

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Проректор з навчально-методичної роботи
Каріна НЕМАШКАЛО



МАРКЕТИНГ
робоча програма навчальної дисципліни

Галузь знань *05 "Соціальні та поведінкові науки"*
Спеціальність *051 "Економіка"*
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Освітня програма *Міжнародна економіка*

Статус дисципліни *обов'язкова*
Мова викладання, навчання та оцінювання *англійська*

Завідувачка кафедри маркетингу



Людмила ГРИНЕВИЧ

Харків
2022

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

"APPROVED"
Vice-rector for educational and methodical work

Karina NEMASHKALO

MARKETING
work program of the academic discipline

Branch of knowledge *05 "Social and behavioral sciences"*
Specialty *051 "Economy"*
Educational level *First (bachelor's degree)*
Educational program *International Economy*

Discipline status *required*
Language of teaching, learning and assessment *English*

Head of Department of Marketing



Lyudmila GRYNEVICH

Kharkiv
2022

APPROVED

at the meeting of the marketing department

Protocol No. 1 dated August 6, 2022

Developer(s):

Natalia BOIKO, Candidate of Economics, Associate Professor of the Department of Marketing.

**Renewal and Re-Approval Letter
work program of the academic discipline**

Academic year	Date of the meeting of the department - developer of WPLD	Protocol number	Signature of the head of the department

Abstract of the academic discipline

In the modern market economy, successful marketing activity, dynamism and flexibility of production and commercial activity, aimed at satisfying various consumer needs, are one of the main prerequisites for competitiveness and economic and social efficiency of economic entities.

The educational discipline "Marketing" involves the study of basic categories of marketing, methodological aspects of the organization of marketing activity and its priorities in modern conditions. Therefore, the teaching method of this discipline is aimed at ensuring the formation and systematization of knowledge regarding the use of specific marketing tools in solving actual management tasks with an orientation to the needs and requests of consumers of target markets; mastering the methodological apparatus of organizing marketing activities at enterprises; acquiring abilities to creatively search for ways to improve marketing activities.

The importance of the issues considered by the academic discipline "Marketing" is that the future economist needs to understand the holistic perception of the concept of marketing as a specific system of thinking and at the same time a system of certain actions in order to make any reasonable management decisions related to the market.

The purpose of the academic discipline is to prepare students who possess modern economic thinking and the relevant competencies necessary for conducting effective marketing activities. In accordance with the defined goal, the educational discipline "Marketing" *solves the following tasks:*

systematization and generalization of the theoretical and methodological basis of marketing activity;

identifying factors that shape consumer behavior;

substantiation of the information-analytical basis of marketing research;

formation of a marketing complex and organization of marketing activities of the enterprise;

planning of marketing activities of the enterprise.

The subject of the educational discipline is the theoretical and methodological support and practical aspects of the activity of business structures regarding the satisfaction of consumer demand as priority market subjects.

A student starts studying the academic discipline "Marketing" after listening to most of the academic disciplines from the humanitarian cycle. From the cycle of fundamental educational disciplines, it is necessary for the student to listen to: "Economic theory", "Microeconomics", "Macroeconomics", "Economics of the enterprise", "Management", etc.

In the process of learning, students acquire the necessary knowledge during lectures and performing practical tasks. The most difficult issues are brought up for consideration and discussion during seminar classes. Independent work of students has the greatest importance in the process of studying and consolidating knowledge from the point of view of developing initiative and creative thinking. All these types of classes are developed in accordance with the provisions of the Bologna Declaration.

