

The Ministry of Education and Science of Ukraine
Kharkiv National University of Economics

**Program
of discipline “Marketing”
for students speciality “Management of organizations”
all forms of learning**

Compilers

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Подано тематичний план навчальної дисципліни „Маркетинг” за модулями та темами, вміщено плани лекцій і семінарських (практичних) занять, наведено методичні рекомендації до виконання індивідуального навчально-дослідного завдання, запитання для самостійної роботи, критерії оцінювання знань студентів.

Рекомендовано для студентів спеціальності «Менеджмент організацій».

There is a plan of educational discipline "Marketing" by modules and themes. Programe contains plans for lectures and seminars (practical) lessons, provides guidance to the individual educational and research objectives, questions for independent training, the criteria for estimating students' knowledge.

Recommended for students of "Management".

Introduction

Discipline "Marketing" refers to the regulatory cycle of professionally oriented courses Bachelor in the direction of 6.030601 "Management" with specialization "Management of organization".

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.

To achieve the goal set there are the following targets:

familiarize students with theoretical and methodological foundations of marketing;

use a systematic approach to organizing enterprise marketing system;

learning basics of marketing and researching, analyzing the impact of macro and micro environment of marketing;

acquisition of theoretical knowledge of practical skills to conduct market segmentation, selecting target segments and positioning of products;

learning a complex of commercial marketing activities, pricing, communication policy and distribution of products;

defining the basic functions of enterprises marketing management, methods and techniques of strategic planning, marketing organization and control of marketing programs.

The subject of the discipline is to study the general laws of the theoretical concepts of marketing, enterprise systems marketing, operational processes and strategic marketing management of enterprises of different ownership. Program structure of the educational discipline "Marketing" is presented in Table 1.

Table 1

Program structure of the educational discipline

Training Course: Bachelor direction	Branch of knowledge, training direction, educational qualification	Qualification level of discipline Characteristics
1	2	3
The number of credits corresponding ECTS – 6 including: contents modules – 4 ISRT, tasks for independent work	Field of knowledge: 6.030601 – "Management and Administration"	Required. Academic year – 3 Semesters – 1 (5) and 2 (6)

Table 1 (the ending)

1	2	3
Hours for topics: Module 1 – 49, Module 2 – 59, Module 3 – 53, Module 4 – 55, Total – 216.	Name of the specialization "Management"	Lectures (theoretical training) – 70 hours. Practical (seminar) studies – 52 hours. Individual training (ISRT) – 18 hours. Independent training – 76 hours.
Weeks of teaching of the educational discipline: 32. Hours per week – 4	Educational qualification: bachelor	Assesment: examination

1. Qualification requirements to students of marketing

Training base for discipline

Discipline "Marketing" is based on general knowledge humanitarian subjects and knowledge of fundamental subjects "Principles of Economic Theory", "Microeconomics", "Macroeconomics", "Business Economics, Principles of Management", "Statistics".

Discipline enables students to obtain general theoretical knowledge and form them into specific functional competencies that will form the basis for further learning professionally-oriented courses and contribute to further increase of the level of training.

Within the course students receive the necessary knowledge during lectures and seminars, carrying out practical tasks and individual training and testing tasks. Also of great importance in the process of learning and the knowledge is independent work of students.

All these types of activities developed in accordance with the provisions of the Bologna Declaration.

As a result of learning a discipline students **must know:**

- legislation, regulations and training materials of marketing;
- market methods of management, laws and peculiarities of economic development, patterns and features of economic development;
- the domestic and international markets;
- methods of marketing research;
- management fundamentals;
- lines of business, organizational and legal status of enterprise, the prospects of its development;

experience of relevant domestic and foreign firms;
ethics of business communication;
production technology;
methods of calculating profits, efficiency, profitability and production costs, pricing and pricing policies;
organization of trade and sales activities, production, labor and management;
methods of studying the internal and external market, its potential and trends;
the accounting records and reporting procedures;
technical means of collecting and processing information, communications and information;
computer technologies and operating systems;
promotional activity;
civil law, labor and employment law.

