

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

MARKETING

Syllabus

**for Bachelor's (first) degree students
of speciality 292 "International Economic Relations"**

**Kharkiv
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M31

Compiled by N. Moskalenko

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The scope of knowledge to be mastered by students in accordance with the requirements of the educational and qualification characteristics has been defined. The content of the academic discipline, the sequence and organizational and methodological forms of study, the amount of time allocated for various types of the educational work, the means and forms of the current and final control are presented.

For Bachelor's (first) degree students of speciality 292 "International Economic Relations".

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Introduction

Marketing turns into one of the most technologically fitting functions in business. Indeed, technological innovation is the key to a breakthrough and fundamental growth in many markets. It is marketing that answers the question of how Ukrainian companies can find their own sources of growth, and whether Ukrainian brands can successfully compete with international brands in Ukraine and in foreign markets through the marketing component. The exclusive role of marketing in the management and control of the company, production, sales underscores the importance of the basic knowledge of marketing in the training of future economists of different specialties.

The academic discipline "Marketing" aims to provide students with a complete picture of the essence of the marketing concept in the management of modern companies, the main areas and methods of marketing research, which will allow students to rationally apply the acquired knowledge to the practical activities of the accountant/economist and business analyst.

The syllabus of the academic discipline includes two modules and 11 topics covering theoretical issues, practical situations and tasks related to the evolution of the concept of marketing, market research, product marketing, pricing policy and communications policy, as well as organization and control of marketing activities.

1. Description of the academic discipline

Name of indicators	Speciality, educational degree	Characteristics of the discipline	
		full-time education	extramural education
1	2	3	
Number of credits: 5	Speciality 292 "International Economic Relations"	Basic	
Content modules: 2	Speciality 292 "International Economic Relations"	Year of studies	
		3rd	3rd
		Semester	
Total hours: 150		5th	5th
		Lectures	

1	2	3	
Weekly hours for full-time study: Classroom: 4; independent work: 5	Educational degree: Bachelor's (first)	32 hours	26 hours
		Practical studies	
		32 hours	18 hours
		Independent work	
		84 hours	104 hours
		Type of control	
		Exam	
		2 hours	2 hours

The ratio of the number of class hours to independent and individual work is:

71.4 % for full-time study;

71.4 % for extramural study.

2. The purpose and objectives of the academic discipline

The **purpose** of teaching the academic discipline "Marketing" is to provide students with knowledge about the essence of the concept of marketing and help them form skills in practical application of marketing to company activities.

The objectives of studying the academic discipline "Marketing" are to master the methods and principles of marketing, the tools for market research and analysis of market opportunities of the firm; to get knowledge about the development of strategy, tactics of marketing activity and decision making, organization and control of marketing activity, etc.

The subject of the academic discipline "Marketing" is the concept of marketing, its elements and tools.

Studying marketing is based on the knowledge acquired from previously mastered academic disciplines, such as Political Economy, Enterprise Economics, Microeconomics and Macroeconomics, Statistics, and Theory of Economic Analysis. Knowledge of these disciplines and the skills gained give students the opportunity to learn the theoretical principles of marketing, to form practical skills at introducing the marketing concept into the company's management system.

In the process of learning, students receive the necessary knowledge during lectures and carrying out practical tasks. The most complex issues are discussed at practical classes. Students' independent work is also important in the process of studying and consolidation of knowledge.

As a result of studying the discipline the student must:

know:

the basic concepts of marketing, the functions, the essence and objectives of marketing, the types of marketing and their characteristics;

the classification of goods according to the specifics of the features, the stage of the product life cycle and their concise characteristics, the commodity attributes and the matrix of the product range, the composition, the essence and meaning of the product policy of enterprises, the stages of the process of perception of a new product and the main parameters that characterize the competitiveness of goods;

the essence and value of the price of goods, the main stages of pricing, the price elasticity of goods and the main factors affecting the formation of prices;

the concept of the market, the types of markets, market segmentation and capacity market share, market niche;

the essence and tasks of the system of promotion of goods, the main features of distribution channels of goods;

the essence, tasks, principles, types and stages of marketing research;

the methods of collecting marketing information;

the basic functions of marketing management, forms of marketing organizational structures;

be able:

to collect and process marketing information;

to carry out market segmentation and product positioning;

to calculate and analyze economic indicators of competitiveness of goods;

to evaluate consumer preferences of goods;

to calculate and analyze the coefficients of demand elasticity;

to distinguish and classify the basic models of price setting;

to draw up a report on the results of marketing research;

to develop advertising appeals to consumers;

to develop a complex of stimulation of sales;

to analyze and calculate the main financial indicators of the marketing plan.

In the process of teaching the discipline, the main attention is paid to the students' mastery of the professional competences given in Table 2.1.

Table 2.1

Professional competences received by students after studying the discipline

The competence code	The competence name	The competence components
M* 1	The ability to substantiate managerial decisions using techniques and marketing principles	The ability to form the marketing concept of the enterprise
		The ability to design a marketing plan and justify marketing strategy
		The ability to justify the commodity policy of the enterprise, assess consumer preferences of the company products (services)
		The ability to justify the sale prices of goods and determine the elasticity of demand for company products (services)
		The ability to use tools to stimulate sales and justify promotional activities
		The ability to justify the channels of sales and promotion of company products (services)
M 2	The ability to conduct market research and analysis of the company market opportunities	The ability to develop a technology for conducting marketing research
		The ability to apply methods of marketing research, collection and processing of marketing information
		The ability to carry out market segmentation, identify market opportunities and threats
M 3	The ability to organize and control the marketing activities of the company	The ability to substantiate the organizational structure of marketing and interaction of the structural units of the company
		The ability to conduct control of marketing activities

* Marketing

The structure and formation of the components of professional competences in accordance with the National Qualifications Framework of Ukraine is given in Annex A.

3. The syllabus of the academic discipline

Content module 1

The concept of marketing

Topic 1. The essence of marketing and its modern concept

1.1. The essence of marketing. The essence of marketing and its definition. The approaches to understanding the subject of marketing. The chronology of the emergence and development of marketing. Marketing as a business philosophy. Marketing functions: analytical, production and marketing, management and control.

1.2. The evolution of the marketing concept. The essence of production, product, marketing, pure marketing (traditional marketing) and contemporary concepts (the socio-ethical concept, the concept of interaction, strategic marketing).

1.3. The basic concepts of marketing. The marketing triad (demand, values, wants), its essence; the essence and measurement of demand; goods and services; cost (consumer and cost of consumption); market (perception and classification – target, indirect, "zone of indifference"); desire (functional and psychological).

Topic 2. Marketing types and tools

2.1. Types of marketing. Types of marketing depending on: the areas of marketing activity (marketing of consumer goods, production-and-technical use, trade), the period for which the marketing policy of the enterprise is applied (strategic, tactical, operational marketing), the demand (conversion, stimulating, remarketing, synchromarketing, developing, supporting, demarcating, counteracting), the goals and outcomes (commercial and non-commercial), market coverage (mass, differentiated, targeted (concentrated) and individual marketing), types (organizations, places, ideas, social, self-marketing).

2.2. *Marketing complex*. A set of marketing tools – marketing mix for the "4P concept". The origin. The characteristics of the elements of the marketing complex – product, place, promotion and price. Comparison of the seller "4P" and of the consumer "4C". The elements of the consumer "4C" concept: consumer needs and wants, consumer cost, convenience, communication (information exchange).

2.3. *Supplement to the concept of 4P*. Marketing mix of the concept of 7P – people, package, personal sales. Additional elements of the marketing complex – purchase; process – interaction with competitors and evolution of the forms of foreign economic activity; profit; physical properties (physical evidence); power – resource characteristics of the firm itself, as well as the influence on the part of the internal and external (target) markets; planning; politics; public opinion; precedents – political, legal, social and commercial decisions that are beyond the control of the company's management and are able to influence the development of the international activity of the firm in the future.

Topic 3. Marketing environment

3.1. *Marketing microenvironment of the organization*. The subjects of the marketing microenvironment – consumer products; suppliers of resources, equipment, materials, etc.; competitor intermediaries; contact audiences.

3.2. *The factors of the marketing macroenvironment and their impact*: economic; political and legal; technological; natural geographic; socio-cultural and cultural.

3.3. *Modern marketing trends*.

Topic 4. Marketing research

4.1. *The content and directions of marketing research*. The subject and object of marketing research. The tasks and principles of marketing research. The main directions (causes) of marketing research: identification of the problem, and finding a solution. Reconnaissance (reviewing), descriptive and casual (experimental) research.

