



COURSE SYLLABUS "Marketing"

Degree of higher education - Bachelor
Specialty 051 Economics
Educational program " International Economics "
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
URL in e-Learn

PhD in Economics, Associate Professor Nahorna Olena
educational building № 10, office 401
Nahorna_olena@nubip.edu.ua
<https://elearn.nubip.edu.ua/course/view.php?id=1631>

DESCRIPTION OF THE DISCIPLINE

(up to 1000 printed characters)

Tasks, goals and description of classes: a) to acquaint students of higher education with terminology, the conceptual apparatus of marketing and ensure its assimilation by students, equip students with a system of knowledge in the field of theoretical, methodological, informational bases of marketing, marketing research; segmentation of the market and positioning of goods on it; to acquaint students with the main components of the marketing complex and other components of marketing activity; b) 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; choose effective product distribution channels, make optimal logistical decisions during product transportation; develop and implement a system of marketing communications and their successful combination; exercise control over marketing activities and the process of marketing development at the enterprise; c) formation of abilities and skills in the development, formation and improvement of marketing activities at enterprises of the consumer and industrial market, as well as the service sector.

Competencies of the educational programme:

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.

COURSE STRUCTURE

Topic	hours (lectures/ laboratory, practical, seminar)	Learning outcomes	Task	Evaluation
6-th semester				
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	2/2	Knowledge- know and understand: 1) concepts, functions, facts of marketing and conditions of application, types of marketing; 2) components of the marketing environment of enterprises; 3) peculiarities of marketing product, price, sales and communication policies; Knowledge- know and understand: 4) concepts, functions, facts of marketing and conditions of application, types of marketing;	Execution and submission of practical and independent works, development of a marketing project, development of brand pages in social media.	10
Topic 2. Basic competencies and skills of a marketer	2/2			15
Topic 3. Management of marketing activities at enterprises on the international market	4/4			20
Topic 4. Marketing research system of the enterprises on the international market	4/4			15
Topic 5. Organization and planning marketing service on the international market	3/3			10
Test for module 1				30
Together according to content module 1				100

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	2/2	5) components of the marketing environment of enterprises;	Writing tests, preparing presentations, speeches. Solution of situational exercises, business cases and problems. Performing independent work (including in EEC on the e-learn platform)	10
Topic 7. Futures of the international marketing price policy	2/2	6) peculiarities of marketing product, price, sales and communication policies;		10
Topic 8. Organization of the distribution marketing policy of the international companies.	4/4	Skills- will be able to:		20
Topic 9. Marketing communications of foreign market	4/4	7) analyze marketing activities based of marketing analysis methods;		10
Topic 10. Organization and management of agrarian marketing.	3/3	8) implement a marketing system; 9) develop and use marketing strategies; 10) propose and calculate the possibility of using discounts by enterprises; 11) form a sales system and distribution channels; Competences- will be ready: 12) solve specialized tasks and practical problems in the field of marketing.		20
Test for module 2				30
Together according to content module 2				100
Total for educational work				70
Exam				30
Total for the course				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	passed
74-89	fine	
60-73	satisfactorily	
0-59	unsatisfactorily	not passed

RECOMMENDED SOURCES OF INFORMATION:

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>