Be able to have next competencies:

implement development activities to produce goods (services) that are in demand and a market;
to propose a balanced development of production and service, choice and changes direction of product range, production and economic and business activities;
develop a marketing policy, create conditions for sustained expansion of goods and services, to meet consumer demand for goods and services;
study the market of similar goods (consumption and demand analysis, their motivations and fluctuations, competitive intelligence) and its development trends;
forecast sales and create consumer demand for products, identify the most efficient markets, requirements for product quality characteristics (method of its production, service life, terms of use, packaging);
investigate factors that affect the sales of goods and relevant for the successful implementation of services, types of demand, the reasons for its rise and fall, the purchasing power of differentiation;
improve information for market research;
develop marketing strategies and programs of the demand for and sales promotion, advice on choosing a market in accordance with available resources;

identify proposals and develop recommendations to improve the quality and improvement of consumer properties, prospects of development of new products and markets, based on socio-demographic characteristics of different population groups, state and dynamics of their income, traditions, tastes, and the necessary costs of all kinds of resources;

analyze the competitive environment, taking into account changes in taxation, pricing and customs policy of the state, the volume of turnover, profit from sales, competitiveness, speed of implementation, factors that affect sales;

conduct oversight of sales, the planned comparison of data from the results of volume, revenue, future sales and their distribution area, identify deviations and changes in market conditions;

ensure the efficiency of business growth, profits and revenues, increasing the competitiveness of goods and services;

training, retraining and further training of managerial staff with regard to the requirements of market economy.

Discipline program was developed in accordance with industry standards for higher education based on educational and vocational training programs for bachelor's degree.

2. Thematic plan of the educational discipline

From the beginning of studying the discipline, every student should be acquainted with the program as a form of the discipline and training, and the structure, content and scope of each of its training modules, and with all kinds of monitoring and evaluation of training methods.

Courses under the program of the educational discipline "Marketing" are in the following forms: lectures, practical exercises, the individual tasks, independent work of students, controls.

The studying of the discipline consists the training modules. Study is a relatively independent unit of a separate discipline, which logically combines several elements of training courses in content and relationships.

Thematic plan of the discipline "Marketing" consists of four modules (tab. 2).

Table 2

Structure of a test credit of the educational discipline

Theme	Quantity of hours			
	Lectures	Practical (seminars)	Individual training	Independent training
Module 1. Theoretical foundations of Marketing and its modern concept				
Theme 1. The essence of marketing and development of its concepts	4	4	–	10
Theme 2. Marketing as an open mobile system	12	4	–	4
Module 2. Marketing research				
Theme 3. Formation of marketing information system on the basis of market research	4	6	2	3
Theme 4. Learning needs and consumer behavior and choice of target segments. Positioning	4	4	2	3
Theme 5. Investigation of the goods. Planning of a New Product	6	4	2	3
Theme 6. Analysis of competition	4	4	2	2
Module 3. Development and implementation the complex of operational marketing				
Theme 7. Goods in a complex of marketing	4		2	6
Theme 8. Price in a complex of marketing	4	4	2	6
Theme 9. Communication in a complex of marketing	6		2	8
Theme 10. Distribution in a complex of marketing	4	5	2	6
Module 4. Marketing Management				
Theme 11. Strategic planning of marketing. Marketing Strategies.	8	7	2	6
Theme 12. Managing of marketing activities	4	2	–	6
Theme 13. Auditing and monitoring of marketing	4	6	–	6
Theme 14. Marketing Staff	2	8	–	7
Total	70	52	18	76

3. Contents of the educational discipline according to modules and themes

Module 1. Theoretical foundations of marketing and its modern concept

Theme 1. The essence of the basic concepts of marketing and evolution of its concepts

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, communication, distribution). 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.

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.

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.

Module 2. Marketing research

Theme 3. Formation of marketing information system on the basis of market 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 on our results (recommendations).

Theme 4. Learning needs and consumer behavior and choice of target segments. Positioning

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.

Theme 5. Investigation of the goods. Planning of a new product

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.

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.

Theme 6. Analysis of competition

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.