4.2. *Sources and types of marketing information*. Sources of external and internal information. Advantages and disadvantages of primary and secondary marketing information. Basic methods for collecting primary information – surveys, observations, experiments and imitation. The process of collecting and interpreting marketing information.

4.3. *Market research.* The concept of market conditions: absolute and relative; the capacity and market share. Indicators used to characterize the state of competition in the market: the Herfindahl – Hirschman Index.

4.4. *Market research on consumers and analysis of competitors.* Understanding consumer behavior, consumer behavior patterns. Making a decision about purchasing. The factors of the black box of consumers. The notion of competition. The elements of competitive analysis.

4.5. *The Internet as a tool for marketing market research.* Gathering information on the Internet. The Internet marketing research system, the sources of primary and secondary information. The Internet quality analysis – representations of organizations and companies in marketing (website analysis).

4.6. *Segmentation, the choice of target market and positioning.* The STP marketing process (segmenting, targeting, and positioning). Factors and methods of market segmentation. Estimation of market segments. Market coverage strategies: mass marketing, differentiated marketing and targeted marketing. The essence of product positioning. Characteristic features that are most often used to position a product. Construction of the positioning of the product.

Topic 5. Marketing commodity policy

5.1. *The essence of the marketing commodity policy.* The marketing concept of the product. The main attributes of the goods: the value of goods, authority, package, uniqueness, popularity, image, quality, brand, terms of delivery, repair, installation, service, warranty, price. Consumer properties of the product. The product quality management system.

5.2. *Competitiveness of goods.* Parameters and indicators of the analysis of competitiveness of goods. The algorithm of estimating the competitiveness of goods.

5.3. *The concept of the product's life cycle and the characteristics of its main stages.* Marketing actions at different stages of the product life cycle. Possible variants of product lifecycle curves.

5.4. *Trademarks.* The concept of brand. Characteristics of the trademark, trade name, brand name. Vintage strategies of enterprises (one brand, one root, individual mark, "umbrella brand"). Types of brands. Brand Development Strategies. The features of brand.

Content module 2

Development of marketing tools and organization of marketing activities

Topic 6. Marketing pricing policy

6.1. The role and value of the price, its functions and types. Price determination. The essence of pricing policy. The main objectives of pricing and pricing functions in marketing: the comparative signal and competitive function. Types of prices on the basis of the conditions of formation, on a territorial basis, on the basis of the stage of product turnover (subject and volume of products being sold), on the basis of price variability.

6.2. The factors and pricing methods. The factors influencing the organization's pricing policy: internal (goals, costs, marketing strategy) and external (market condition and dynamics, price elasticity, competitive prices, life cycle styles). Direct and indirect pricing methods (cost-oriented, profit-driven, demand-driven, competitor-oriented). Price elasticity. Calculation of the price elasticity indicator. Factors influencing price elasticity.

6.3. Pricing strategies. Determination of price strategy. The main types of pricing strategies: for new products (High Price or Custody Strategy, Low Price Strategy (Breakthrough), Strategy for Targeting Market Leadership or Industry Leadership (Leader Implication), Cost Recovery Strategy, Sales, and Provisional Aid profit on the market, prestigious prices, psychological price), for upgraded goods (variable price, price level preservation while increasing consumer properties of the product, related pricing), for goods that are traditionally produced and sold (flexible prices, prevailing prices, contractual prices, long-term prices, affordable prices). Adjustment of the price level.

Topic 7. Marketing distribution policy

7.1. The essence of the marketing distribution policy. Definition of marketing distribution of goods, the concept of goods movement. Product distribution channels: relevance, types and key characteristics. Functions of distribution channels and the main problems of their formation. The set of marketing channels of distribution of products, their levels. Parameters of marketing channels of product distribution.

7.2. Intermediary activities. Intermediary activities in distribution channels: the essence, principles. Reseller features. Types of intermediaries (wholesale and retail traders).

7.3. *Marketing logistics.* The main functions of marketing logistics and constituent elements of management of distribution channels. Communication strategies for intermediary influence: pushing, pulling, combined communication strategy.

7.4. *Organization of trade and merchandising.* The content and tasks, the relevance of merchandising. The merchandising complex as a general process of selling goods. The methodological bases of introduction of technologies of merchandising: profitability of goods as the basis of decisions, poring over the assortment of goods, organization of the internal space of the store.

Topic 8. Marketing communications policy

8.1. *The essence of the marketing communications policy.* The tasks of the marketing communication policy. The main elements of the complex of marketing communications: advertising, sales promotion, public relations, personal sales, direct marketing. The features of marketing communications for consumer and industrial goods.

8.2. *Advertising and its features.* Advertising as a long-standing means of influence on the consumer. The ultimate goal of advertising. Social ratings of advertising. Development of advertising appeal. The effectiveness of the impact of advertising on the consumer, the evaluation of the effectiveness of advertising.

8.3. *Internet marketing.* The features and characteristics of the modern Internet marketing. Marketing opportunities of the Internet. Internet advertising. E-commerce (Business-to-Consumer, B2C, and Business-to-Business B2B).

8.4. *Sales promotion and public relations.* Measures to stimulate consumers. Tools for sales promotion. The essential characteristic of public relations (PR), the main functions and objects of PR.

Topic 9. Marketing services

9.1. *The basic characteristics and classification of services.* Service as a marketing object. The difference between the service and the product. Characteristics of services. Classification of services based on the purpose and nature of use, consumer services and services of production purpose. The essence of marketing services. A complex of various functions and types of marketing service activities.

9.2. *The concepts of marketing in the field of services.* Promotion and distribution in the service sector. The franchising system. The concept of external marketing in the service sector.

9.3 *The features of the services market.* Territorial segmentation. The speed of the capital turnover. The sensitivity to changing market conditions. The specificity of organization of production services. Marketing of transport services. Marketing of tourist and restaurant services. Marketing of audit and consulting services. Marketing of banking services.

Topic 10. Organization and control of marketing

10.1. *Types of organizational structures of marketing management.* Factors for determining the organizational structure of a marketing service. Features of types of organizational structures of marketing management: functional, geographic, commodity, market, matrix.

10.2. *The mechanism of functioning and control of marketing activity of the enterprise.* Establishing and improving interconnections between the structural units and the marketing service. The areas of marketing control. The main types (forms) of marketing control.

10.3. *Marketing audit.* The features of marketing audit, basic rules. The marketing audit process. Performance indicators in terms of marketing elements.

Topic 11. Marketing planning

11.1. *Specifics and tasks of marketing planning.* Goals, objectives and types of marketing planning. The structure of the marketing plan. A typical scheme for building a general marketing plan (plan). Development of a marketing program.

11.2. *Strategic marketing planning.* The essence and sequence of strategic marketing planning. The overall structure of the process of strategic marketing planning. Application of situational analysis in marketing. SWOT analysis.

11.3. *The types of marketing strategies, their classification.* The strategies for intensive growth. The strategies for integrative growth. Diversification strategies. Marketing competitive strategies.

4. The structure of the academic discipline

From the very beginning of the study of the discipline, each student should be familiarized with both the syllabus and the organizational forms of teaching, as well as with the structure, content and volume of each of its

educational modules, and the types of control and assessment of the formed professional competences.

The study of the discipline is effected through a consistent and thorough study of the content modules. The content module is a separate, relatively independent unit of the discipline which logically combines several educational elements of the discipline in terms of content and interconnections. The thematic plan of the discipline consists of two content modules (Table 4.1).

