-work (including in elearn).	10
Topic 5. Peculiarities of marketing management of enterprises in the service sector	3/4	Be able to form the organization's marketing complex; know the structure of marketing management in the organization; apply effective tools for motivating sales personnel and marketing control; choose and use marketing concepts according to the situation; determine the effectiveness of marketing.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	
Module 2				

Topic 6. Management of the company's marketing product policy	2/4	To know the basics of product policy, to be able to analyze the assortment of the company's products	Submission of practical work. Writing tests. Performing self-work (including in elearn).	5
Topic 7. Marketing price policy	2/4	To know the basics of pricing, to be able to calculate minimum prices, to analyze competitors' prices	Submission of practical work. Writing tests. Performing self-work (including in elearn).	5
Topic 8. Organization of the enterprise's distribution marketing policy	4/5	To be able to analyze the marketing policy of distribution, to choose an effective product sales channel	Submission of practical work. Writing tests. Performing self-work (including in elearn).	10
Topic 9. Marketing policy of communications of domestic enterprises	4/6	Understand the marketing policy of communication, be able to plan PR events	Submission of practical work. Writing tests. Performing self-work (including in elearn).	5
Topic 10. Peculiarities of organization and management of agrarian marketing of the enterprise.	3/4	Know the peculiarities of the organization and management of agricultural marketing of the enterprise.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	10
Study work				70
Exam			Test, practical tasks, interview	30
Total for the course				100

Assessment scale: national and ECTS

National assessment	Rating of the applicant of higher education, points
Excellent	90-100
Good	74-89
Satisfactorily	60-73
Unsatisfactorily	0-59

Suggested literature:

Basic:

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.

Additional literature:

6. Blythe, Jim. Principles and practice of marketing. Sage, 2013.
7. Armstrong, Gary, Philip Kotler, and Zhiyi He. "Marketing: an introduction." (2005).
8. Cowell, Donald W., and Communication Advertising. The marketing of services. London: Heinemann, 1984.
9. Kerin, Roger, Steven Hartley, and William Rudelius. Marketing. McGraw-Hill, 2014.
10. Kotler, Philip. Kotler on marketing. Simon and Schuster, 2012.
11. McCARTHY, E. Jerome, and William D. Perreault. Marketing. McGraw-Hill, 1997.
12. Silk, Alvin J. What is marketing?. Harvard Business Press, 2006.
13. Jobber, David, and Fiona Ellis-Chadwick. Principles and practice of marketing. No. 7th. McGraw-Hill Higher Education, 2012.
14. Drummond, Graeme, and John Ensor. Introduction to marketing concepts. Routledge, 2006.
15. Hartley, Robert F., and Cindy Claycomb. Marketing mistakes and successes. Wiley, 2013.
16. Stone, Marilyn. Fundamentals of marketing. Routledge, 2007.
17. McCarthy, Edmund Jerome, Stanley J. Shapiro, and William D. Perreault. Basic marketing. Ontario: Irwin-Dorsey, 1979.
18. Dennis, Charles, and Lisa Harris. Marketing the e-Business. Routledge, 2002.
19. Jobber, David, John Fahy, and Mark Kavanagh. "Foundations of marketing." (2006).