Module 3. Development and implementation of complex operational marketing

Theme 7. Goods in a complex of 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 8. Price in a complex of marketing

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 9. Communication in a complex of marketing

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 10. Distribution in a complex of marketing

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.

Module 4. Marketing management

Theme 11. Strategic planning of marketing. Marketing strategies.

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.

Theme 12. Managing of marketing activities

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.

Theme 13. Auditing and monitoring of marketing

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

Theme 14. Marketing Staff

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.

4. Plans of lectures

Module 1. Theoretical foundations of marketing and its modern concept

Theme 1. The essence of the basic concepts of marketing and evolution of its concepts

1. Historical background of marketing as a way to effective management activities.
 2. Evolution of marketing concepts in Ukraine.
 3. Environment of organization.
 4. The functions of marketing.
- References: main : [1–3]; ancillary : [7, 12, 15, 25].

Theme 2. Marketing as an open mobile system

1. Classification features.
 2. Marketing models.
- References: main : [2, 4, 6]; ancillary : [8, 10, 13, 18, 24].

Module 2. Marketing research

Theme 3. Formation of marketing information system on the basis of market research

1. The essence of marketing research.
 2. Types of Marketing Research Contents stages of marketing research.
- References: main : [1 , 4]; ancillary : [11–18].

Theme 4. Learning needs and consumer behavior and choice of target segments. Positioning

1. Modeling the behavior of market actors.
 2. Features decisions on purchasing agents.
 3. The essence and principles of market segmentation.
 4. Strategy of market reach.
 5. Positioning of the product.
- References: main : [2, 5]; ancillary : [13–17, 23–26].

Theme 5. Investigation of the goods. Planning of a new product

1. The concept of goods and commercial units in the theory of marketing.
2. Life cycle inventory.
3. The concept of competitive product. Methods of determining the competitiveness.

References: main : [6]; ancillary : [7, 11, 14, 18, 23].

Theme 6. Analysis of competition

1. Causes of competition.
2. Methods for analyzing competition.

References: main : [4, 5]; ancillary : [8, 10, 14, 19].

Module 3. Development and implementation of complex operational marketing

Theme 7. Goods in a complex of marketing

1. Commodity policy as a means of competition.
2. The concept of nomenclature of products.
3. Brand, its components, the requirements for branded goods. The concept and importance of branding.
4. The concept of quality goods.

References: main : [1 , 3]; ancillary : [8, 12, 16, 22].

Theme 8. Price in a complex of marketing

1. Main factors influencing the pricing policies of the enterprise.
2. Features pricing of different types of market.
3. Types of pricing strategies.
4. Pricing methods. Price structure.
5. Types of discounts, charges, premiums. Choosing economically reasonable price.

References: main : [2]; ancillary : [9, 16–23].

Theme 9. Communication in a complex of marketing

1. Features elements of marketing communications.
2. Factors that determine the structure of communication activities.
3. Nature and role of advertising. Planning and development campaign.
4. Areas of sales promotion.
5. Synthetic means of marketing communications.

References: main : [4, 6]; ancillary : [7, 14–20].

Theme 10. Distribution in a complex of marketing

1. The concept of distribution system and its components.
2. Channels of distribution. The functions of distribution channels.
3. Types of marketing systems of distribution.
4. Development of vertical marketing systems of distribution.
5. Marketing solutions for distribution channel structure and a scheme of their approval.
6. Methods of distribution services.
7. Types and features of intermediaries in the production areas.

References: main : [1 , 2 , 5]; ancillary : [11, 13, 15–20].

Module 4. Marketing management

Theme 11. Strategic planning of marketing. Marketing Strategies

1. The concept and essence of strategic planning.
2. The choice of strategic direction for the company.
3. Development of a complex marketing initiatives. The calculation of the budget of the program marketing.

References: main : [3]; ancillary : [10–14, 22].

Theme 12. Managing of marketing activities

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

References: main : [6]; ancillary : [13–15, 20].

Theme 13. Auditing and monitoring of marketing

1. The essence of marketing control.

2. Types of marketing control: the implementation of annual plans, by matching the performance of enterprise marketing strategy.

References: main : [2, 4]; ancillary : [10, 11].

