


**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF UKRAINE**

Marketing and International Trade Department

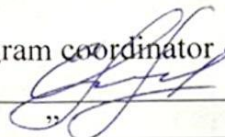
“CONFIRMED”
Dean of Economics Faculty
Anatoliy Dibrova
“28” 08 2024 p.



“APPROVED”
Head of Marketing and International
trade department
Valerii BONDARENKO
Protokol # 2 from 23.08.2024
“ ” 2024 p.



Program coordinator «International economics»
Olena KIREYTSEVA
“ ” 2024 p.



**PROGRAM OF THE COURSE
“MARKETING”**

Specialty: 051 «Economics»

Education program «International economics»

Faculty of Economics

Developer: Ph.D of Economic Sciences, Associate Professor **Olena NAHORNA**

KYIV-2024

Description of the course «Marketing»

Field of knowledge, direction of training, specialty, educational degree	
Educational degree	<i>Bachelor</i>
Specialty	<i>051 „Economics”</i>
Educational program	<i>International economics</i>
Characteristics of the curriculum	
Type	<i>Compulsory</i>
The total number of hours	<i>120</i>
Number of ECTS credits	<i>4</i>
Number of content modules	<i>2</i>
Term paper	<i>-</i>
Form of control	<i>Exam</i>
Indicators of academic discipline for full-time forms of training course	
	<i>Full-time education</i>
Year	<i>3</i>
Semester	<i>6</i>
Lectures, hours	<i>30</i>
Practical classes/Seminars, hours	<i>30</i>
Self-work, hours	<i>60</i>
Індивідуальні завдання	
Numbers of weekly classrooms hours for full-time study	<i>4</i>

1. Purpose, tasks and competencies of the educational course «Marketing»

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 higher education 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 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 higher education 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 problems and practical problems in the economic sphere, which are characterized the complexity and uncertainty of the conditions it implies application of theories and methods of economic science.

General competences (GC):

GC 3. Ability to abstract thinking, analysis and synthesis

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

Professional (special) competences (PC):

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

PC 12. Ability to independently identify economic problems in the analysis of specific situations, to propose ways to solve them..

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

Expected learning outcomes (ELO):

ELO 4. Ability to explain economic and social processes and phenomena on the basis of theoretical models, analyse and interpret the results in a meaningful way.

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

ELO 21. Be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems of different levels, as well as the characteristics of the behavior of their subjects.

2. Program and structure of the educational course “Marketing”

Topics and content module	Number of hours						
	Full-time						
	Weeks	total	including				
			lec	pr	lab	ind	sw
1	2	3	4	5	6	7	8
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	1-2	10	2	2			6
Topic 2. Basic competencies and skills of a marketer	3	10	2	2			6
Topic 3. Management of marketing activities at enterprises on the international market	4-5	14	4	4			6
Topic 4. Marketing research system of the enterprises on the international market	5-6	14	4	4			6
Topic 5. Organization and planning marketing service on the international market	7	12	3	3			6
Total according to content module 1		60	15	15			30
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	8-9	10	2	2			6
Topic 7. Futures of the international marketing price policy	10-11	10	2	2			6
Topic 8. Organization of the distribution marketing policy of the international companies.	12	14	4	4			6
Topic 9. Marketing communications of foreign market	13-14	14	4	4			6
Topic 10. Organization and management of agrarian marketing.	15	12	3	3			6
Total according to content module 2		60	15	15			30
Total for the course		120	30	30			60

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

The concept of marketing as a business philosophy. Marketing functions. Marketing concepts. Strategic and tactical tasks of marketing. The main categories of marketing. Types of marketing depending on the state of the market, the ratio of supply and demand, business entities. Goals of marketing activities. The structure of the marketing system. The main components of the marketing complex.

Topic 2. Basic competencies and skills of a marketer

Basic requirements for an applicant for the position of marketer. Characteristics of marketer's competencies and skills. Basic competencies of a digital marketer.

Topic 3. Management of marketing activities at enterprises on the international market

Characterization of the factors of the marketing environment of the enterprise. Market segmentation: five basic principles of consumer retail market segmentation: geographic, psychographic, behavioral, demographic, social. Principles of consumer wholesale market segmentation. Stages of the market segmentation process. Product positioning: main positioning criteria. Principles of marketing department organization. Situational analysis. Analysis and control of marketing activities. Peculiarities of marketing audit. Organization and control of enterprise marketing.