Orientation of the modern system of higher education on the introduction of a competence approach necessitates the achievement of relevant educational goals, namely: knowledge; understanding; application; analysis; synthesis and evaluation. As a result of studying the academic discipline "Marketing", *the student should know:*

the essence of the categories "marketing", "need" and "usefulness", "goods";
 prerequisites and principles of effective marketing activity;
 the essence of the modern marketing concept;
 practical aspects of the product concept as a "basket of attributes";
 characteristics and sequence of the main stages of buyer behavior;
 functional purpose and structure of the marketing information system of the business structure;
 basics of organization and implementation of marketing research;
 peculiarities of formation of operational marketing complex;
 prerequisites for effective management of marketing activities of the business structure.
 be able:
 analyze the company's competitive position, the reasons for changes in market shares, and forecast future changes;
 to carry out a logical analysis of the results of the research of consumer preferences;
 to determine the composition of attributes that are expedient to use for the development of a model for the formation of the consumer's position;
 make a thorough selection of the type and calculation of the sample size;
 analyze the presence and nature of the relationship between various marketing variables;
 be able to thoroughly choose a pricing method and make appropriate calculations;
 evaluate the expediency of using intermediaries in certain market conditions;
 analyze alternative types of intermediaries and select the most acceptable ones;
 calculate the advertising campaign budget;
 justify the marketing budget.

Characteristics of the academic discipline

Course	3
Semester	5
Number of ECTS credits	4
Final control form	Exam

Structural and logical scheme of studying an academic discipline

Prerequisite	Post-requisite
Economic theory	International Economics
Microeconomics / Macroeconomics	International trade

Economics of the enterprise	International logistics activity
Management	International business strategies of the enterprise

In the process of teaching the academic discipline, the main attention is paid to students mastering the professional competencies listed in the table.

**Professional competences that students receive after studying
academic discipline**

Competencies	Learning results
3K4 Ability to apply knowledge in practical situations.	PH5 Apply analytical and methodical tools to substantiate proposals and make management decisions by various economic agents (individuals, households, enterprises and state authorities).
3K7 Skills in using information and communication technologies. 3K8 Ability to search, process and analyze information from various sources.	PH6 Use professional argumentation to convey information, ideas, problems and methods of solving them to specialists and non-specialists in the field of economic activity.
3K11 Ability to make informed decisions. CK7 Ability to apply computer technologies and data processing software to solve economic problems, analyze information and prepare analytical reports.	PH10 To conduct an analysis of the functioning and development of business entities, to determine functional areas, to calculate the relevant indicators characterizing the effectiveness of their activities.
3K 9 Ability to adapt and act in a new situation. CK4 The ability to explain economic and social processes and phenomena on the basis of theoretical models, to analyze and meaningfully interpret the obtained results.	PH12 Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results.
3K7 Skills in using information and communication technologies. CK7 Ability to apply computer technologies and data processing software to solve economic problems, analyze information and prepare analytical reports.	PH19 Use information and communication technologies to solve social and economic problems, prepare and present analytical reports.

Competencies	Learning results
CK4 The ability to explain economic and social processes and phenomena on the basis of theoretical models, to analyze and meaningfully interpret the obtained results.	PH21 Be able to think abstractly, apply analysis and synthesis to identify the key characteristics of economic systems of various levels, as well as the peculiarities of the behavior of their subjects.
3K13 The ability to act socially responsibly and consciously. CK17 The ability to make informed management decisions regarding the determination of priority areas of development and the organization of international economic interaction of entities at different levels of management.	PH24 Demonstrate the ability to act socially responsibly and consciously based on ethical principles, value and respect cultural diversity, individual differences of people.

Program of academic discipline

Content module 1. Marketing and its modern concept

Topic 1. The essence of marketing

Multifaceted interpretation of the "marketing" category. Its interpretation in different dimensions. Modern views of the interpretation of marketing. Marketing concepts, their features. The evolution of marketing, its main stages.

Topic 2. Fundamental theories of marketing

Product life cycle theory: essence, stages, changes associated with them. Theory of market segmentation. Segmentation methods. Segmentation conditions. Market strategy based on the results of segmentation: undifferentiated marketing, differentiated marketing, targeted or concentrated marketing. The theory of "crystallization" of the market.

Topic 3. Marketing models

What is a marketing model? Groups of marketing models. Objects of sale. Consumer marketing (B2C). Consumers and their characteristics. Purpose of consumer marketing. Marketing of industrial goods (B2B). Main features of industrial goods. Categories of industrial goods. Purpose of industrial marketing. The difference between consumer marketing and business marketing. Marketing of services and its features. Place marketing and its advantages. Personal marketing. Marketing of ideas. Enterprise marketing. Fields of application of marketing tools. International marketing. Demand-driven marketing models.