Table 4.1

The structure of the credit of the discipline

Names of content modules and topics	Number of hours													
	full-time form							part-time form						
	total	including					including					independent work		
		lectures	practicals	Laboratory sessions	final control	independent work	total	lectures	practicals	Laboratory sessions	final control		independent work	
					execution of ISR	preparation for classes						execution of ISR	preparation for classes	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Content module 1. The concept of marketing														
Topic 1. The essence of marketing and its modern concept	8	2	2	-	-	-	4	8	2	2	-	-	-	4
Topic 2. Marketing types and tools	8	2	2	-	-	-	4	9	2	2	-	-	-	5
Topic 3. Marketing environment	8	2	2	-	-	-	4	9	2	2	-	-	-	5
Topic 4. Marketing research	14	4	4	-	-	-	6	17	4	4	-	-	-	9
Topic 5. Marketing commodity policy	20	4	4	-	-	-	12	13	4	2	-	-	-	10
Total for content module 1	38	10	10	-	-	-	18	43	10	10	-	-	-	23

Table 4.1 (the end)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Content module 2. Development of marketing tools and organization of marketing activities														
Topic 6. Marketing pricing policy	16	4	4	-	-	-	8	12	2	1	-	-	-	10
Topic 7. Marketing distribution policy	16	4	4	-	-	-	8	11	2	1	-	-	-	10
Topic 8. Marketing communications policy	16	4	4	-	-	-	8	13	2	1	-	-	-	10
Topic 9. Marketing services	10	2	2	-	-	-	6	7	2	1	-	-	-	10
Topic 10. Organization and control of marketing	10	2	2	-	-	-	6	7	2	1	-	-	-	10
Topic 11. Marketing planning	10	2	2	-	-	-	6	12	2	1	-	-	-	9
Total for content module 2	98	22	22	-	-	-	54	80	26	8	-	-	-	69
Preparation for the exam	10	-	-	-	-	-	10	10	-	-	-	-	-	10
Preexamination advice	2	-	-	-	2	-	-	2	-	-	-	2	-	-
Exam	2	-	-	-	2	-	-	2	-	-	-	2	-	-
Total hours for both modules	150	32	32	-	4		82	150	26	18	-	4		102

5. The topics of practical classes

A practical lesson is a form of training session at which the lecturer organizes a detailed examination of certain theoretical issues of the academic discipline and forms students' the skills in the application of theoretical knowledge to practice through individual execution of the given tasks. Conducting such classes is based on the prepared methodological material – tests for assessment of the degree of mastery of the necessary theoretical issues, a set of tasks of different levels of complexity to be solved at the lesson. It involves conducting preliminary testing of knowledge, skills and abilities of students, setting a general problem by the lecturer and discussing it with the participation of students, solving problems with further discussions, doing control tasks, checking them, evaluating them (Table 5.1) .

Table 5.1

The list of tasks for practical classes

The title of the content module	Themes of practical classes	Number of hours	Recommended literature
1	2	3	4
<i>Content module 1.</i> The concept of marketing	Task 1. Study of the needs and consumer values of goods. Situational exercises on the analysis of the application of marketing concepts	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 2. Analysis of techniques promoting the market of goods and services	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 3. Situational exercises on micro- and macromarketing analysis. Analysis of examples of application of marketing tools	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
<i>Content module 2.</i> Development of marketing tools and organization of marketing activities	Task 4. Calculation of market capacity and analysis of the market share of goods and services	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 5. Analysis of demand and analysis of the product portfolio of the enterprise	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 6. Construction of the product positioning card	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 7. Estimation of the competitiveness of goods	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Colloquium on content module 1	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 8. Calculating the break-even point, analyzing the elasticity of demand and selling prices of goods and services	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 9. Estimation of sales of goods and services, selection of channels for distribution of goods in the market	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 10. Situational exercises on the analysis of methods of product promotion and Internet marketing	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 11. Forecasting the volume of sales of goods, Drafting and distribution of the budget for promotion	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 12. Justification of the organizational structure of marketing service management	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Task 13. Methods of marketing control. Evaluating the effectiveness of marketing activities	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]

Table 5.1 (the end)

1	2	3	4
	Task 14. Application of methods of strategic analysis (construction of the matrix BCG, assessment of the attractiveness of the market)	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
	Colloquium on content module 2	2	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
Total hours for content modules		32	

5.1. Examples of typical practical tasks

Topic 1. The essence of marketing and its modern concept

Task 1.1. Briefly argue either side of these criticisms of marketing:

Marketing does/doesn't waste resources.

Marketing does/doesn't create monopolies.

Marketing does/doesn't deceive people.

Task 1.2. What is the main difference between the marketing concept philosophy on the one hand and the sale and production philosophies on the other? Between the marketing concept philosophy and the societal marketing concept philosophy?

Topic 4. Marketing research

Task 4.1. TM Zlaki is not one of the leading brands of dry breakfasts. In a family without children, the share of its sales is one Sunday package per 100 households. For all strata of the population, the sales volume of Zlaki is one package on Sunday for 80 people.

Determine how well the brand sells within this market group in relation to its market implementation as a whole through the index of brand development.

Task 4.2. List the contacts of your university – positive and negative. What forms of interaction are used by the university in relation to them? What is the internal contact of your university? Will you be able to trace the ways of influencing the internal contact audience of the university on the opinion of entrants? If not, why?

Task 4.3. Carry out analysis of changes in the Ukrainian market of premium segments according to Table 4.1:

1. Find out how the segment in the first half of 2015 changed in relation to sales in the past year, in general and by brands.

2. Calculate the shares of the brand market for artificial sales.
3. Calculate the coefficient of concentration of three (four) leading brands in this segment.
4. Identify the market leader in the first half of 2015.
5. Calculate the relative share of the Lexus brand in the segment of artificial sales.

Table 4.1

The segment of premium brands in Ukraine in the 1st half of the reporting year

Car brand	Sales for 6 months of the reporting year	Sales for 6 months of last year	Sales growth, %
BMW	584	544	
Mercedes	374	916	
Audi	325	793	
Land Rover	270	567	
Lexus	145	388	
Porsche	103	174	
Infiniti	101	254	
Others	192	293	
Premium segment	2094	3929	

Topic 5. Marketing commodity policy

Task 5.1. Of the 10 cat food purchasers, seven bought Kitekat products, 5-Friskies, and 3-Purina. Of the five buyers of Friskies, two bought both Friskies products and Kitekat products, none of the buyers bought the Purina products. 10 buyers only made 15 vintage purchases, which is an average of 1.5 brand for each. Evaluate the benefits and loyalty of customers to the TM Friskies product, calculating the purchasing excellence.

Task 5.2. TM Frost produces three models of refrigerators: F-One, F-Second and F-Third. There are four more models on the market that comprise Frost refrigerators (a description of the model parameters is given in Table 5.1). Conduct an assessment of the competitiveness of TM Frost products:

1. Evaluate the competitiveness of each model of the refrigerator, taking for reference the refrigerator "Sky".

2. Formulate and justify your proposals for further strategy regarding the noncompetitive model of the Frost refrigerator.

Table 5.1

Description of parameters of refrigerator models

	Parameter	Refrigerator model							Parameter's weight, %
		F-One	F-Second	F-Third	Snow	Sky	Little	Big	
1.	Reliability of the resource, thousand hours	100	130	120	130	130	110	120	18
2.	Lifecycle, thousand hours	50	70	65	80	65	60	55	11
3.	Cost effectiveness, kW/day	1.65	1.1	1.25	0.9	1.3	1.75	1.65	15
4.	Temperature	-12	-15	-12	-12	-18	-10	-12	13
5.	Capacity, cubic meter	40	50	50	60	60	40	50	12
6.	Volume, l	250	280	260	240	265	240	280	11
7.	Design in points on a 10-point scale	4	6	3	5	5	3	4	10
8.	Saving products when power is switched off, hours	5	11	10	10	10	5	5	5
9.	Weight, kg	48	60	55	55	55	70	65	5
10.	Cost, UAH	5400	5700	5600	5700	5450	5600	5700	–
11.	Total expenses of consumers for the whole lifetime, UAH	9600	8500	9200	8700	9700	10000	9000	–

6. Independent work

Independent work of students (IWS) is a form of organization of the educational process, in which the scheduled tasks are performed by the student independently under the lecturer's guidance.

The purpose of the IWS is mastering of the full curriculum and formation of general and professional competences of students which play a significant role in the formation of a highly skilled professional.

The training time allocated for independent work of full-time students is determined by the curriculum and is 67 % (100.5 hours) of the total amount of time for studying the discipline (150 hours). In the course of independent work the student must become an active participant in the educational process, learn to develop conscious attitude to mastering the theoretical and practical knowledge, freely navigate in the information space, carry individual responsibility for the quality of their own professional training. IWS includes: working on the lecture material; studying the recommended literature, basic terms and concepts according to the themes of the discipline; preparation for practical classes; preparation for presentations; in-depth study of individual lecture topics or issues; performance of individual tasks (carrying out calculation and complex tasks) on the studied theme; writing an essay on a given problem; search (selection) and review of literary sources on the given problem of the discipline; analytical review of scientific publications; testing personal knowledge based on questions for self-assessment; preparation for tests and other forms of current control; preparation for modular control (colloquium); systematization of the studied material in order to prepare for the semester exam.

An essential element of the successful mastering of the material of the discipline is the independent work of students with domestic and foreign special economic literature, normative acts on issues of state regulation of the economy, statistical materials. The main types of independent work, which are offered to students to learn theoretical material of the discipline, are given in Table 6.1.