Topic 14. Marketing staff

1. The concept of personnel, marketing personnel. Recruitment, staffing strategy based on overall business objectives. The concept of internal marketing.

2. The modern system of promoting staff. Evaluation of personnel. Certification of staff. Optimization of quantitative and qualitative composition of the marketing divisions.

References: main : [3–5]; ancillary : [7, 12, 16, 17, 21].

5. Plans of seminars

Seminar is a form of instruction where teacher organizes the discussion around certain topics to which students prepare the thesis. The list of topics of seminars on the discipline "Marketing" is presented (tab. 2).

Table 2

Structure of seminars

Theme 1	Questions 2	Hours 3	Bibliography 4
Theme 1. The essence of marketing and development of its concepts	1. Environment of organization. 2. Internal and external environment. 3. Controllable and uncontrollable factors of macro and micro environment, under the constant influence of which is system of marketing the company	4	main : [1-3]; ancillary : [12, 14]
Theme 2. Marketing as an open mobile system	1. Classification features: markets, aims, objects of marketing, the demand, the strategy of market reach	4	main : [2, 6]; ancillary : [13, 17, 19]
Theme 3. Formation of marketing information system on the basis of market research	1. Goals and objectives of market research. 2. Basic requirements for market research. 3. The scale and nature of marketing research: descriptive, causal, prognostic	4	main : [3–5]; ancillary : [11, 14, 16]

Table 2 (the continuos)

1	2	3	4
Theme 4. Learning needs and consumer behavior and choice of target segments. Positioning	1. Classification of market needs. Modeling consumer behavior. 2. Factors that influence behavior. 3. Decision-making for the purchase of goods and non-productive purposes	4	main : [1–3]; ancillary : [7, 9, 11, 14, 17]
Theme 5. Investigation of the goods. Planning of a new product	1. The concept of goods and commercial units in the theory of marketing. 2. Classification products by: destination, time of use, nature and degree of processing, purpose and price, the means of production. 3. Characteristics of consumer goods, capital goods and services	6	main : [2, 5]; ancillary : [11, 15, 21]
Theme 6. Analysis of competition	1. Causes of competition. 2. Types of competition. 3. Object and competition. 4. The main stages of the research competition	4	main : [3, 5]; ancillary : [10, 12, 16, 18, 25]
Theme 7. Goods in a complex of marketing	1. The concept of range of products, product range, performance evaluation (depth, width, color, harmony, stability, rate of renewal)	4	main : [4, 6]; ancillary : [8, 11, 13, 15, 20]
Theme 8. Price in a complex of marketing	1. Main factors influencing the pricing of the business: costs, market conditions, competition, government regulation of prices, features of distribution systems. 2. Features pricing of different types of market. 3. Trends roles of price and nonprice competition	4	main : [1, 2]; ancillary : [9, 11–15, 18, 22]
Theme 9. Communication in a complex of marketing	1. Nature and role of advertising. 2. Planning and development campaign. 3. Track, chart, form and structure of advertising appeal. 4. The choice of advertising and information media and performance evaluations of advertising. 5. The notion of "corporate identity"	6	main : [4, 5]; ancillary : [9, 12, 16, 17, 20, 22, 24]
Theme 10. Distribution in a complex of marketing	1. Types of marketing distribution systems: traditional, multi-channel, horizontal, vertical. 2. Development of vertical marketing systems, sales, their types (managed, corporate and contractual). 3. Features contractual vertical marketing systems marketing	4	main : [3, 5]; ancillary : [11, 13, 16, 17, 21]

Table 2 (the ending)

1	2	3	4
Theme 11. Strategic planning of marketing. Marketing strategies	1. The concept and essence of strategic planning. 2. Forecast market changes in the long run. 3. Market fluctuations. 4. The choice of strategic direction for enterprises	8	main : [1, 4]; ancillary : [12, 18, 21, 26]
Theme 12. Managing of marketing activities	1. Characteristics, and conditions of use of functional, commodity, geographic, market and matrix organizational structure, their similarities and differences	4	main : [3, 5]; ancillary : [8, 11, 21, 25, 26]
Theme 13. Auditing and monitoring of marketing	1. Marketing control	4	main : [3]; ancillary : [11, 14]
Theme 14. Marketing staff	1. The concept of internal of marketing. 2. Features marketing staff industrial areas and services. 3. The modern system of promoting staff. 4. Evaluation of personnel. 5. Certification of staff	2	main : [2, 4]; ancillary : [8, 12, 15, 16, 22]

6. Plans of practical studies

Practice is a form of instruction where a teacher organizes a detailed consideration of individual students' theoretical learning. Students obtain skills and practical experience through individual performance of various tasks.