Content module 2. Marketing tools

Topic 4. Marketing product policy

Product as "attribute basket". Concept of attribute and objective properties. Micro- and macro-attributes of the product, their significance and degree of availability felt by consumers.

The essence, purpose and functional load of marketing product policy.

Product strategy as a functional marketing branch. Formation of commodity policy. Marketing activities at different stages of the life cycle of goods. Strategic decisions in product policy:

innovation, variation, product elimination.

Product assortment and its characteristics.

The concept of a new product. The main stages of development of new products. Generation and selection of ideas. Development and verification of the concept. Analysis of opportunities and sales. Product development. Trial marketing. Commercial launch. The process of distribution of new products. Reasons for the failure of new products.

Topic 5. Marketing price policy

Concept of market price. The value of price in the marketing system. Price functions as an economic category. Determination of pricing objectives and factors influencing price setting.

The essence and content of the marketing price policy. Stages of price policy formation. Choosing a pricing method and determining the base price. Development of a pricing strategy. Choice of pricing tactics and price adjustments. Price assessment and control. Cost-based pricing methods. Demand elasticity and price determination methods based on demand analysis. Peculiarities of product value perception and price setting based on perceived value. Types of competition and determination of prices taking into account competition. Pricing taking into account the quality and novelty of the product being sold. Pricing based on the geography of implementation.

Lecture 6. Marketing policy of distribution

The essence of the concept of "distribution policy". Marketing communications system and its functions. Marketing communications process. Physiological and psychological barriers to communication. Means of marketing communications: advertising, personal selling, sales promotion, public relations and direct marketing.

Advertising communication. The nature and types of advertising. The main means and carriers of advertising and their characteristics. Psychological aspects of advertising. Advertising campaign planning.

Personal sales.

Sales promotion. New methods of sales promotion: leasing, franchising, telemarketing, etc.

Establishing relations with the public (public relations).

Direct marketing. CRM concept in the marketing communications system.

Topic 7. Marketing policy of sales promotion

The essence and content of the marketing policy of sales (distribution), its main elements. The concept of the sales channel of goods. Types of product sales channels and their selection. Factors affecting the structure of the sales channel. Main functions of sales channels.

Concept of sales marketing system: vertical and horizontal. Market intermediaries and their functions. Strategic decisions in distribution policy: selective, intensive, exclusive distribution.

Selection of distribution channel participants. Motivating distribution channel participants. Assessment of the activities of distribution channel participants. Wholesale trade in the marketing system. Functions and organizational forms of wholesale trade. Retail. Merchandising. Direct marketing. The essence and types of direct marketing. Contract systems for the distribution of goods and services. Network marketing. Franchising. Leasing. Barter.

Content module 3. Marketing management

Topic 8. Organization and control of marketing activities of the enterprise

Marketing management process. Organization of marketing at the enterprise. Marketing service in the enterprise management system. Construction of the organizational structure of the marketing service. Typical organizational structures. Creation of marketing services in Ukrainian firms.

Control of marketing activities. Types and forms of marketing control. Operational control in marketing. Sales control. Market share control. Control of marketing costs. Profitability control. Control of the effectiveness of certain areas of marketing activity. Strategic control in marketing. Content of marketing audit.

Topic 9. Planning of marketing activities of the enterprise

Goals, tasks and content of the marketing planning process. Stages of the planning process and their main features. Basic aspects of strategic analysis. Formulation of the mission of the enterprise and its goals. Analysis of the internal and external environment of the enterprise. Analysis of competitiveness. Selection of the company's marketing strategy. Analysis of unforeseen situations (risk and uncertainty). Relationship between strategic and current planning. Sections of the marketing plan.

The list of practical (seminar) / laboratory classes, as well as questions and tasks for independent work is given in the table "Rating plan of educational discipline"

Teaching and learning methods

In the process of teaching an academic discipline to activate the educational and cognitive activity of students, the use of both active and interactive educational technologies is provided, including: lectures of a problematic nature (topics 1-3, topics 7-10), mini-lectures (topic 4, topic 6), work in small groups (topics 4-6, topic 10), brainstorming method (topic 5, topic 9), case method (topic 8-9), presentations (topics 1, 5), method of project work (topic 6).