Table 6.1

Tasks for independent work of students and forms of control

Topics	The content of independent work of students	Number of hours	Forms of control of the IWS	Recommended literature
1	2	3	4	5
Content module 1. The concept of marketing				
Topic 1. The essence of marketing and its modern concept	Search, selection and review of literary sources on the given topic	4	Practicing the topic of the lecture, self-assessment	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]

Table 6.1 (continuation)

1	2	3	4	5
Topic 2. Marketing types and tools	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	4	Combined survey, active participation in the implementation of practical tasks	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
Topic 3. Marketing environment	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	4	General questioning	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
Topic 4. Marketing research	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	3	Active participation in the implementation of practical tasks	Basic: [2]. Additional: [13; 15; 18; 22]
	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	3	Exercises on the topics of lectures, self-assessment, practical tasks	Basic: [2]. Additional: [13; 15; 18; 22]
Topic 5. Marketing commodity policy	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	6	Carrying out the practical task	Basic: [1 – 3]. Additional: [7; 14; 16; 20]
	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	6	Preparation for a colloquium (self-assessment)	Basic: [1 – 3]. Additional: [7; 14; 16; 20]
Total for content module 1		18		
Content module 2. Development of marketing tools and organization of marketing activities				
Topic 6. Marketing pricing policy	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	8	Development of the topic of lectures, self-assessment, defending the task of independent work	Basic: [1 – 2; 6]. Additional: [7; 10; 11; 16]
Topic 7. Marketing distribution policy	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	8	Combined survey, execution of the practical task	Basic: [1 – 2; 5]. Additional: [7 – 8; 17; 19; 23 – 24]
Topic 8. Marketing communications policy	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	4	Active participation in the implementation of practical tasks, combined surveys	Basic: [1 – 2; 5]. Additional: [7 – 8; 17; 19; 23 – 24]

Table 6.1 (the end)

1	2	3	4	5
	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	4	Practical task, general questioning	Basic: [1 – 2; 5]. Additional: [7 – 8; 17; 19; 23 – 24]
Topic 9. Marketing services	Study of the lecture material, preparation for control work	6	Preparation for writing the test Defending the practical tasks	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
Topic 10. Organization and control of marketing	Search, selection and review of literary sources on the given topic, doing the task of independent work on the topic	6	Practical task, general questioning	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
Topic 11. Marketing planning	Preparation of a scientific article, abstracts	6	Preparation for a colloquium (self-assessment)	Basic: [1 – 2]. Additional: [7; 9; 10 – 12; 14; 17]
Total content for module 2		54		
Preparation for the exam		10		Basic: [1 – 6]. Additional: [7 – 18]
Exam and consultation		4		
Total for both modules		86		

6.1. Test questions for self-assessment

Content module 1. The concept of marketing

Topic 1. The essence of marketing and its modern concept

1. Define the concept of marketing. What is the difference between marketing and sales?
2. Give a definition of the basic concepts that characterize the concept of marketing: need, demand, product, exchange, transaction.
3. Give definitions and give examples of needs. Consider their types according to the Maslow classification.

4. Define the concept of market. Describe the types of markets depending on their classification. Explain the essence of the concepts of target market, side market and zone of indifference.

5. What is the essence of production and marketing approaches to enterprise management? Give examples.

6. Consider the basic concepts of marketing. Identify the essence of each of them in accordance with the marketing toolkit used, the main object of attention and market benchmarks. Explain the logic of evolution of the concept of marketing.

Topic 2. Marketing types and tools

1. What are the characteristics of marketing?

2. What are the features of marketing services, marketing organizations, marketing of individuals, marketing ideas, marketing?

3. What are the differences between micro-marketing and macro-marketing?

4. What are the types of marketing depending on the size of the inclusive market?

5. What do you know about the types of demand and their corresponding types of the marketing toolkit?

Topic 3. Marketing environment

1. Give a definition of the marketing mix. Describe the main blocks and elements of this concept.

2. Name the marketing mix elements that are becoming more and more relevant now.

3. Explain the role and meaning of the concept of marketing mix for marketing practice at an enterprise. Comment on the requirements for the creation of marketing mixes.

4. What are the main factors of the macroenvironment and the microenvironment in which the enterprise operates?

Topic 4. Marketing research

1. Define marketing research. What are the objectives of marketing research?

2. What is meant by primary data? Indicate the sources of primary data. Specify the advantages and disadvantages of primary data.

3. What are secondary data and what is the difference between secondary and primary data? Indicate secondary data sources. Specify the advantages and disadvantages of secondary data.

4. What are the organizational forms of marketing research? Specify the advantages and disadvantages of syndicated data.

5. Conduct a classification of marketing research.

6. What is the marketing information system? What is the structure of the marketing information system? What are the benefits of the marketing information system?

7. What is the process of marketing research? Formulate the sequence of stages of the marketing research process.

8. What are the methods of collecting primary?

9. How should competition in the market be investigated?

10. What types of markets and demand do you know?

11. Describe the approaches to conducting market research.

12. Describe different methods of forecasting demand and describe their advantages and disadvantages.

Topic 5. Marketing commodity policy

1. Give a definition of goods, give criteria for classification of goods.

2. Describe the types of consumer goods.

3. Describe the types of goods for industrial use.

4. Give a definition of commodity policy, describe its varieties.

5. Expand on the contents of the three-tier concept of product.

6. Describe the product life cycle, describe each step-up.

7. Explain the terminology of the trademark designation.

8. Give a definition of the product range, select the levels of its formation.

9. Describe the characteristics of the product range.

Content module 2

Development of marketing tools and organization of marketing activities

Topic 6. Marketing pricing policy

1. Expand on the place and price role in the marketing concept. What are the pricing policies?

2. Expand on the methods of calculating the basic price of goods. Which ones can each of you use?

3. What costs are the basis for determining the price of goods? Which ones relate to variables that are constant?

4. What is elastic and inelastic demand? How is it possible to determine the price elasticity of demand?

5. What are the signs of elastic or inelastic demand for the price you can bring?

6. What types of prices are known to you?

7. What factors determine the choice of pricing strategy? Supply examples of pricing strategies.

8. What types of surcharges, discounts do you know?

Topic 7. Marketing distribution policy

1. What is a distribution channel? Give a definition of the lifecycle of the distribution channel.

2. Describe the types of distribution channels. Identify their benefits and drawbacks.

3. What functions does the mediator perform? Which intermediaries are independent, and which are sharply opposite?

4. Give a definition of wholesale trade. What are the main functions of the wholesale trade?

5. What functions do retailers do?

6. Classify independent intermediaries. What are the functions of a distributor and a sales broker?

7. Classify dependent intermediaries. What are the functions of a broker, an agent, a commissioner?

Topic 8. Marketing communications policy

1. Give a definition of promotion of goods. What is the main task of promoting goods?

2. How do product characteristics affect the choice of methods for its promotion?

3. What should I pay attention to when developing a budget for promotion?

4. What is the difference between the strategies of pulling and pushing used in implementing methods for product promotion? In what circumstances are each of these strategies used? How can the use of these strategies affect the number of levels in the distribution channel?

5. What are the methods of sales promotion? In which cases do they resort to methods of stimulating sales?
6. What is the idea of personal sales? How are they different from other methods of product promotion?
7. What are the main goals of personal sales? When are personal sales most often applied?
8. What features does advertising perform? Comment on the statement: "The main task of advertising is informing".
9. What is the difference between public relations and advertising?
10. What do such concepts as propaganda and public relations have in common?
11. What is the essence of the concept of network marketing?
12. What factors have a decisive influence on the choice of means of advertising? How would you rate the effectiveness of an advertisement?
13. What is the difference between advertisements for television, radio, newspapers?

Topic 9. Marketing services

1. Define the service. What is the difference between service and goods?
2. Expand on the classification of services. What classification criteria can be used?
3. What is the essence of marketing services? Provide the functions and activities of marketing services.
4. What are the features of promotion and distribution in the service sector?
5. Define the franchise. Describe the franchising system.
6. Expand on the peculiarities of the territorial segmentation of the market of agriculture.
7. Expand on the specifics of the organization of production services.
8. What are the peculiarities of the marketing of service vehicles?
9. Expand on the specifics of the marketing of tourist and restaurant services.
10. Expand on the specifics of the marketing of audit and consulting services.
11. Expand on the specifics of marketing of banking services.