Topic 4. Marketing research system of the enterprises on the international market

The essence of marketing information. Obtaining and analyzing marketing information. Marketing information system. Types of marketing information. Types of marketing research: product market analysis; competitors; studying the needs of existing and potential consumers, buyer behavior, motivation for purchasing goods. Modeling of consumer behavior. Assessment of market capacity. Assessment of market conditions.

Topic 5. Organization and planning marketing service on the international market

The essence of services: concepts, types and structure. Main characteristics and differences of services from goods. The complex of marketing in the field of services and the peculiarities of its implementation. The influence of the marketing environment on the activities of enterprises in the service sector. Peculiarities of marketing of enterprises of various spheres of services.

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

Classification of goods. The use of brands, packaging, and service services in the formation of product policy. Creation and introduction of new products to the market. Analysis of indicators of competitiveness of goods. Concept of product life cycle. Dependence of the content of marketing activities on the stage of the life cycle. The concept of brand, the main types of brands.

Topic 7. Futures of the international marketing price policy

Pricing in different types of markets. Methods of direct and indirect marketing pricing. Types and system of discounts. Types and features of the development of the company's price policy. Marketing price strategies.

Topic 8. Organization of the distribution marketing policy of the international companies

The system of goods movement. Types of intermediaries. Factors affecting the structure of sales channels. Functions of manufacturers, wholesalers, and retailers in the distribution of goods. Methods of selling goods. Types of intermediaries. Features of wholesale and retail trade. Merchandising in the product sales system.

Topic 9. Marketing communications of the foreign market

Advertising, propaganda, sales promotion, personal selling as components of a complex of marketing communications. Stages of advertising activities. Development of a communication program. Indicators of effectiveness of communication measures. Event marketing.

Topic 10. Organization and management of agrarian marketing.

Marketing commodity policy of agrarian enterprises. Marketing price policy of agricultural enterprises. Marketing distribution policy of agricultural enterprises. Marketing communication policy of agricultural enterprises.

3. Topics of practical classes

№	Topics	Hours
Content module 1. The essence and concepts of marketing and marketing research in the international activities		
1	The main feature of the use of marketing in the international activity of the enterprises	2
2	Basic competencies and skills of a marketer	2
3	Management of marketing activities at enterprises on the international market	4
4	Marketing research system of the enterprises on the international market	4
5	Organization and planning marketing service on the international market	3
Content module 2. A complex of marketing tools in the company's activities on the international market		
6	Management of the company's marketing product policy on the international market	2
7	Futures of the international marketing price policy	2
8	Organization of the distribution marketing policy of the international companies.	4
9	Marketing communications of the foreign market	4
10	Organization and management of agrarian marketing.	3
Total		30

4. Topics of self-works

№	Topics	Hours
Content module 1. The essence and concepts of marketing and marketing research in the international activities		
1.	The main feature of the use of marketing in the international activity of the enterprises	6
2.	Basic competencies and skills of a marketer	6
3.	Management of marketing activities at enterprises on the international market	6
4.	Marketing research system of the enterprises on the international market	6
5.	Organization and planning marketing service on the international market	6
Content module 2. A complex of marketing tools in the company's activities on the international market		
6.	Management of the company's marketing product policy on the international market	6
7.	Futures of the international marketing price policy	6
8.	Organization of the distribution marketing policy of the international companies.	6
9.	Marketing communications of the foreign market	6
10.	Organization and management of agrarian marketing.	6
Total		60

5. Means of diagnostis of training results:

- exam (completion of the training course and certification of higher education applicants takes place by writing an exam consisting of two theoretical questions and ten test tasks);

- module tests (the current control of the level of knowledge of students of higher education is carried out by writing two meaningful modules in a test form);

- protection of laboratory and practical works (all practical and independent work completed by students of higher education is defended during practical classes);

- case-study (analysis of marketing activities based on examples of real Ukrainian and global companies).

6. Teaching methods

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastery of the system of professional knowledge, skills and abilities, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

- verbal method (lecture, discussion, interview);
- practical method (practical classes);
- visual method (illustration method, demonstration method);
- work with educational and methodical literature (summarizing, summarizing, annotating, reviewing, writing an abstract);
- video method (remote, multimedia, web-oriented etc.);
- independent work (task performance);
- individual research work of students of higher education.