Practical studies based on previously prepared methodical material – tests serve to detect the degree of student mastery of necessary theoretical terms, a set of tasks of varying complexity for solving by the students in class.

Workshop includes a previous control of knowledge and skills of students. Teachers formulate a common problem and discuss with students.

7. Individual training and research objectives

Preparation of individual scientific and research tasks (hereinafter - ISRT) provides: systematization, consolidation, expansion of theoretical and practical knowledge and application of discipline in dealing with specific

industrial situations, and developing independent work skills and mastering the methods of research and experiments related to the topic of ISRT .

ISRT suggests the presence of these elements of scientific research: practical value, comprehensive systematic approach to performance analysis, using advanced theoretical methods and modern scientific developments, the presence of elements of creativity, ability to use modern technology.

The practical significance lies in the grounds of ISRT reality of its results for the needs of management practices.

A comprehensive systematic approach to the topic of work is that the research subject is considered under different points of view – from the perspective of theoretical basis and practical developments, the conditions for its implementation, analysis, ways to improve grounds and so on.

Application of modern methods is the development of selected scientific and objective grounds for different options to achieve the goals. Students must use the information on the latest achievements in engineering and technology research, to apply various methods and tools to solve the scientific problem, approaches to modeling the selected object .

Topics for individual educational and research tasks

As a subject can be selected the following areas of study:

1. Market research and a marketing information system.
2. Analysis and market segmentation.
3. The choice of target segments and positioning products.
4. Creation and existence of trademark (brand).
5. The formation of pricing policies.
6. Policy making product distribution.
7. The formation of communal politics.

The main part consists of the following sections:

1. Theoretical aspects of the subject (problem) area.
2. Analysis of factors influencing the decision-making process regarding aspects of the problem.
3. Justification of the choice of marketing facility (enterprises, product).

8. Independent training

A necessary element of successful learning courses is independent study of domestic and foreign special economic literature, statistical materials. The main types of independent work, students are offered in tab. 3.

Table 3

Structure of independent training

Themes	Independent training	Hours	Bibliography
1	2	3	4
Theme 1. The essence of marketing and development of its concepts	1. Characteristics of the concept of marketing partnerships and marketing, based on cost. Comparison of concepts and their significance for Ukrainian enterprises. 2. Marketing and Management: correlation	10	main : [1,2]; ancillary : [7, 9–11, 17]
Theme 2. Marketing as an open mobile system	1. Ways to influence marketing managers on the level, the dynamics and structure of demand. 2. Compare products marketing in consumer demand and industrial supplies	4	main : [2–4]; ancillary : [7–9, 14, 18, 22]
Theme 3. Formation of marketing information system on the basis of market research	1. The role of information in marketing research under-enterprises. 2. The main task of marketing information system. 3. Building a database of consumers	3	main : [3, 5]; ancillary : [7, 8, 12, 26]
Theme 4. Learning needs and consumer behavior and choice of target segments. Positioning.	1. The influence of cultural factors on decision-making process for the purchase. 2. The basic elements of personal consumer that determine the decision to purchase. 3. Strategies for selecting target markets. 4. Characteristics of the basic tools of differentiation of products and services. 5. Major errors in positioning products	3	main : [1–3]; ancillary : [8, 10, 14, 23]
Theme 5. Investigation of the goods. Planning of a new product	1. Approaches to the definition of new products, new kinds of products from the perspective of the firm. 2. The main stages of planning a new product. 3. The process of creating innovative products through differentiation and diversification	3	main : [1, 4]; ancillary : [15–17]
Theme 6. Analysis of the competition	1. The concept of industry competition. 2. Five forces model of competition by M. Porter. 3. Competitive strategy based on the role of firms in a competition	2	main : [4, 5]; ancillary : [8–11, 14–16, 22–25]
Theme 7. Goods in a complex of marketing	1. Structure marketing product policy: development, maintenancing, elimination. 2. The main parameters of production. 3. Classification of types of products	6	main : [3–6]; ancillary : [8, 9, 13, 20]