Topic 10. Organization and control of marketing

1. What factors are taken into account when choosing the organizational structure of marketing management in the organization? Discuss the advantages and disadvantages of each type of marketing management structure.
2. What documents regulate the activities of the marketing department?
3. Define the marketing system.
4. Give a definition of organizational structure. Classify the organizational structures of marketing management at the enterprise.
5. Expand on the essence of the marketing structure of the marketing service.
6. Expand on the essence of the market structure of the marketing service.
7. Expand on the essence of the regional structure of the marketing service.
8. What are the general and distinctive features of organizational structures of marketing management at an enterprise?
9. What role do matrix structures play in marketing?
10. What are the most important components of marketing?
11. What are the most important components of marketing control?
12. What types of control do you know?
13. What are the main stages of the control process?
14. Expand on the essence of the notion of feedback.
15. What indicators characterize the effectiveness of marketing activities?
16. For what purpose is marketing audit carried out? What is a marketing audit plan?

Topic 11. Marketing planning

1. What are the planning functions of an enterprise?
2. Identify the factors that determine the choice of marketing strategy for the company.
3. What elements does a marketing plan consist of?
4. What is the order of coordination of the marketing plan?
5. What factors have the greatest impact on the ability to effectively implement the marketing plan?
6. In what cases is it expedient to develop special programs in the field of marketing activity?

6.2. Recommended topics of students' research

1. Modern marketing tools available to marketers.
2. Analysis of the factors that influence the consumer decision on purchase.
3. Techniques of qualitative research in marketing.
4. Communication with consumers: Quantitative methods against quality.
5. Focus groups and in-depth interviews: secrecy of use.
6. Intellectual analysis of data in marketing.
7. Business analytics in marketing, how it is used (based on the example of well-known companies).
8. Brand marketing research.
9. Key to consumer loyalty (based on specific examples).
10. Modern PR techniques.
11. Analysis of advertising campaigns on the Internet.
12. Social networks in marketing and the problem of network ethics.
13. Analysis of competitor sites: modern technologies and use.
14. Free Internet marketing tools.
15. Promotion of goods with budget marketing.
16. Modern means of analyzing advertising campaigns on the Internet.

7. Individual advisory work

Individual advisory work is carried out according to the schedule of individual and consultative work in the form of individual classes, consultations, control of execution of individual tasks, verification and defence of the tasks defined for the current control, etc.

The forms of organization of individual advisory work are:

- a) for mastering the theoretical material:
consultations: individual (question-answer), group (consideration of typical example-situations);
- b) after mastering practical material:
Individual and group counseling;
- c) for comprehensive assessment of the mastery of the syllabus material:
individual presentation of the work performed.

8. Methods of training

To stimulate the students' cognitive activity in the process of teaching, both active and interactive educational technologies are used, including: problem-based lectures, minilectures, work in small groups, discussions, brainstorming, the case method, presentations, the method of project work, the Delphi method, the scenario method, banks of visual support (Tables 8.1 and 8.2).

Problem-based lectures aim to develop the logical thinking of students. The topic of the lecture is limited to two or three key points. Attention of students is concentrated on the material that has not been covered in the textbooks. The lecturer asks questions that help students to seek a solution to a problem situation. For example, when describing the topic "Marketing Policy of Promotion", it is suggested that the problematic issue should be formulated as follows: "Formation of the budget of advancement".

Minilectures provide for teaching the material in a short period of time and they are characterized by considerable capacity, composition of logical constructions, images, evidence and generalizations. Minilectures are held, as a rule, as part of research. Thus, the minilecture on the subject "Trademark Symbolism" allows students to remember the types of trademark symbols, the difference between them.

Table 8.1

Distribution of forms and methods raising the effectiveness of studies

Topic	Practical application of educational technologies
1	2
Content module 1. The concept of marketing	
Topic 1. The essence of marketing and its modern concept	A problem-based lecture supported by presentation
Topic 2. Marketing types and tools	A problem-based lecture supported by presentation. Discussion "The advantages and disadvantages of different types of marketing"
Topic 3. Marketing environment	A problem-based lecture supported by presentation

Table 8.1 (the end)

1	2
Topic 4. Marketing research	A problem-based lecture "Choice of methods of marketing research. Advantages and disadvantages of field and room marketing research" supported by presentation
Topic 5. Marketing commodity policy	A minilecture "Technologies of brand management"
Content module 2. Development of marketing tools and organization of marketing activities	
Topic 6. Marketing pricing policy	A problem-based lecture supported by presentation
Topic 7. Marketing distribution policy	A minilecture "Types of wholesale and retail trade" supported by presentation
Topic 8. Marketing communications policy	A minilecture "Technology of product promotion and Internet marketing"
Topic 9. Marketing services	Presentation
Topic 10. Organization and control of marketing	A problem-based lecture supported by presentation
Topic 11. Marketing planning	A problem-based lecture supported by presentation

Work in small groups makes it possible to structure practical classes in form and content, creates opportunities for the participation of each student in the work on the topic of classes, provides the formation of personal qualities and experience of social communication.

Presentations are used to present certain achievements, results of the team work on the implementation of individual tasks, design robots. Presentations can be both individual, i.e. made by one student, and collective, that is, performed by two or more students.

The Delphi method is used to reach consensus in expert assessments and provides for the opportunity to express their views to a group of experts who work individually in different places. When choosing a managerial decision for this method, the academic group is divided, for example, into five small groups. Four groups are workers, they develop and make managerial decisions, and the fifth group is expert. The analysis and variants of management decisions of working groups are averaged by this group. The expert group can be divided into specialities.

Using the methods raising the effectiveness of the learning process

Topic	Practical implementation of techniques	Methods
Topic 1. The essence of marketing and its modern concept	Study of the needs and consumer values of goods. Situational exercises on the analysis of the application of marketing concepts	Work in small groups
Topic 2. Marketing types and tools	Analysis of techniques promoting the market for goods and services	Work in small groups, brainstorming
Topic 3. Marketing environment	Situational exercises on micro and macromarketing analysis. Analysis of examples of application of marketing tools	Situation analysis
Topic 4. Marketing research	Calculation of market capacity and analysis of the market share of goods and services. Analysis of demand and the product portfolio of the enterprise	Brainstorming
Topic 5. Marketing commodity policy	Building a product positioning card. Evaluating the competitiveness of the product	The method of scripts
Topic 8. Marketing communications policy	Situational exercises on the analysis of methods of product promotion and Internet marketing	Situation analysis, the Delphi method
Topic 9. Marketing services	Situational exercises on the analysis of peculiarities of marketing in the field of services	Situation analysis
Topic 10. Organization and control of marketing	Justification of the organizational structure of the marketing service management. Marketing control methods. Evaluating the effectiveness of marketing activities	Work in small groups, brainstorming
Topic 11. Marketing planning	Calculation of marketing plan indicators. Justification of the marketing strategy	The method of scripts

The case method teaches students to ask questions, distinguish between facts and thoughts, identify important and secondary circumstances, analyze and make decisions.

The brainstorming method is widely used to develop several solutions to a particular problem.

The method of scripts is applied to develop probable patterns of behavior and the development of specific phenomena in the future.

9. Control methods

The system of evaluation of the developed competences of students (Table 2.1) takes into account the types of studies, which according to the syllabus include lectures, practical classes, and independent work. Assessment of the developed competences is carried out using a 100-point accumulation system. In accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Point Rating System" of S. Kuznets KhNUE, control measures include:

current control, carried out during the semester at lectures, practical classes, and estimated by the sum of the points scored (the maximum amount is 60 points; the minimum amount that allows the student to take the exam is 35 points);

modular control, carried out taking into account the current control over the corresponding content module, and aiming to make integrated assessment of the student's learning outcomes after studying the material of the logically completed part of the discipline – content module;

final/semester control, conducted in the form of a semester exam, according to the schedule of the educational process.

Current control of this discipline is carried out in the following forms:

active work at lectures;

active participation in the implementation of practical tasks;

active participation in discussion and presentation of material in class;

presentation of individual tasks;

ongoing testing;

conducting a written test;

express survey.

Modular control of this discipline is carried out in the form of a colloquium.

A colloquium is a form of testing and assessment of students' knowledge in the system of education at higher education institutions conducted as an intermediate minitest on the lecturer's initiative.

The final/semester control is carried out in the form of a semester exam. Semester exams make a form of evaluation of the final assimilation of theoretical and practical material on a separate discipline conducted as a control measure.