Problem-based lectures are one of the most important elements of problem-based training of graduate students, aimed at the development of logical thinking and characterized by highlighting the main conclusions on the issues under consideration. During problem lectures, students are given questions for independent reflection, which play an active role, forcing them to concentrate and start actively thinking in search of the right answer.

Mini-lectures involve the presentation of educational material in a short period of time and are characterized by a significant capacity, complexity of logical constructions, images, proofs and generalizations. They are conducted, as a rule, as part of a study-study. Mini-lectures differ from full-length lectures by a much shorter duration. Usually, mini-lectures last no more than 10-15 minutes and are used to concisely convey new information to all learners. Mini-lectures are often used as parts of a coherent topic, which is preferably taught as a full-length lecture in order not to tire the audience. Discussion seminars involve the exchange of thoughts and views of participants on a given topic, and also develop thinking, help form views and beliefs, develop the ability to formulate thoughts and express them.

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

Brainstorming is a method of solving urgent problems, the essence of which is to express as many ideas as possible in a very limited period of time, discuss and make a reasoned choice of the best

ideas.

Presentations are speeches in front of an audience used to present certain achievements, the results of the group's work, a report on the performance of individual tasks, training, demonstration of new products and services.

The procedure for evaluating learning results

The system for evaluating students' developed competencies takes into account the types of classes that, according to the program of the academic discipline, include lectures, seminars, practical classes, as well as independent work. Assessment of students' developed competencies is carried out according to a cumulative 100-point system. Control measures include:

current control, which is carried out during the semester during lecture, practical, seminar, laboratory classes and is evaluated by the sum of the points scored; the minimum amount that allows a student to pass the exam is 35 points;

module control, which is conducted in the form of a colloquium as an intermediate mini-exam at the initiative of the teacher, taking into account the current control of the corresponding content module and aims at an integrated assessment of the student's learning results after studying the material from the logically completed part of the discipline - the content module;

semester control, conducted in the form of credit in accordance with the schedule of the educational process;

final/semester control conducted in the form of an exam.

Current control includes assessment of the student's work during practical classes and independent work - active work in pairs, subject to active participation in the current work (preparation of a report, completion of tasks). Assessment of task performance (independent work) consists of an assessment for active work in a practical lesson and an assessment for promptness, completeness and meaningfulness of task performance (maximum assessment – 4 points for each task).

If the student was absent from the practical session, but completed the task in full and submitted it for evaluation within the specified time, the maximum number of points is 3 points for each task.

If the student was absent from the practical session, did not complete the task in full and submitted it for evaluation in violation of the established deadlines, the maximum number of points is 2 points for each task.

Practical (seminar) classes: Assessment of the student's knowledge during seminar and practical classes and performance of individual tasks is carried out according to the following criteria: understanding, degree of assimilation of the theory and methodology of the problems under consideration; the degree of assimilation of the actual material of the educational discipline "Marketing"; familiarization with the recommended literature, as well as with modern literature on the theory and practice of marketing; solving problems, carrying out calculations in the process of performing individual tasks and tasks presented for consideration in the audience; logic, the style of presentation of material during presentations in the audience, the ability to justify one's position, generalize information and draw conclusions; the ability to conduct a critical and independent

assessment of certain problematic issues; the ability to explain alternative views and the presence of one's own point of view, position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; independence of work performance; literacy of material submission; use of methods of comparison, generalization of concepts and phenomena; design work.

Independent work: The general criteria by which students' extracurricular independent work is evaluated are: depth and strength of knowledge, level of thinking, ability to systematize knowledge on separate topics, ability to draw reasonable conclusions, mastery of the categorical apparatus, skills and methods of performing practical tasks, ability to find the necessary information, its systematization and processing, self-realization in practical and seminar classes. Final control:

Final control: carried out on the basis of a semester exam, the task of which is to check the student's understanding of the program material as a whole, the logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate one's attitude to a certain problem of the educational discipline "Marketing", etc. .

