

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Заступник керівника
(проректор з науково-педагогічної роботи)
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МАРКЕТИНГ

робоча програма навчальної дисципліни

Галузь знань 07 «Управління та адміністрування»
Спеціальність 073 «Менеджмент»
Освітній рівень перший (бакалаврський)
Освітня програма Бізнес-адміністрування

Вид дисципліни базова
Мова викладання, навчання та оцінювання англійська

Завідувач кафедри
менеджменту та бізнесу



Т. І. Лепейко

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

MARKETING

syllabus of the academic discipline

Subject area	07 Management and administration
Speciality	073 Management
Educational qualification	first (bachelor)
Education program	Business administration

Type of the discipline	normative
Language of teaching, studying and assessment	English

Kharkiv
S. Kuznets KhNUE
2018

APPROVED

at the meeting of the Management and Business department
Protocol № 1 dated 27.08.2018.

Compiled by:

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**Sheet of renewal and re-approval
of the academic discipline syllabus**

Academic year	Date of the department meeting – developer of syllabus of the academic discipline	Protocol number	Sign of Head of the department

1. Introduction

Abstract of the discipline. The conditions of modern enterprises' management induce new goals and objectives before for managers. But all their actions relate to how to sell the goods or services produced by the company with the greatest benefit. Answers for these questions are possible using the knowledge in the field of marketing. Marketing is the process of getting consumers interested in the company's product or service. This happens through market research, analysis, and a solid understanding of ideal consumer's wants and needs. Marketing pertains to all aspects of a business, including product development, distribution methods, sales, and advertising.

Marketing is the providing professional advice and assistance on studying and meeting the needs of consumers as the priority market actors.

The purpose of the discipline is: knowledge acquisition system with theoretical foundations and methodological foundations of the system and marketing the business and practical skills to increase the efficiency of management in market conditions.

Academic year	3	
Semester	5	
Number of credits ECTS	5	
Studies in class	lectures	32
	seminar (practical)	32
Independent training	86	
Final assessment	exam	

Structural logical scheme of the discipline studying:

Previous disciplines	Next disciplines
Theory of management	Planning and organization of an enterprise's activity
Management	Analytical support of the business management
Self-management	Strategic management
Business ethics	Management of innovations
Communication and social responsibility	Technologies of administration and making decisions in business
Logistics	Assessment of business efficiency
Economy of enterprise	Cross-cultural management
Macro- and microeconomics	Human resource management
Econometrics	
Informatics	

2. Competencies and results of discipline study:

Competencies	Study results
Ability to use information and communication technologies for searching, processing, analyzing and using information from various sources	The skills of the search, compilation and analysis of information, calculation of indicators for substantiation of managerial decisions
Ability to detect (select) and use adequate tools	The skills of analysis and synthesis of information, adapting them for analyzing and solving problems in various business and management areas
Ability to distinguish the concepts of marketing, to highlight their main preconditions and to distinguish stages of formation	The essence of the concept "marketing". The main features of the modern marketing concept
Ability to create a marketing-mix system for organizations in various business fields and choose a marketing model depending on the features	Marketing-mix system. Features and types of marketing, main tendencies in the market of goods and services
Ability to study, analyze and predict the factors of the enterprise's internal and external environment	Characteristics of the enterprise environment. Factors of the external and internal environment
Ability to determine the method of collecting information; formulate analytical conclusions based on the results of marketing research	Essence and methods of marketing research. Primary and secondary methods of collecting information
The ability to develop a new product (service) and to formulate a marketing strategy depending on the life cycle of a product (service)	The main stages of the life cycle of goods. Basic steps for new product creating. The structure and content of the marketing strategy. Product portfolio
Ability to determine factors influencing price and to create competitive prices for product or services	Nature of price. The process of pricing. Pricing approaches to different types of products or services
Ability to determine the objectives of place policy and choose effective distribution channels	The nature and types of distribution channels. Features of the place policy
Ability to formulate a promotion policy and choose effective communication tools of influence	The essence and types of marketing communications. Features of the promotion policy
Ability to organize an effective marketing department at an enterprise	Composition of the marketing department at an enterprise. The main aspects of creating and managing a marketing department, forms marketing control
Ability to analyze the competitive environment based on changes in the state policy and make timely changes in marketing activity	The essence of enterprise's competitive environment and correct the marketing policy of an enterprise
Ability to build an effective marketing plan for an enterprise	The structure and content of the enterprise's marketing plan. Methods of the marketing plan implementation

3. The syllabus of the academic discipline

Content module 1. Theoretical foundations of the marketing and its modern concepts

Theme 1. The essence of the marketing and its modern concept

Historical background of marketing is a means of effective governance activities. Definition and nature of concepts that constitute the theoretical basis of marketing is: demand, exchange, deal, market, market segment, marketing mix (product, price, promotion, place). Driving goals and principles of marketing as a program-based concept of market-oriented management. Evolution of marketing concepts in the world practice in Ukraine: to improve production, product improvement, intensification of commercial efforts, marketing, social and ethical marketing. The main factors that resulted in their development. Strategy and tactics of marketing.