The procedure for carrying out the current assessment of students' knowledge. Assessment of student's knowledge during practical classes and

performance of individual tasks is carried out on a cumulative 100-point system according to the following criteria:

- understanding, the degree of assimilation of the theory and methodology of the problems under consideration;

- the degree of assimilation of the actual material of the discipline;

- acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration;

- the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in class;

- logic, structure, style of presentation of the material in written works and speeches in class, the ability to substantiate their position, to generalize information and draw conclusions;

- the arithmetic correctness of the implementation of an individual and complex calculational task.

The maximum possible score for a specific task is gained on the condition that the individual student's task or his oral answer corresponds to all the specified criteria. Absence of one or another component reduces the number of points. When evaluating individual tasks, attention is also paid to the quality, independence and timeliness of the tasks performed by the student, in accordance with the schedule of the educational process. If any of the requirements are not met, the points will be reduced.

Current test control is carried out 2 times per semester. The test involves questions of single and multiple choice for checking the knowledge of the main categories of the discipline.

A written test is carried out once per semester and includes practical tasks of different levels of complexity in accordance with the content module.

Criteria for evaluating out-of-class independent work of students. The general criteria for assessing the out-of-class independent work of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to draw sound conclusions, knowledge of the terms and concepts, skills and techniques of practical tasks, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical classes.

The order of the final control of the discipline. The final control of the knowledge and competences of students in the discipline is carried out on the basis of the semester examination. The examination card covers the discipline

syllabus and predetermines assessment of the level of knowledge and the degree of mastery of students' competences (Table 2.1).

The purpose of the exam is to test the student's understanding of the syllabus material in general, the logic and interrelationships between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate their attitude to a particular problem of the academic discipline, and so on. The implementation of the competence-based approach stipulates assessment of the level of mastery of the competences provided by the qualification requirements. Each examination card consists of 5 practical situations, which involve solving typical professional problems of the specialist in the workplace and reveals the level of theoretical training of the student and his level of competence on the academic discipline.

The examination card includes two stereotyped, two diagnostic and one heuristic assignment, which are evaluated in accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Point Rating System" at S. Kuznets KhNUE.

A student who, for valid documented reasons, could not participate in the forms of current control, that is, did not complete a content module, has the right to work in a two-year term after returning to study according to the decree of the faculty in accordance with the established deadline.

A student **cannot be admitted to the exam** if the number of points obtained as a result of the current and modular control during the semester, did not reach 35 points. After the examination period, the Dean of the Faculty issues an order on making up academic failures. In due time the student gets the score points.

The student should be considered certified if the sum of the points obtained on the basis of the results of the final/semester test is equal to or exceeds 60. The minimum number of points for the current and module control during the semester is 35 and the minimum number of points scored on the exam is 25.

The result of the semester exam is evaluated in points (the maximum number is 40 points, the minimum number is 25 points) and is entered in the corresponding column of the academic transcript.

The final score in the discipline is calculated on the basis of the points obtained during the exam and the points obtained during the current control according to the accumulation system. The total score in the points for the semester is: "60 and more points – passed", "59 and fewer points – failed" which is entered in the academic transcript on the discipline. In the case

of getting fewer than 60 points, the student is obliged to make a credit after the end of the examination period in the deadline set by the dean of the faculty, but not later than two weeks after the beginning of the semester. In the case of repeated gaining of fewer than 60 points, the dean of the faculty shall appoint a commission consisting of three lecturers, headed by the head of the department, and determine the term of making up the failed assignments, after which a decision is taken in accordance with the current legislation: if it is "passed" – the student continues studies according to the curriculum schedule, and if it is "failed", the dean of the faculty offers the student a repeated study of the discipline during the next academic period.

Sample exam paper

Form No. H-5.05

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Educational degree – Bachelor

Speciality – 292 "International Economic Relations"

Semester – autumn

Academic discipline Marketing

Task 1. Determine the relative share of Lenovo on the Tablet PC market in the second quarter with respect to its main rival, Apple, if the volumes of second-quarter shipments of Lenovo tablets amounted to 2.3 million pounds, Apple Ipad tablets – 16 million pounds.

Task 2. The artist wants to know how many portraits he has to sell in order to realize the annual planned profit indicator of \$51 000. Each picture costs 200 UAH, and its cost is 85 UAH. Constant expenses of the studio artist make 38 000 UAH per year. What will the artist's target income be?

Task 3. As a result of rivalry, the bike manufacturer had to lower the price of the product from 2000 UAH down to 1500 UAH. Sales volume increased from 5800 to 6100 pcs. Determine the elasticity of demand for the price. On the basis of the demand analysis and the elasticity factor, suggest company's further steps: 1) reduce the price by 2 % more to increase the market share (with the sales volume of 6550 pieces); 2) increase the price from 2000 to 2150 UAH (with the sales volume of 5900 pcs).

Task 4. Carry out analysis of changes in the Ukrainian market of premium segments according to the data given in the table. Determine: 1) how the segment in the first half of the reporting year changed in relation to sales in the past year, in general, and by brands; 2) the shares of the brand market

for artificial sales; 3) the coefficient of concentration of three (four) leading brands in this segment; 4) the market leader in the first half of the reporting year; 5) the relative share of the Lexus brand in the segment of artificial sales.

Table

The segment of premium brands in Ukraine in the 1st half of the reporting year

Car brand	Sales for 6 months of the reporting year	Sales for 6 months of last year	Sales growth, %
BMW	584	544	
Mercedes	374	916	
Audi	325	793	
Land Rover	270	567	
Lexus	145	388	
Porsche	103	174	
Infiniti	101	254	
Others	192	293	
Premium segment	2094	3929	

Task 5. At the "Class" supermarket, an open bakery is located so that the smell of freshly baked bread is distributed throughout the trading hall. Marketers of the firm believe that this event attracts buyers and increases the demand for other goods sold in the supermarket. What kind of marketing is used in this case, in your opinion? Justify the answer.

The final marks for the exam consist of the sum of the points for completing all the tasks rounded to the whole number according to the rules of mathematics.

The algorithm for solving each task involves separate stages, which differ in complexity, labor intensity and value for solving the problem. Therefore, the individual tasks and the stages of solution are evaluated separately from each other in the following way:

Task 1 (stereotyped) – 5 points:

2 points – the correct methodological approach, knowledge of the calculation formula;

2 points – true arithmetic calculation of the indicator;

1 point – execution of the solution to the problem: solution, units of measurement, response.

Task 2 (stereotyped) – 7 points:

3 points – the correct methodological approach, knowledge of the calculation formula;

2 points – true arithmetic calculation of indicators;

2 points – the solution to the problem: solution, units of measurement, response.

Task 3 (diagnostic) – 9 points:

2 points – the correct methodological approach, knowledge of the formulas of calculations;

3 points – true arithmetic calculation of indicators (0.3 points for each indicator);

2 points – formality of generalization of the solution to the problem;

2 points – a substantiated conclusion on the meaning of the obtained indicators.

Task 4 (diagnostic) – 9 points:

2 points – selection of the methodically expedient approach, knowledge of the formulas of calculations;

3 points – faithful arithmetic calculation of indicators;

2 points – formality of generalization of the solution to the problem;

2 points – a substantiated conclusion on the meaning of the obtained indicators.

Task 5 (heuristic) – 10 points:

2 points – theoretical knowledge and the application of basic concepts of marketing in the context of the problem;

3 points – the ability to explain the essence and justify ways to solve the problem;

3 points – applying a creative approach to solving the problem;

2 points – the sequence and argumentation of the material.

10. Distribution of points gained by students

The system for evaluating the level of formation of professional competences of full-time students is presented in Table 10.1.