Table 3 (the ending)

1	2	3	4
Theme 8. Price in a complex of marketing	<ol style="list-style-type: none"> 1. The role of prices in the marketing of the enterprise. 2. Price elasticity of goods. 3. Determination of the financial implications based on pricing breakeven analysis 	6	main : [4, 5]; ancillary : [8–11, 13–18, 22]
Theme 9. Communication in a complex of marketing	<ol style="list-style-type: none"> 1. The structure of marketing communications. 2. Advantages and disadvantages of fixed assets of marketing communications. 3. Features models of advertising appeals. 4. Evaluating the effectiveness of advertising campaigns. 5. Methods for determining the budget to promote the products 	8	main : [6]; ancillary : [8–14, 21–23]
Theme 10. Distribution in a complex of marketing	<ol style="list-style-type: none"> 1. The essence and significance of distribution policy in the marketing business. 2. The main advantages and disadvantages of multilevel distribution system. 3. Mediation in channels of distribution. 4. Evaluating the effectiveness of distribution channels 	6	main : [3, 5, 6]; ancillary : [11–15, 18–22]
Theme 11. Strategic planning of marketing. Marketing Strategies.	<ol style="list-style-type: none"> 1. The main stages of strategic planning marketing. 2. Aspects of strategic marketing analysis. SWOT-analysis. 3. Planning a new business based on GAP-analysis 	6	main : [2, 4]; ancillary : [10, 12, 16, 22]
Theme 12. Managing of marketing activities	<ol style="list-style-type: none"> 1. Principles and methods of effective marketing in the enterprise. 2. Principles for the organization of marketing activities. 3. The team approach to marketing activities in the adoption of marketing management concepts 	6	main : [2–5]; ancillary : [13, 16, 21]
Theme 13. Auditing and monitoring of marketing	<ol style="list-style-type: none"> 1. Marketing as a management activity, business ideology and art as business. 2. Milestones marketing concept. 3. Understanding the functions of marketing, general and specific functions of marketing. 4. Elements of macro- and microhabitat organizations and their impact on enterprise activity. 5. Basic features of classification models of marketing 	6	main : [1, 6]; ancillary : [11, 12, 18, 24]
Theme 14. Marketing staff	<ol style="list-style-type: none"> 1. Features marketing personnel. 2. Methods of assessing human resources company. 3. Criteria for optimization of quantitative and qualitative marketing 	7	main : [1–3]; ancillary : [14, 17, 21, 25]

9. Questions for self-control

1. The essence of marketing. Marketing as a management activity, business ideology and art as business.
2. Milestones marketing concept.
3. Understanding the functions of marketing, general and specific functions of marketing.
4. Elements of macro-and microhabitat organizations and their impact on enterprise activity.
5. Basic features of classification models of marketing.
6. Types of marketing depending on demand.
7. Marketing research: nature, purpose and objectives.
8. Subjects and objects of market research.
9. Organizational forms of marketing research.
10. The main stages of marketing research.
11. Types and market specific of marketing information.
12. Essence desk market research methods.
13. The essence of the field methods of market research and external source information. Sources of information.
14. The main recommendations in the creation of survey sheets.
15. The notion of "market": essence, cause and time of appearance, stages of development, types and varieties, the role and importance in the economy. Features of modern markets.
16. Comprehensive market research. The main directions of research.
17. Market exploration in the process of comprehensive studies in marketing.
18. The notion of "demand" and "market capacity". Determination of market capacity for each of the target segments as the final part of a comprehensive marketing study.
19. Study of buyers and consumers. Aims and research directions.
20. Analysis of factors that influence consumer behavior.
21. Segmentation of market (buyers or consumers), its nature and conditions under which resort to it.
22. Methods of market segmentation for different possible criteria. Terms and Conditions of segmentation.
23. Specific understanding of the concepts "good" and "service" in marketing in comparison with their understanding of other sciences.