Theme 2. Marketing as an open mobile system

Classification features: markets, aims, objects of marketing, the demand, the strategy of market reach. Model marketing: internal, external, international, commercial, nonprofit, marketing of goods, services, organizations, places, ideas, conversion, stimulating, educating, remarketing, synhromarketing, supporting, demarketing, antagonistic, differentiated, undifferentiated, concentrated.

Theme 3. Marketing characteristics

Principles of marketing. Postulates of marketing. Tasks and goals of marketing. The concept of the marketing environment.

Environment of organization. Internal and external environment. Controllable and uncontrollable factors of macro and micro environment, under the constant influence of which is a system of marketing in the company. The functions of marketing: analysis, planning and management, control.

Principles, tasks (strategic, tactical and operational) marketing. The system of marketing tools and their structure (concept "4P"). The concept of "marketing mix". Marketing functions: analytical, planning-managerial, production-marketing, control. Controlled and uncontrolled factors of the macro and micro environment, under the constant influence of which is the marketing system of the enterprise.

The internal environment of the enterprise. Concept of management, financial resources, information support, structure of enterprise management apparatus, corporate culture, goals and marketing complex.

External macro and microenterprise of the enterprise. Micro-environment elements: suppliers, intermediaries, affiliates, customers, competitors, contact audiences. Factors of the macro environment: economic, political, legal, social, scientific and technical, environmental, demographic, and cultural.

Decision-making model for consumer purchasing of goods and services.

The process of selecting target markets. Segmentation of consumers and its factors. Positioning and repositioning, strategy and tactics of implementation.

Theme 4. Marketing research

The essence of marketing research. Goals and Objectives of market research. Basic requirements for market research. The scale and nature of marketing research: descriptive, causal, prognostic. Types of market research: primary and feedback, regular and special, desk and field. Objects, subjects and forms of market research. Contents stages of marketing research: problem definition and formulation of research goals, scheduling, marketing information gathering, analysis and interpretation of data preparation and reporting results (recommendations).

Classification of market needs. Modeling consumer behavior. Factors that influence behavior: needs, stimulating factors of marketing, macroenvironment factors, psychological and personal characteristics of the buyer. Decision-making for the purchase of goods and non-productive purposes.

Features decisions on purchasing agents. Procurement budget of organizations, its necessity and techniques.

The essence and principles of market segmentation. Signs of market segmentation, consumer goods and industrial goods market. The concept of "niche market", the target market. Selecting the most attractive for the enterprise market segments and strategies to reach the market: differentiated, undifferentiated, concentrated marketing. Positioning of the product.

Content module 2. Development and realization of operational marketing complex. Marketing management

Theme 5. Marketing product policy

The concept of goods and commercial units in the theory of marketing. Products' classification by: destination, time of use, nature and degree of processing, purpose and price, the means of production. Characteristics of consumer goods, capital goods and services.

Life cycle inventory. Stages of life cycle products. Types of life cycle. Strategy of a company at different life cycle stages: introduction of the product on the market, sales growth, maturity, decline of sales.

The concept of a competitive product. Parts of the competitiveness of goods: quality, commercial, economic, marketing. Methods for determining the competitiveness of products. The task of marketing to ensure the competitiveness of products. Causes of competition. Types of competition. Object and competition. The main stages of the research competition. Sources of information about competitors. Methods of analysis of competition: comparative assessments, association surveys, expert assessments. Evaluation of competitive position and competitive advantage.

Scope and role of innovation in marketing activity. The main stages of a new product development. Introduction of new products to the market and the main causes of failures. Test marketing.

Scope, goals and objectives of commercial policy. Parts of the commodity complex. The main components that include changes in the commodity complex. Technical research and production development.

The concept of range of products, product range, performance evaluation (depth, width, color, harmony, stability, rate of renewal).

Brand, its components, the requirements for branded goods. The concept and importance of branding, problems with corporate character marks. Protection of trademarks. Packaging products: types, functions and problems.

Types of service and its principles. Criteria for evaluation of service.

The concept of quality goods. Value of goods certification in improving their quality. Index of integrated assessment of product.

Theme 6. Marketing pricing policy

Scope and objectives of price policy in the marketing business. Pricing objectives: maximizing profits, increasing market share, ensuring the process of survival of the enterprise.

Main factors influencing the pricing of the business: costs, market conditions, competition, government regulation of prices, features of distribution systems. Features pricing of different types of market. Trends roles of price and nonprice competition.