Table 10.1

The system of assessment of students' competences

Professional competence	Training week	Hours	Forms of training		Evaluation of the level of development of competences		
					Forms of control	Max. mark	
1	2	3	4		5	6	
Contents module 1. The concept of marketing							
The ability to form the marketing concept of the organization's activities	2	Class	2	Lecture	Topic 1. The essence of marketing and its modern concept	Express questioning	0
			2	Practical session	Study of the needs and consumer values of goods	Active participation in the implementation of practical tasks	1
		Ind.	0	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic		0
The ability to choose marketing tools and apply marketing information	3	Class	2	Lecture	Topic 2. Marketing types and tools	Express questioning	0
			2	Practical session	Development of marketing measures for different types of demand	Active participation in the implementation of practical tasks	1
		Ind.	4	Preparation for classes	Situational exercises on the analysis of the application of marketing concepts		2
The ability to do market segmentation, to identify market opportunities and threats	4	Class	2	Lecture	Topic 3. Marketing environment	Express questioning	0
			2	Practical session	Micro- and macroorganization research: SWOT and PEST-analysis	Active participation in the implementation of practical tasks	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic		2
The ability to develop a technology to conduct marketing research	5	Class	2	Lecture	Topic 4. Marketing research	Express questioning	0
			2	Practical session	Calculation of market capacity and analysis of the market share of goods and services	Presentation of the practical task	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2
The ability to apply methods of marketing research, collect and process marketing information	6	Class	2	Lecture	Topic 4. Marketing research	Express questioning	0
			2	Practical session	Analysis of the market conditions for goods and services	Presenting the practical task	1
		Ind.	6	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2

Table 10.1(continuation)

1	2	3	4		5	6	
The ability to justify the commodity policy of the organization, assess consumer preferences of products (services)	7	Class	2	Lecture	Topic 5. Marketing commodity policy	Express questioning	2
			2	Practical session	Analysis of the commodity policy characteristics	Presenting the practical task	1
		Ind.	6	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	0
The ability to justify the commodity policy of the organization, assess consumer preferences of products (services)	8	Class	2	Lecture	Topic 5. Marketing commodity policy	Active listening, compilation of the abstract	0
			2	Practical session	Evaluating the competitiveness of the product	Answers to the questions of the exercise, solving the task on the topic	1
		Ind.	6	Preparation for classes	Study of the lecture material on the abstract of lectures	Participation in discussing issues and solving problems	0
Content module 2. Development of marketing tools and organization of marketing activities							
The ability to justify the prices of sales of goods and determine the elasticity of demand for products (services)	9	Class	2	Lecture	Topic 6. Marketing pricing policy	Express questioning	0
			2	Practical session	Calculation of the break-even point and the price of sales of goods and services	Presenting the practical task	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2
The ability to justify the prices of sales of goods and determine the elasticity of demand for products (services)	10	Class	2	Lecture	Topic 6. Marketing pricing policy	Express questioning	0
			2	Practical session	Analysis of the elasticity of demand for goods and services	Presenting the practical task	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2
The ability to substantiate sales channels and promote products (services)	11	Class	2	Lecture	Topic 7. Marketing distribution policy	Express questioning	0
			2	Practical session	Analysis of sales channels of products and services	Presenting the practical task	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2

Table 10.1(continuation)

1	2	3	4		5	6	
The ability to substantiate sales channels and promote products (services)	12	Class	2	Lecture	Topic 7. Marketing distribution policy	Express questioning	0
			2	Practical session	Analysis of sales channels of products and services	Presenting the practical task	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2
The ability to use tools to stimulate sales and justify promotional activities	13	Class	2	Lecture	Topic 8. Marketing communications policy	Express questioning	2
			2	Practical session	Analysis of methods of product promotion and Internet marketing	Presenting the practical task	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2
The ability to master the methodology for assessing the quality of the service provided	14	Class	2	Lecture	Topic 9. Marketing services	Express questioning	0
			2	Practical session	Assessment of the quality of the service provided	Presenting the practical task	1
		Ind.	4	Preparation for classes	Search, selection and review of literary sources on the given topic, doing independent work on the topic	Presenting the task of independent work	2
					Preparation of research results: articles or abstracts of the conference report	Articles, theses	8
The ability to justify the structure of marketing and interaction of the structural units of the organization with marketing	15	Class	2	Lecture	Topic 10. Organization and control of marketing	Express questioning	0
			2	Practical session	Justification of the organizational structure of marketing service management	Presenting the practical task	1
		Ind.	6	Preparation for classes	Study of the lecture material, preparation for the text	Written control test	4
The ability to conduct control of marketing activities	16	Class	2	Lecture	Topic 11. Marketing planning	Express questioning	0
			2	Practical session	Evaluating the effectiveness of marketing activities	Presenting the practical task	1
					Final testing	Testing	8
		Class	6	Lecture	Preparation for testing on the discipline	Self-assessment	0

Table 10.1(the end)

1	2	3	4		5	6	
The ability to develop a marketing plan and justify a marketing strategy	17	Class	2	Lecture	Topic 11. Marketing planning	Express questioning	0
			2	Practical session	Development of elements of marketing strategy. Consideration of the results of the test	Presenting the practical task	1
		Ind.	6	Preparation for classes	Study of lecture material	Self-assessment	0
	session	Class	2	Consultation	Solving practical tasks on various topics included in the final test	Final control	40
			2	Exam	Fulfillment of the tasks of the examination card		
		Ind.	10	Preparation for the exam	Revision of the materials for content modules		
Total hours		150		Total maximum number of points on the discipline		100	

The distribution of points within the content modules is presented in Table 10.2.

Table 10.2

The distribution of points according to the topics

Current testing and independent work											Final test (exam)	Sum
Content module 1					Content module 2						40	100
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11		
1	3	3	6	4	6	6	5	11	5	9		
Colloquium					Colloquium							
7					7							

Note. T1, T2 ... T11 – topics of content modules.

The maximum number of points that a student can accumulate during the week based on the form and method of training is given in Table 10.3.

Table 10.3

The distribution of points according to the weeks

Topics of the content module	Week	Lectures, surveys	Presenting the practical task	Presenting the task of independent work	Checking the essay articles, theses	Testing	Written test	Colloquium	Total	
Content module 1	1	1	0	1.0	–	–	–	–	1.0	
	2	2	0	1.0	2.0	–	–	–	3	
	3	3	0	1.0	2.0	–	–	–	3	
	4	4	0	1.0	2.0	–	–	–	–	3
		5	0	1.0	2.0	–	–	–	–	3
	5	6	2	1.0	0	–	–	–	–	3
		7	0	1.0	0	–	–	–	–	1.0
Content module 2	6	8	0	1.0	2.0	–	–	–	–	3
		9	0	1.0	2.0	–	–	–	–	3
	7	10	0	1.0	2.0	–	–	–	–	3
		11	0	1.0	2.0	–	–	–	–	3
	8	12	2,0	1.0	2	–	–	–	–	5
		13	0	1.0	2.0	8.0	–	–	–	11
	9	14	0	1.0	–	–	–	4.0	–	5
	10	15	0	1.0	–	–	8.0	3	–	9
	11	16	0	1.0	–	0	–	–	–	1
		17	–	0	–	–	–	–	–	60

The final score on the academic discipline is determined in accordance with the Provisional Regulations "On the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Point Rating System" (Table 10.4).

Table 10.4

Scale: national and ECTS

The number of points for all types of educational activities	ECTS rating	Score on the national scale	
		for exam, term/yearly project (work), practice	credit
90 – 100	A	perfect excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E		
35 – 59	FX	unsatisfactorily	failed
1 – 34	F		

Grades based on this scale are recorded in the academic transcript, the student's individual education plan, and other academic documents.

11. Recommended literature

11.1. Basic

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3. Павленко А. Ф. Маркетинг : підручник / А. Ф. Павленко, А. В. Войчак. – Київ : КНЕУ, 2003. – 246 с.
4. Холодний Г. О. Маркетингова товарна політика : навч. посіб. для екон. спец. вищ. навч. закл. / Г. О. Холодний. – Харків : ХНЕУ, 2006. – 323 с.
5. Щербак В. Г. Маркетингова політика розподілу : навч. посіб. / В. Г. Щербак. – Харків : ІНЖЕК, 2004. – 175 с.
6. Прохорова Т. П. Маркетингова цінова політика : навч. посіб. / Т. П. Прохорова, О. В. Гронь. – Харків : ХНЕУ, 2006. – 162 с.
7. Прохорова Т. П. Маркетинговая политика коммуникаций : учеб. пособ. / Т. П. Прохорова, А. В. Гронь. – Харьков : ИД "ИНЖЕК", 2005. – 224 с.

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8. Беляев В. И. Маркетинг: основы теории и практики : учебник / В. И. Беляев. – Москва : КНОРУС, 2005. – 672 с.
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10. Бутенко Н. В. Маркетинг : підруч. / Н. В. Бутенко. – Київ : Атіка, 2008. – 300 с.
11. Ламбен Ж. Ж. Менеджмент, ориентированный на рынок / Ж. Ж. Ламбен ; перев. с англ. под ред. В. Б. Колчанова. – Санкт-Петербург : Питер, 2007. – 800 с.
12. Лялюк А. М. Маркетинг : навч. посіб. для студ. вищ. навч. закл. / А. М. Лялюк. – Луцьк : Ред.-вид. від. Волин. нац. ун-ту ім. Лесі Українки, 2010. – 188 с.