24. Classification of goods and services that are developed and used, inserted in the marketing activity.
25. The main characteristics of goods, which are investigated and which pay special attention to marketing activities.
26. The concept of market life cycle.
27. Dependence of the content marketing stages of the life cycle of the product market.
28. The concept of "new product" marketing. The factors that force companies to worry about the production of goods' market novelty.
29. Search and accumulation of "new product ideas in the process of marketing the company. Sources of ideas. Banks ideas. Special methods of search.
30. Competitiveness of product companies.
31. The need for competitiveness management product. Explain the level of competitiveness.
32. Competition: general concepts, types and forms, the role and importance in the economy, which suggests governing by market relations.
33. The study of competition and competitors in the process of comprehensive market research.
34. The general concept of product policy, marketing strategy and tactics of the company, which operates under the concept of marketing.
35. Key indicators to evaluate the nomenclature and product assortment-company.
36. The concept of brand. Requirements for branded goods.
37. The main differences between brand and trade mark.
38. Customer service, principles and criteria of evaluation of development.
39. Certification of products and its role in improving their quality.
40. Price as one of the main tools (means) of marketing: the concept of "price", kinds of prices, the possibility of operating cost, the constant work of marketing services at prices.
41. Pricing as part of the marketing activity, different types of possible price-fixing.
42. Factors of pricing policies of the enterprise.
43. Pricing upon exiting new product to market. Methods of determining prices. Possible pricing strategies.
44. The elements of marketing communications.

45. The essence of advertising as the main means of demand for goods and services. Types, forms and methods of advertising. Advertising company.
46. Changes in species and content of advertisements and second means of the demand according to the stages of the life cycle of products.
47. Objects targeted measures to stimulate sales. Collections of sales promotion.
48. Establishment of Public Relations (PR) as the variety of work for the formation of demand and sales promotion. The forms, methods, means, organization and planning of public relations at the enterprise.
49. Analysis of the forms and methods of distribution in the target market in the process of comprehensive market research.
50. The essence of the movement of goods and sales, their value in the process of marketing.
51. Types of distribution channels used in carrying out marketing activities on industrial enterprise. Advantages and disadvantages of each type of channel.
52. Organization of goods distribution through intermediaries. Give characteristics of various kinds of intermediaries.
53. The choice of a system for selling goods and their sale, factors whose influence is a choice.
54. The essence of strategic planning business.
55. Developing a marketing strategy. Possible types of strategies.
56. Choice of specific target markets, means and time to market with a marketing strategy company.
57. The essence of marketing planning. Marketing program as a form of planning.
58. Contents marketing program.
59. The organization of effective marketing services in the enterprise.
60. Types of organizational structures of marketing.
61. Features and conditions of use of a certain organizational structure.
62. Control concept in marketing.
63. The main objects of marketing control.
64. Features marketing personnel.
65. Methods of assessing human resources company.
66. Criteria for optimization of quantitative and qualitative marketing departments.

10. Tutorials

Individual and consulting work is advisory work in the form of: individual lessons, consultations, checking of individual tasks, verification and security problems that made the current control.

The forms of individual and advisory work are:

a) theoretical material:

consulting: individual (question – answer);

group (considering typical examples – cases);

b) by learning practical material:

individual and group counseling;

c) for a comprehensive assessment of learning program material:

individual donation of the works.

11. System of current and final assesment

Control measures include the current and final assesment.

Inspection and testing of students may be conducted in the following forms:

1. Assessment of student's knowledge during seminars and hands-on lectures.

2. The individual teaching and research tasks.

3. Of intermediate testing.

4. Current module control.

5. Final written examination.

Evaluating students knowledge during the seminars and workshops aimed at checking the level of preparedness of students for specific work.

