



## СИЛАБУС ДИСЦИПЛІНИ «MARKETING PRODUCT POLICY WITH THE BASICS OF COMMODITY SCIENCE»

Ступінь вищої освіти - Бакалавр

Спеціальність 075 Маркетинг

Освітня програма «Маркетинг»

Рік навчання 2,3, семестр 4,5

Форма навчання денна

Кількість кредитів ЄКТС 6

Мова викладання англійська

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Лектор курсу

Контактна інформація

лектора (e-mail)

Сторінка курсу в eLearn

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

Кафедра маркетингу та міжнародної торгівлі

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<https://elearn.nubip.edu.ua/course/view.php?id=4690>

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### DESCRIPTION OF THE COURSE

*The purpose of the course* – formation of students' knowledge of the scientific and theoretical foundations of commodity science and consumer properties of products, which determine their consumer value and ability to satisfy consumer needs, achieve commercial and marketing goals of the enterprise.

*The tasks of the course:*

- to give theoretical knowledge of the basic characteristics that make up the consumer value of the product;
- teach future specialists the principles and methods of goods movement;
- to investigate the systematization of the number of goods through the rational application of classification and coding methods;
- to study the properties and indicators of the assortment in order to analyze and manage the assortment policy of the industrial and trade organization;
- study the nomenclature of consumer properties of product indicators;
- understand the method of assessing the quality level of goods;
- to give practical skills in assessing the quality of goods, including identifying quality gradations and defects in goods, their causes and measures to prevent spoilage of goods;
- familiarize with the meaning of different levels and types of control, examination of goods;
- to investigate the modern practice of ensuring the quality and quantity of goods at various stages of their technological cycle while accounting for the factors that shape and preserve the quality of goods;
- give practical recommendations on identifying types of commodity losses and measures to prevent them;
- study the information provision of goods movement from the producer to the consumer;
- know the modern classification of the range of food and non-food products.

**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

GC9. Skills of using information and communication technologies.

GC13. Ability to work in an international context.

**professional (special) competences (SC):**

SC 13. Ability to plan and implement effectively marketing activity of a market entity in cross-functional section.

SC 14. Ability to suggest improvements regarding functions of marketing activity.

**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

PLO 13. To be responsible for the results of one's activities, demonstrate entrepreneurial and managerial skills initiatives

PLO 14. Perform functional duties in a group, offer sound marketing solutions.

PLO 26. Prepare founding documents and register enterprise taking into account the characteristics of different organizational and legal forms of management in accordance with current legislation.

PLO 27. Demonstrate the ability to use modern methods of managing supply chains of goods and information

**STRUCTURE OF THE COURSE**

Topics	Hours (lectures/practical classes)	Learning outcomes	Tasks	Assessment
<b>Semester 1</b>				
<b>Module 1</b>				
Theme 1. What Is Product Management?	2/3	Know the essence and role of product policy. To be able to determine the key scientific and practical approaches to defining the concept of marketing product policy	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>
Theme 2. The Product	2/4	Know and be able to	Submission of	<b>10</b>

Master Plan		develop a Product Master Plan. Master the basic planning approaches Product master plan	practical work. Writing tests. Performing self-work (including in elearn).	
Theme 3. Leadership: Creating Influence	2/3	Know the basic concepts and categories of marketing product policy. Understand the principles and methods of assortment management.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	
Theme 4. Cross-Functional Product Teams: Getting Things Done	3/4	Be able to identify the factors of influence of the external and internal environment of the organization on the product policy; to use, in accordance with the situation, technologies for making and implementing management decisions; to form effective concepts of product policy in the process of marketing activities.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>
Theme 5. Decision Making	2/4	To be able to use, in accordance with the situation, technologies for making and implementing management decisions.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	
Theme 6. Finance for the Product Manager: Keeping Score	4/4	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 commodity strategies according to the situation; determine the effectiveness of the assortment policy.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	
<b>Module 2</b>				
Theme 7. The Playing Field and the Players: Analyzing the Industry and Competition	4/6	Understand the essence and stages of competition analysis Differentiate types of examination of goods	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>5</b>
Theme 8. Finding Markets to Conquer by Understanding Customer Needs and Market Segments	4/6	To know the theoretical basis of the needs of consumers and the market, to study the problems of quality and loss of goods during the movement of	Submission of practical work. Writing tests. Performing self-work	<b>5</b>

		goods. Be able to evaluate the effectiveness of measures reduction of product losses	(including in elearn).	
Theme 9. Preparing to Set Your Mileposts: Forecasting for the Product Manager	4/6	Know the means and forms of providing information about the product, the essence of advertising and reference and operational and accompanying information, the basics of product labeling. Be able to assess the compliance of labeling with the requirements of regulatory documents and the needs of consumers	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>
Theme 10. Strategic Product Planning: The Inflection Point	3/5	Know the modern classification of the range of food and non-food products Be able to determine the basic characteristics of goods.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>5</b>
<b>In total for 1 semester: Study work</b>				<b>70</b>
<b>Test</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>
<b>Semester 2</b>				
<b>Module 3</b>				
Theme 11. The Concept Phase	2/2	Know the basic concepts and categories of marketing product policy. Understand the principles and methods of assortment management	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15 20
Theme 12. Assessing Feasibility	2/2	To be able to use, in accordance with the situation, technologies for making and implementing management decisions.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Theme 13. Defining the Product	2/2	Understand the essence and stages of competition analysis Differentiate types of examination of goods	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Theme 14. The Business Case	3/3	Be able to choose and use commodity strategies according to the situation; determine the effectiveness of the assortment policy.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Theme 15. The Marketing Plan for the Product	2/2	Know and be able to develop a Product Master Plan. Master the basic		

		planning approaches Product master plan		
Theme 16. Execution and Oversight during Product Development	2/2	Know the basic concepts and categories of marketing product policy. Understand the principles and methods of assortment management		
Theme 17. Introducing the Product and Orchestrating the Launch	2/2	Know the modern classification of the range of food and non-food products Be able to determine the basic characteristics of goods.		
<b>Module 4</b>				
Theme 18. Auditing Results after the Launch	4/4	Understand the essence and stages of competition analysis Differentiate types of examination of goods	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Theme 19. Post-Launch Product Management: Running the Business	4/4	To know the theoretical basis of the needs of consumers and the market, to study the problems of quality and loss of goods during the movement of goods.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Theme 20. Life Cycle Product Portfolio Management	4/4	Be able to assess the compliance of labeling with the requirements of regulatory documents and the needs of consumers	Submission of practical work. Writing tests. Performing self-work (including in elearn).	20
Theme 21. Discontinuing the Product	3/3	Know the modern classification of the range of food and non-food products Be able to determine the basic characteristics of goods.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	20
<b>Study work</b>				<b>70</b>
<b>Exam</b>			Test, practical tasks, interview	<b>30</b>
<b>Total for the course</b>				<b>100</b>

### Assessment scale: national and ECTS

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

**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](http://www.education.gov.ua)
10. [uam.in.ua](http://uam.in.ua) – Українська асоціація маркетингу