7. Methods of assessment.

- exam;
- settlement;
- oral or written survey;
- modular testing;
- presentations and speeches at scientific and practical events.

8. Distribution of points received by higher education applicants.

Evaluation of student knowledge is carried out on a 100-point scale and is converted to national grades according to Table 1 "Regulations and Examinations and Credits at NULES of Ukraine" (approved by the Academic Council of NULES of Ukraine on 04/26/2023, protocol No. 10)

Student rating, points	National grade based on exam results	
	Exams	Credits
90-100	Excellent	Passed
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	Not passed

In order to determine the rating of a student (listener) in the discipline R_{dis} (up to 100 points), the rating from the exam R_{ex} (up to 30 points) is added to the rating of a student's academic work R_{aw} (up to 70 points): $R_{dis} = R_{aw} + R_{ex}$.

9. Methodical support

1. Nahorna O. Methodical instructions for studying the discipline "Marketing" for students of the specialty 051 "Economics" education program «International Economics». Kyiv: Comprint. 2024. 75 p.

2. Electronic educational course of the educational discipline "Marketing" on the educational portal of NULES of Ukraine eLearn: <https://elearn.nubip.edu.ua/course/view.php?id=1631>

10. Recommended sources of information

Basic:

1. Balabanova L.V., Kholod V.V., Balabanova I.V. Enterprise marketing. Textbook. K.: Tsul. 2019. 612 p.

2. Fedorchenko A. V., Larina Y. S., Remez Yu. B. Benchmarking. Tutorial. Odesa: Oldi Plus. 2023. 472 p.

3. Korinev V.L., Koretskyi M.Kh., Datsii O.I. Marketing price policy.

Textbook. Kyiv: Center for Educational Literature, 2019. 200 p.

4. Kotler F., Armstrong G. Fundamentals of marketing. Textbook. K.: Dialectics. 2020. 880 p.

5. Kotler F., Armstrong G. Fundamentals of marketing. Textbook. Scientific world. 2022. 880 p.

6. Larina Y. S., Antofii N. M. Marketing audit. Textbook. Oldie Plus. 2021, 336 p.

7. Larina Y. S., Babicheva O. I., Romanova L. V., Antofii N. M. Strategic marketing. Textbook. H.: Oldie-plus. 2019. 364 p.

8. Larina Y. S., Ryabchyk A. V. Consumer behavior. Textbook. Kherson. Oldie Plus. 2020, 284 p.

9. Management of advertising projects. Textbook. / Lutsyi O.P., Larina Y.S., Vesperis S.Z., Nahorna O.V. (Chetveryk O.V.) and others. Kherson.: Oldie-plus. 2019. 300 p.

10. Marketing communications: a textbook / [N. V. Popova, A. V. Kataev, L. V. Bazalieva, O. I. Kononov, T. A. Mukha]; under general ed. N. V. Popova. Kharkiv: "Fact", 2020. 315 p.

11. Marketing. Textbook. Under the editorship Prof. R. I. K. Buryaka. Publisher "Comprint", 2019. 765p.

12. Oucklander M.A. Chukurna O.P. Marketing price policy. Textbook. Kyiv: Center for Educational Literature, 2020. 284 p.

13. Philip, Kotler. Principles of marketing. Pearson higher education, 2017.

14. Web-site of the Ministry of Education and Science of Ukraine. URL: <https://mon.gov.ua>

15. Web-site of NUBiP of Ukraine. URL: <https://nubip.edu.ua>

16. Web-site of Ukrainian Marketing Association. URL: <http://uam.in.ua>

17. Web-site of American Marketing Association. URL: <https://www.ama.org>

18. Web-site of MMR - Marketing Media Review. URL: <https://mmr.ua>

19. Web-site of Union of Advertisers of Ukraine. URL: <http://reklamspilka.in.ua/ukr/>

20. Web-site of "Marketing and advertising" magazine. URL: <https://mr.com.ua/>

21. Web-site of "Marketing and Digital Technologies" magazine. URL: <https://mdt-opu.com.ua/index.php/mdt/about>

22. Web-site of "Economist" magazine. URL: <https://www.economist.com/>