13. Малхотра Нэреш К. Маркетинговые исследования. Практическое руководство / Н. К. Молхотри ; пер. с англ. ; 3-е издание. – Москва : Издательский дом "Вильямс", 2002. – 960 с.

14. Маркетинг : навчальний посібник / С. І. Чеботар, Я. С. Ларіна, О.П. Луцій та ін. Київ : Наш час, 2007. – 504 с.

15. Маркетинг : учебник (для бакалавров) / под ред. И. В. Липсица. – Москва : ГЭОТАР-Медиа, 2012. – 576 с.

16. Петропавловська С. Є. Промисловий маркетинг: курс лекцій / С. Є. Петропавловська, О. С. Борисенко ; Національний авіаційний ун-т. – Київ : НАУ-друк, 2009. – 96с.

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19. Фэррис П. Маркетинговые показатели. Более 50 показателей, которые важно знать каждому руководителю. / Поль Фэррис, Нейл Бэндл. – Днепропетровск : Баланс Бизнес Букс, 2009. – 444 с.

20. Шив Ч. Д. Курс МВА по маркетингу / Чарльз Д. Шив, Александр Уотсон Хайэм ; пер. с англ. – Москва : Альпина Паблицер, 2003. – 717 с.

11.3. Information resources

21. Блог о рекламе. – Режим доступа : <http://reklamablog.com>.

22. BrandAid: брендинг, нейминг, позиционирование [Электронный ресурс]. – Режим доступа : <http://blogbrandaid.com>.

23. Интернет-издание "AdMe-Украина". – Режим доступа : <http://ua.adme.ru>.

24. Маркетинговые исследования в Украине [Электронный ресурс]. – Режим доступа : www.marketing-research.in.ua.

25. Marketing-Mix: сетевое издание о маркетинге. – Режим доступа : <http://www.marketingnews.ru>.

26. Marketing Guide. Руководство по маркетингу [Электронный ресурс]. – Режим доступа : <http://www.marketing-guide.org>.

27. Украинская ассоциация маркетинга [Электронный ресурс]. – Режим доступа : <http://uam.in.ua>.

Annexes

Annex A

Table A.1

The structure of the components of professional competences on the discipline "Marketing" according to the National Qualifications Framework of Ukraine

44

Components of the competence formed within the theme	Minimal experience	Knowledge	Skill	Communications	Autonomy and responsibility
1	2	3	4	5	6
Topic 1. The essence of marketing and its modern concept					
The ability to form the marketing concept of the enterprise	The essence of the concept of marketing and its evolution	The stages of marketing development	Principles and functions of marketing; features of marketing concepts	Features of marketing in the national and international markets	Identifying key marketing issues related to the company
Topic 2. Marketing types and tools					
The ability to choose marketing tools and apply marketing information	Major marketing categories. Evolution of consumer needs. Types of marketing	Knowledge of the types of marketing and their elements, the chain of realization of consumer needs in the market	The ability to distinguish between the types of marketing and their elements, identify the needs of consumers	The ability to present the realization of consumer needs in the production of enterprises and the use of types of marketing in its promotion	Responsibility for the correctness of the use of marketing tools

Table A.1 (continuation)

1	2	3	4	5	6
Topic 3. Marketing environment					
The ability to do market segmentation, identify market opportunities and threats	The elements and characteristics of the marketing environment. The elements of the marketing complex	Knowledge of methodological foundations for identifying market opportunities and threats of the enterprise, market segmentation and choice of target markets, positioning of goods on the market	The ability to make a marketing mix, apply the technology of identifying market opportunities and threats of the enterprise, market segmentation and choice of target markets, market positioning	Presentation of analysis of the enterprise market opportunities and threats, conduct market segmentation and choice of target markets, positioning of goods in the market	Independently analyze the enterprise market opportunities and threats, market segmentation. Taking responsibility for the correctness and adequacy of the developed models
Topic 4. Marketing research					
The ability to develop the technology of marketing research and apply marketing research methods, collect and process marketing information	The role, essence, objectives, principles of marketing research. The system of marketing information	The process of marketing research. Types and methods of marketing research	The ability to develop the technology of conducting marketing research, to collect and process marketing information, to apply marketing research methods	Presenting the results of marketing research	Responsibility for the correctness and adequacy of marketing research, the results, developed models
Topic 5. Marketing commodity policy					
The ability to justify the commodity policy of the enterprise, assess the consumer preferences of products (services) of the enterprise	The concept of goods and marketing commodity policy. The concept of the product life cycle	Knowledge of the main stages of commodity policy, market attributes of goods. The procedures for developing a new product	The ability to conduct assessment of the market attributes of goods, comparison of goods	Presenting the product. Evaluating consumer goods benefits	Responsibility for the correctness and adequacy of the developed models

Table A.1 (continuation)

1	2	3	4	5	6
Topic 6. Marketing pricing policy					
The ability to justify the prices of sales of goods and determine the elasticity of demand for products (services) of the enterprise	The essence of pricing policy in marketing. Types of prices and their economic characteristics	The process of pricing and pricing methods. Pricing strategies and tactics	The ability to determine the price of the product, choose a pricing method, conduct analysis of the pricing policy	Presenting the results of the analysis of the price policy	Deciding on the validity of prices for goods and services
Topic 7. Marketing distribution policy					
The ability to justify the channels of sales and promotion of products (services) of the enterprise	The essence and importance of the marketing policy, distribution channels	The technology of work with intermediaries. Characteristics of the system of distribution of products, marketing intermediaries	The ability to substantiate sales channels and product promotion	Forming a channel for promotion of the company's products to the market	Making a decision on the validity of the channel of promotion of the company's products to the market
Topic 8. Marketing communications policy					
The ability to use tools to stimulate sales and justify promotional activities	The essence and importance of the marketing promotion policy. Characteristics of the elements of the complex of marketing communications	The process of promotion. Features and differences of advertising and sales promotion	The ability to evaluate promotional activities and sales promotion tools, to justify sales promotion and advertising tools	Presenting the results of application of tools of stimulation of sales and justification of advertising measures	Making decisions on the validity of advertising and methods of stimulating sales. Responsibility for the accuracy and correctness of the results

Table A.1 (the end)

1	2	3	4	5	6
Topic 9. Marketing services					
The ability to substantiate the organizational structure of marketing and interaction of the structural units of the enterprise with the marketing	Management of marketing activities of enterprises. Organizational marketing structures	Knowledge of the functions and tasks of the marketing service in the enterprise management system	The ability to substantiate the organizational structure of marketing and interaction of the structural divisions of the enterprise with the marketing	Forming an effective communication strategy for the development and implementation of business decisions. Presenting the model of the organizational structure of marketing	Responsibility for the accuracy and correctness of the decision
Topic 10. Organization and control of marketing					
Controlling marketing activities	The concept of marketing control. Types of marketing control	The features of marketing audit. Marketing audit	The ability to monitor marketing information, calculate marketing metrics	Presenting the results of marketing control	Responsibility for the accuracy and correctness of the decision
Topic 11. Marketing planning					
The ability to develop a marketing plan and justify the marketing strategy	The concept of the marketing planning system. The essence of the marketing plan, its goals and structure	Knowledge of the strategic marketing plan; basic marketing strategies	The ability to use the elements of planning and marketing strategy in justifying managerial decisions	Creating an effective marketing plan and justifying marketing strategies	Taking effective marketing management decisions

Contents

Introduction.....	3
1. Description of the academic discipline	3
2. The purpose and objectives of the academic discipline	4
3. The syllabus of the academic discipline	7
4. The structure of the academic discipline	12
5. The topics of practical classes	14
5.1. Examples of typical practical tasks.....	16
6. Independent work	18
6.1. Test questions for self-assessment.....	21
6.2. Recommended topics of students' research.....	27
7. Individual advisory work.....	27
8. Methods of training	28
9. Control methods	31
10. Distribution of points gained by students.....	36
11. Recommended literature.....	42
11.1. Basic.....	42
11.2. Additional.....	42
11.3. Information resources	43
Annexes	44

НАВЧАЛЬНЕ ВИДАННЯ

МАРКЕТИНГ

**Робоча програма
для студентів спеціальності
292 "Міжнародні економічні відносини"
першого (бакалаврського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладач **Москаленко** Наталя Олександрівна

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Визначено обсяг знань, які мають бути засвоєні студентами відповідно до вимог освітньо-кваліфікаційних характеристик. Наведено зміст навчальної дисципліни, послідовність та організаційно-методичні форми навчання, кількість часу, що виділяється на різні види навчальної роботи, засоби та форми поточного й остаточного контролю.

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