Each examination ticket consists of three tasks: theoretical tasks (consisting of tests), one diagnostic task and one situational task.

The result of the semester exam is evaluated in points. The maximum amount is 40 points (the maximum number of points for the performance of the theoretical task is 10 points; the maximum number of points for the performance of the diagnostic task is 15 points.

Sample examination ticket

1. Test tasks (choose only one correct answer)

1. *This strategy can be used for new products*

1. of psychological pricing
2. long-term prices
3. target profit rate
4. flexible prices

2. *The following conditions of application are typical for the price strategy of psychological pricing*

1. there is a firm that dominates in various factors on the market
2. availability of buyers with low incomes
3. the demand for the product is high
4. the manufacturer has a good reputation and effective sales channels

3. *The main tools of operational marketing are:*

1. production policy, price policy, communication policy, sales policy;
2. questionnaires, analysis, mathematical methods;
3. active methods of sales and sales promotion;
4. personal sales, public relations, advertising.

4. *The marketing research process includes the following main elements:*

1. quantitative research, observation, qualitative research, documentary research;
2. determination of the necessary information, determination of the composition of

variables, processing of information and interpretation of the obtained results, which are being investigated;

3. determination of the necessary information, determination of the composition of variables, collection and assurance of the reliability of the collected information, processing of information and interpretation of the obtained results, which are being investigated;

4. collection of information by telephone, mail and personal survey, interpretation of the obtained results.

5. *An advanced approach to solving the purchase problem is used when:*

1. the buyer is dealing with a new brand in a new class of goods
2. the buyer is dealing with a new brand in a known class of goods
3. there is a situation of low consumer involvement
4. frequent inexpensive purchases are made

6. *In the hierarchy of needs proposed by Maslow, the second level is the needs:*

1. physiological needs;
2. social needs;
3. self-development and self-improvement;
4. security needs.

7. *The task of the marketing research system is to:*

1. collection of publicly available information about the market, which is not fixed
2. meeting the needs of the enterprise for specific information about the market, which cannot be provided by other elements of the marketing information system
3. collection and systematization of internal information about the company's activities
4. processing and analysis of all information available at the enterprise

8. *Purpose of explanatory research:*

1. find out the state of the problem and describe the behavior of the participants in the market exchange process
2. determine the essence of the problem posed or a problem that may arise before the enterprise, as well as put forward hypotheses that may contain answers to questions
3. explain the regularities of the phenomenon and its features
4. rent and analysis of all information available at the enterprise

9. *Specify the correct list of segmentation methods:*

1. divisional, regional, behavioral, social;
2. geographical, social, by the level of loyalty to the product, by the level of loyalty to the enterprise;
3. regional, market, product, functional;
4. according to preferences, behavioral, socio-cultural, socio-demographic.

10. *Types of diversification strategies include:*

1. modification, variation, elimination
2. horizontal, vertical, lateral

3. horizontal, vertical, concentric
4. modification, variation, differentiation

Task 1 (diagnostic)

Determine the selling price of the new pen using the product's perceived value method.

Output data for calculation

Pens	Parameters						Price
	convenience of writing		reliability		quality-price ratio		
	points	weighting factor	points	weighting factor	points	weighting factor	
Basic option	67	0,4	80	0,2	78	0,4	7
A new option	55	0,4	78	0,2	69	0,4	?

Task 2 (situational)

Imagine that you are a specialist in the marketing department of "Zavod BEREZIVSKI MINERALNYI VODY" LLC, whose main activity is the production of mineral waters. You need to answer the following questions.

1. Conduct segmentation of the domestic market of mineral water and select the target segment of consumers of mineral water in glass packaging.
2. Name the main competing brands on the mineral water market. What are the main attributes of a brand of mineral water in a glass package?
3. Develop and present the general concept of advertising communication for the enterprise.

The final grade for the academic discipline is calculated taking into account the points obtained for the semester exam and the points obtained during the current control of the cumulative system. The total result in points for the semester is: "60 or more points - credited", "59 or less points - not credited" and is recorded in the "Performance record" of the academic discipline "Marketing".

Forms of evaluation and distribution of points are given in the table "Rating plan of educational discipline".