Types of pricing strategies: high, low prices, prices of fundamentally new products, commodity prices, the model of approximate prices, one-price, flexible price strategy within the product range (price lines, pricing on products that complement, on parts) .

Pricing methods. Price structure. Pricing depends on: product quality, consumer demand studies, economic and psychological cost of capabilities of the customers, compared with the prices of similar products of competitors; the stage of product life cycle, the correlation between commodity prices and their modifications, season and region sales. The dependence of prices on the relations between partners. Types of discounts, charges, premiums. Choosing economically reasonable price.

Theme 7. Marketing distribution policy

Values, goals, tasks, distribution policy in the marketing business. The concept of the distribution system and its components. Channels of distribution, levels, characteristics of distribution channels at different levels. The functions of distribution channels.

Types of marketing distribution systems: traditional, multi-channel, horizontal, vertical. Development of vertical marketing systems, sales, their types (managed, corporate and contractual). Features contractual vertical marketing systems marketing. Marketing solutions for distribution channel structure and their adoption scheme: definition of the main channel of options, determining the number of intermediaries, channel selection of participants, the motivation of agents and evaluation of their activities. Characteristics of intensive, selective and exclusive disseminate. Types of wholesale and retail.

Methods of distribution services. Types and features of mediators in the manufacturing industry. Marketing logistics approach to the distribution of products.

Theme 8. Marketing policy of communications

Value, location, aims and objectives of marketing communications in a complex marketing company. Characteristic features of elements of marketing communications: advertising types, methods of stimulating sales, direct marketing, public relations. Factors that determine the structure of communication activities: type of product, product life cycle stage, market, type of sales strategy, the level of awareness of consumers.

Nature and role of advertising. Planning and development campaign. Track, chart, form and structure of advertising appeal. The choice of advertising and information media and performance evaluations of advertising. The notion of "corporate identity".

Areas of sales promotion: customers, employees, resellers. Features of using sales promotion.

The process of personal selling. Types of presentation. Complications features of personal selling and how to avoid them.

Public relations and their role in increasing confidence in the products and services company. Traditional and new tools of public relations activities: publicity, presentations, commemorative events, organization of counseling consumers and intermediaries.

Theme 9. Organization of marketing

Scope and objectives of the organization of marketing in the enterprise. The principles and conditions for the effective operation of marketing. Basic requirements for institution-building marketing services, their types, advantages and disadvantages.

Characteristics, and conditions of use functional, commodity, geographic, market and matrix organizational structure, their similarities and differences.

The concept of personnel, marketing personnel. Recruitment, staffing strategy based on overall business objectives. The concept of internal marketing. Features of marketing staff in industrial areas and services. The modern system of promoting staff. Evaluation of personnel. Certification of staff. Optimization of quantitative and qualitative composition of the marketing divisions.

Theme 10. Control in marketing

Marketing control: the implementation of annual plans, the compliance performance of enterprise marketing strategy.

Marketing control process.

Approaches to marketing control: market share analysis; sales analysis; quality controls; budgets; ratio analysis; marketing research; marketing information systems (MkIS); feedback from customers satisfaction surveys; cash flow statements; customer relationship management (CRM) systems; sales per thousand customers, per factory, by segment; location of buyers and potential buyers; activities of competitors to aspects of your plan; distributor support; performance of any promotional activities; market reaction/acceptance to pricing policies; service levels.

Theme 11. Marketing plan of an enterprise

The concept and essence of strategic planning. Forecast market changes in the long run. Market fluctuations. The choice of strategic direction for enterprises. Assess the strengths and weaknesses of the enterprise, identifying market opportunities. Defining the objectives, tasks of enterprises. Development of a marketing complex initiatives. The calculation of the budget of the program marketing.

The essence of marketing plan of an enterprise. Structure and content of marketing plan. Marketing plan development: steps, principles, rules. Implementation of the marketing plan.

4. The system of the study results assessment

The system of students' developed competencies assessment includes all types of study activities according to the curriculum of the discipline. There are lectures, seminars, practical lessons, as well as independent training. Assessment of the students' developed competencies is carried out using a 100-point accumulation system. In accordance with the Temporary Regulations "About the Procedure for Assessing the Results of Students' Learning Based on the Accumulated Bulletin-Rating System" by S. Kuznets KhNEU, control measures include:

current control takes place at lectures and practical lessons (seminars), assessed by the total number of points gained during the semester (the maximal possible number is 60 points, the minimal required number is 35 points);

final control takes place at the end of each semester in the form of an exam (the maximal possible number is 40 points; the minimal required number is 25 points).

