



СИЛАБУС ДИСЦИПЛІНИ
«Marketing policy of distribution»

Ступінь вищої освіти - Бакалавр
Спеціальність 075 «Маркетинг»

Рік навчання 3, семестр 6

Форма навчання денна денна, заочна)

Кількість кредитів ЄКТС 4

Мова викладання англійська

Лектор курсу

Контактна інформація
лектора (e-mail)

Сторінка курсу в eLearn

Вишнівська Богдана Вікторівна, к.е.н., доц

vyshnivska@nubip.edu.ua

<https://elearn.nubip.edu.ua/course/view.php?id=5324>

ОПИС ДИСЦИПЛІНИ

The purpose of the course – is the formation of a system of scientific and theoretical knowledge about research methods, the creation and functioning of distribution channels, the forms and methods of work of intermediaries in distribution channels, methodological and methodical issues of choosing and conducting distribution in conditions of competition.

The tasks of the course:

- study of the theory of marketing policy of distribution;
- familiarization with relevant theoretical concepts, categories of marketing product policy of companies, modern trends;
- acquisition of skills and determination skills competitiveness and place of the product on the market;
- increasing the efficiency of management of planning and development of the product, packaging, trademark;
- skills of improving the marketing policy of distribution at enterprises, etc.

Competence acquisition:

integral competence (IC): The 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 4. Ability to learn and master modern knowledge

GC5. Determination and perseverance in relation to the tasks tasks and assumed responsibilities.

GC6. Knowledge and understanding of the subject area and understanding professional activity

GC13. Ability to work in an international context.

GC14. The ability to act socially responsibly and consciously.

program learning outcomes (PLO):

PLO 5. Identify and analyze key characteristics marketing systems of different levels, as well as features behavior of their subjects

PLO 9. Assess the risks of marketing activities, set the level of uncertainty marketing environment when adopting managerial ones solutions

STRUCTURE OF THE COURSE

Topics	Hours (lectures/practical classes)	Learning outcomes	Tasks	Assessment
Topic 1. The essence and meaning of the marketing policy of distribution	2/5	Know the essence and role of marketing distribution policy. To be able to determine the key scientific and practical approaches to the definition of the concept of "distribution policy".	Writing tests, performing self- work	10
Topic 2. Merchandise movement and mechanisms of using distribution channels	2/5	Be able to analyze market opportunities. Master the essence of the concept of "Merchandise movement".	Writing tests, performing self- work	10
Topic 3. Management of goods movement	2/5	Master the system and essence of management of goods movement	Writing tests, performing self- work	10
Topic 4. Wholesale trade in distribution channels	2/3	Be able to analyze wholesale trade in distribution channels	Writing tests, performing self- work	10
Topic 5. Retail trade in distribution channels	2/3	Be able to analyze retail trade in distribution channels	Writing tests, performing self- work	10
Topic 6. Choice of marketing policy and distribution channels	2/4	Be able to diagnose and forecast the marketing policy and distribution channels	Writing tests, performing self- work	10
Topic 7. Choosing the optimal distribution channel	3/5	Be able to choose an effective and optimal distribution channel	Writing tests, performing self- work	10
Study work				70
Exam			Test, practical tasks, interview	30
Total for the course				100

ASSESSMENT POLICY

Policy on deadlines and retaking exams:	Practical works that are submitted in violation of deadlines without valid reasons are evaluated at a lower grade. Modules can be rearranged with the permission of the lecturer if there are good reasons (for example, sick leave).
Academic Integrity Policy:	Copying during tests and exams is prohibited (including using mobile devices). Term papers, abstracts must have correct text links to used literature

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)
---------------------------	---

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. Steven Haines. The Product Manager's Desk Reference. McGraw-Hill Education Ltd; 3. Editie. – 484 p.
7. Blythe, Jim. Principles and practice of marketing. Sage, 2013.
8. Armstrong, Gary, Philip Kotler, and Zhiyi He. "Marketing: an introduction." (2005).
9. Cowell, Donald W., The marketing of services and Communication Advertising.. London: Heinemann, 1984.
10. Kerin, Roger, Steven Hartley, and William Rudelius. Marketing. McGraw-Hill, 2014.
11. Kotler, Philip. Kotler on marketing. Simon and Schuster, 2012.
12. McCARTHY, E. Jerome, and William D. Perreault. Marketing. McGraw-Hill, 1997.
13. Silk, Alvin J. What is marketing?. Harvard Business Press, 2006.
14. Jobber, David, and Fiona Ellis-Chadwick. Principles and practice of marketing. No. 7th. McGraw-Hill Higher Education, 2012.
15. Drummond, Graeme, and John Ensor. Introduction to marketing concepts. Routledge, 2006.
16. Hartley, Robert F., and Cindy Claycomb. Marketing mistakes and successes. Wiley, 2013.
17. Stone, Marilyn. Fundamentals of marketing. Routledge, 2007.
18. McCarthy, Edmund Jerome, Stanley J. Shapiro, and William D. Perreault. Basic marketing. Ontario: Irwin-Dorsey, 1979.
19. Dennis, Charles, and Lisa Harris. Marketing the e-Business. Routledge, 2002.

20. Jobber, David, John Fahy, and Mark Kavanagh. "Foundations of marketing." (2006).

Information resources

1. Content Marketing Reference Library - <http://www.copyblogger.com/content-marketing-codex/>
2. Learn Marketing - <https://zana.io/categories/marketing/>
3. The Beginner's Guide to SEO - <https://moz.com/beginners-guide-to-seo>
4. Social Marketing Success Kit - <https://www.marketo.com/success-kits/social-marketing/>
5. Social Media Calendar - <http://engage.twenty20.com/social-media-calendar>
6. Distributing Content Marketing – The Complete Guide - <http://blog.oribi.io/distributing-content-marketing-the-complete-guide/>
7. Content Marketing Tools - <http://www.bloggingwizard.com/content-marketing-tools/>
8. Marketing Guides - <https://blog.kissmetrics.com/marketing-guides/>
9. www.education.gov.ua
10. uam.in.ua – Українська асоціація маркетингу