Rating- plan of the educational discipline "Marketing"

Topic	Forms of education		Control measures	Number of points
Topic 1. The essence of marketing	<i>Educational classes</i>			
	Lecture	Lecture "Essence and definition of marketing". Problem lecture "The role and main functions of marketing in the market economy".	Work on lectures	--
	Practical lesson	Practical lesson on the topic: "Essence and structure of marketing".	Active participation in the lesson	--
	Practical lesson	Seminar: "History of marketing. Stages of formation, evolution and development of marketing." Presentation of the presentation on the topic "Historical stages of the development of marketing".	Completion of practical tasks	5
	<i>Individual work</i>			
Questions and tasks for independent processing	1. Content analysis of the term "marketing" 2. Modern directions of changes in the marketing concept	These	--	
Topic 2. Fundamental theories of marketing	<i>Educational classes</i>			
	Lecture	Lecture "Fundamental theories of marketing" Problem lecture "Modern theories of marketing"	Work on lectures	--
	Practical lesson	Practical lesson on the topic "Product life cycle", "Market strategy based on the results of segmentation: undifferentiated marketing, differentiated marketing, targeted or concentrated marketing. "Theory of "crystallization" of the market".	Completion of practical tasks	5
	<i>Individual work</i>			
Questions and tasks for independent processing	1. Theory of market segmentation 2. Theory of market crystallization	Homework presentation	--	
Topic 3. Marketing models	<i>Educational classes</i>			
	Lecture	Lecture "Marketing models" Problem lecture "The difference between consumer marketing (B2C) and business marketing (B2B)".	Work on lectures	--
Practical lesson	Solving practical tasks: 1. Marketing model 4R 2. 4C marketing model 3. Marketing models based on demand 4. Place marketing 5. Маркетинг услуг	Active participation in the lesson	--	

	Lecture	Lecture "Modern models of marketing"	Work on lectures	
	Practical lesson	Practical lesson on the topic "Modern models of marketing": 1. SOSTAC marketing model 2. Hunt Ladder marketing model	Completion of practical tasks	5
	Individual work			
	Questions and tasks for independent processing	Marketing models: conversion, stimulating, supporting, developing, synchronous, remarketing, demarketing	Synopsis of the studied material	--
	Colloquium on the CONTENT MODULE 1		Compilation of the colloquium	5
	Educational classes			
Topic 4. Marketing product policy	Lecture	Lecture "Marketing Commodity Policy": 1. Commodity policy of the enterprise and its structure. The economic essence of the product, the product as a "basket of features". 2. Commodity strategies of the enterprise. The life cycle of a product and its varieties.	Work on lecture	--
	Practical lesson	Solving practical tasks using the ideal point method, the Fishbein model, determining the market share of the corresponding product.	Active participation in the lesson	--
	Lecture	Lecture "Marketing product policy": 1. Concept, structure and characteristics of product assortment and product assortment 2. Development of new products.	Work on lectures	--
	Practical lesson	Solving practical tasks regarding the determination of the stages of the introduction of new products, the product line and assortment of products, the indicators of the assortment. Conducting a marketing analysis of the microenvironment of the enterprise	Completion practical tasks	5
	Individual work			
	Questions and tasks for independent processing	Preparation of theoretical material on the following topics: 1. Trade mark and trademark 2. Evaluation of the effectiveness of product innovations 3. Product warranty 4. Product packaging. 5. New trends in market segmentation: from the market to the consumer 6. Brand image: essence and complexities of formation	Report	--