The procedure for carrying out the current assessment of students' knowledge. Assessment of student's knowledge during seminars, practical lessons and performance of individual training is carried out 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 discipline actual material; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory and practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of material presentation in written works and speeches in the audience, ability to prove their position, to generalize information and to make conclusions; arithmetic correctness of the individual and complex settlement task implementation; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and justifying of conclusions on a specific problem; independence of work; literacy of the material presentation; use of comparison methods, generalizations of concepts and phenomena; work

formatting.

The general criteria for assessment students' independent training are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on specific topics, the ability to make sound conclusions, the possession of categorical apparatus, skills and techniques for the practical tasks performance, the ability to find the necessary information, carry out its systematization and processing, self-realization on practical lessons and seminars.

The final control of students' knowledge and competences after discipline study is carried out in the form of exam, the task of which is to check the student's understanding of the program material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate their attitude to a particular problem of study discipline, etc.

The exam card covers the discipline syllabus and involves determining the level of knowledge and the degree of competencies mastery by students.

Each exam card consists of 5 practical situations (two stereotyped, two diagnostic and one heuristic task), which provide for the solution of typical professional tasks in the workplace and allow to diagnose the student level of theoretical training and his competence level in the discipline.

The result of an exam is evaluated in points (the maximal possible number is 40 points; the minimal required number is 25 points) and is placed in the corresponding column of the examination "Statement of success accounting".

The student should be considered as certified if the sum of the points collected on the results of the semester assessment is equal to or exceeds 60 points. The minimal required number for the current control during the semester is 35 points and the minimal required number scored on the exam is 25 points.

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 using the accumulation system. The total score for the semester is: "60 and more points are counted", "59 and less points are not counted" and entered in the "Statement of success accounting" of the study discipline.

Distribution of points in weeks

Themes of the content module			Lectures	Seminar / practical	Presentation	Express test	Written test	Total
1	2	3	4	5	6	7	8	9
Content module 1.	Theme 1	week 1	0.5	0.5				1
	Theme 1, 2	week 2	0.5	0.5				1
	Theme 2	week 3	0.5	0.5				1
	Theme 3	week 4	0.5	0.5		3		4
	Theme 3, 4	week 5	0.5	0.5				1
	Theme 4	week 6	0.5	0.5				1
	Theme 4	week 7	0.5	0.5	4			5

1	2	3	4	5	6	7	8	9
Content module 2.	Theme 5	week 8	0.5	0.5		3		4
	Theme 5, 6	week 9	0.5	0.5				1
	Theme 6	week 10	0.5	0.5			10	11
	Theme 7	week 11	0.5	0.5		3		4
	Theme 7, 8	week 12	0.5	0.5				1
	Theme 8	week 13	0.5	0.5				1
	Theme 9	week 14	0.5	0.5				1
	Theme 10	week 15	0.5	0.5		3		4
	Theme 11	week 16	0.5	0.5	8		10	19
	Exam					40	40	
Total			8	8	12	12	60	100

Evaluation scale

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale
90 – 100	A	excellent
82 – 89	B	good
74 – 81	C	
64 – 73	D	satisfactory
60 – 63	E	
35 – 59	FX	unsatisfactory
1 – 34	F	

5. Recommended reading

Main

1. Лепейко Т. І. Маркетинговий менеджмент: навч. посіб. / Т. І. Лепейко, А. В. Котлик, І. О. Кінас. – Х.: ХНЕУ, 2012.
2. Сучасний маркетинг: аналіз та перспективи розвитку : наук. вид. / за заг. ред. П. А. Орлова. – Х. : ХНЕУ ім. С. Кузнеця, 2015. – 210 с.
3. Тімонін О. М. Маркетинг [Текст] : навч. посіб. / О. М. Тімонін. – Х.: ХНЕУ ім. С. Кузнеця, 2015. – 151 с.

Additional

4. Котлер Ф. Маркетинг менеджмент / Ф. Котлер. – СПб. : Питер, 2001. – 752 с.
5. Мак-Дональд М. Стратегическое планирование маркетинга / М. Мак-Дональд. – СПб. : Питер, 2000. – 320 с.
6. Портер М. Конкуренція. Учеб. пособие / Пер. с англ. / М. Портер. – М. : Изд. дом «Вильямс», 2001. – 496 с.
7. Ромат Е. В. Реклама / Е.В. Ромат. – СПб.: Питер, 2001. – 496 с.
8. Скибінський С. В. Маркетинг. Підручник. Ч.1. / С.В. Скибынский – Львів: ЦУЛ, 2000. – 640 с.

Information resources

9. Українська асоціація маркетингу [Електронний ресурс]. – Режим доступу: www.uam.iatp.org.ua.

10. Теорія маркетингу, бренди, практичний маркетинг [Електронний ресурс]. – Режим доступу: www.marketingist.ru.

11. Міжнародна маркетингова група [Електронний ресурс]. – Режим доступу: www.marketing-ua.com.