Topic 5. Marketing price policy	<i>Educational classes</i>			
	Lecture	Лекція «Marketing price policy»: 1. The concept of the mechanism of trade in sales activities of the enterprise. 2. Characteristics of distribution channels and decisions about their structure. 3. Types of intermediaries, their mission and characteristics. 4. Marketing distribution systems and their characteristics. 5.Characteristics of wholesale and retail trade.	Work on lecture	--
	Practical lesson	Practical class on the topics: 1. Product cost 2. Determination of the price by different methods 3. Determination of the break-even point	Completion of practical tasks	5
	<i>Individual work</i>			
Questions and tasks for independent processing	Trade and compensation agreements as means of encouraging the promotion of goods; Pricing based on the principle of single delivery	These	--	
Topic 6. Marketing sales policy	<i>Educational classes</i>			
	Lecture	Lecture "Marketing sales policy": 1. The concept of the mechanism of trade in the sales activity of the enterprise. 2. Characteristics of sales channels and decisions regarding their structure. 3. Types of intermediaries, their mission and characteristics. 4. Marketing distribution systems and their characteristics. 5. Characteristics of wholesale and retail trade.	Work on lecture	--
	Practical lesson	Practical lesson on the topic "Conducting marketing research and analysis of the sales market"	Completion of practical tasks	5
	<i>Individual work</i>			
Questions and tasks for independent processing	1. Electronic marketing channels for the sale of goods 2. Relations between sales channels: conflicts and cooperation. 3. Integrated marketing communications	Presentation of theoretical material	--	

Topic 7. Marketing communication policy	<i>Educational classes</i>			
	Lecture	Lecture «Marketing communication policy»: 1. The essence of communications, their place and role in the marketing mix. Methods for evaluating the effectiveness of communications 2. Advertising communications 3. Sales promotion, public relations, personal sales, interactive marketing Problem lecture "Problems of evaluating the effectiveness of advertising campaigns."	Work on lectures	--
	Practical lesson	Practical lesson "Development of advertising communications for various stages of the life cycle specific product." Mini-cases "Methods of generating ideas for advertising."	Completion of practical tasks	5
	<i>Individual work</i>			
	Questions and tasks for independent processing	Preparation of material on the topic "Advertising communications of global brands. Study of the buyer's behavior as a result of the influence of advertising appeals on him"	Presentation of theoretical material	--
Colloquium on the CONTENT MODULE 2			Compilation of the colloquium	5
Topic 8. Organization and control of marketing activities of the enterprise	<i>Educational classes</i>			
	Lecture	Лекція «Organization and control of marketing activities of the enterprise»: 1. The process of marketing management. 2. Building the organizational structure of the marketing service. 3. Control of marketing activities. Content of marketing audit. Mini-lecture "Building integrated marketing structures at enterprises".	Work on lectures	
	Practical lesson	Practical lesson "Making a marketing plan". Mini-case "Development of the marketing concept of the event". Using the method of project work during a practical session	Completion of practical tasks	5
	<i>Individual work</i>			
Questions and tasks for independent processing	1. Principles of organization of marketing activities at the enterprise. 2. Methods of drawing up a marketing budget.	Presentation of theoretical material	--	

Topic 9. Planning of marketing activities of the enterprise	Educational classes			
	Lecture	Lecture «Planning of marketing activities of the enterprise»: 1. Goals, objectives and content of the marketing planning process. Stages of the planning process and their main features. 2. The main aspects of strategic analysis. Choosing an enterprise marketing strategy. 3. Analysis of unforeseen situations (risk and uncertainty). 4. Sections of the marketing plan.	Work on lectures	--
	Practical lesson	Practical lesson on the topic "Planning on enterprise expenses for advertising, distribution and sales" Seminar: "Development of a brand promotion plan in the Internet environment." Mini-cases "Building an optimal structure of marketing activity"	Completion of practical tasks	5
	Individual work			
	Questions and tasks for independent processing	1. Stakeholder method 2. Global marketing. Characteristics of forms of global marketing. 3. Relationship marketing. Socially responsible marketing.	Presentation of theoretical material	--
Colloquium on the CONTENT MODULE 3		Compilation of the colloquium	5	
EXAM	Preparation for the exam. Repetition of the subject material. Checking knowledge of the subject material		40	
TOTAL MAXIMUM NUMBER OF POINTS PER SEMESTER			100	

Recommended literature:

Basic

1. Balatskyi E. O. Marketing: education. manual./ Balatskyi E. O., Bondarenko A. F. - Sumy: DVNZ "UABS NBU", 2015. - 397 p.
2. Petrunya Yu.E. Marketing: education manual. / Petrunya Yu.E., Andreeva T.E., Sychova O.E. - Kyiv: Znannia, 2013. - 108 p.
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