The evaluations are conducted on a 12-point scale by the following criteria:

1) understanding the degree of assimilation of theory and methodology issues are to be considered;

2) the degree of mastering the facts of the discipline;

3) introduction of recommended books, as well as modern literature on the issues are to be considered;

4) ability to combine theory with practice in the consideration of design situations, solving problems, carrying out calculations when performing tasks made for self-processing, and tasks, made in the classroom;

5) logic, structure, style of presentation in writings and in speeches to the audience, the ability to justify their position, to summarize available information and draw conclusions.

Example of Module task

Theoretical part:

1. With what references do the consumers compare product prices?
2. Explain the characteristics of direct marketing.
3. What are the differences between primary types of price deals?

Practical part:

1. The company specializes in the production of shampoo and liquid soap. The products have consumer products in Ukraine, CIS countries, developing countries and countries in Western Europe. The characteristics of the portfolio offers enterprise in money terms (MT) for two years, the market share of the enterprise and the strongest competitor for each type of product are shown in the tab. 1. Using matrix BCG (Boston Consulting Group, USA) to form a product strategy company. Make your opinions.

Table 1

Types of products	Products Sales by year, thousands of MT		Market share next year,%	
	previous	next	companies	strongest competitor
1. Shampoos for Ukraine and CIS countries	2760	2270	31	19
2. Shampoos for developing countries	640	570	40	28
3. Shampoos for Western Europe	1430	1320	15	12
4. Liquid soaps for Ukraine and CIS countries	2260	2570	21	17
5. Liquid soaps for developing countries	980	840	16	12

2. Company manufactures TV-sets and sells them at a price of 560 USD per unit. Fixed costs per month are 6780 USD. And variable costs per unit of output – 380 USD. What is the break-even point? How many water heaters should the company sell to recover costs and get a profit of 3 000 USD? Build a break-even chart.

Example of the examination card

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

Speciality “Management of Organizations” Semester 6

The educational discipline “**Marketing**”

Task 1 (stereotype)

The company wants to increase its market share from 25 to 27 % next year. In this situation the cost increases by 1,2 %, price decline by 2,5%. Next year demand on the product will grow by 17 % and will be 45 000 units. This year the cost of production is 4 UAH. And the price – 4,7 UAH. Is it a good idea to do this action?

Task 2 (diagnostic)

Based on the description of each constituent element of the marketing mix given in tab. 1, describe a set of marketing-mix Kharkov Tobacco Factory “Fillip Morris-Ukraine” with the characteristics of each component of the marketing mix tools (product policy, price policy, promotion and communication).

Table 1

Tools of the marketing mix

Product Policy	Pricing policy	Promotion policy	Communication politycy
<ul style="list-style-type: none"> ✓ product design, ✓ product packaging, ✓ the quality of the goods (services), ✓ company policy, ✓ diversification, ✓ the policy of differentiation of the goods (services), ✓ the assortment policy, ✓ the policy guarantees, ✓ the policy of the brand 	<ul style="list-style-type: none"> ✓ pricing, ✓ system of discounts and allowances, ✓ conditions of supply of goods (services) and its payment, ✓ the credit policy, ✓ the system of promotion and premium prices, ✓ promotional rate policy, ✓ the policy of price differentiation, the strategy of low or high prices 	<ul style="list-style-type: none"> ✓ analysis and selection of distribution channels for products, ✓ marketing logistics, ✓ trade policies, ✓ the policy of selling, ✓ the policy distribution of productive forces, ✓ the policy of the location of customers and markets, ✓ procurement policies, ✓ storage policies, ✓ the choice of mediators 	<ul style="list-style-type: none"> ✓ the organization of interaction of the offerer with the subjects of marketing, ✓ planning and organization of business communications, ✓ media advertising policy, ✓ sales promotion, ✓ direct advertising, ✓ personal sales, ✓ public relations, ✓ organization sponsorship, ✓ advertising policies of the product (service)

Task 3 (stereotype)

Using baseline data in tab. 2, calculate the market share held by manufacturers of baby food, segment share, relative market share, market share relative to leading competitors. Your enterprise is LTD “Sandora”. Make conclusions.

Table 2

Data for analyzing

Title	Sales, units	
	Baby food milk-based, ton	Juices and canned baby food, ton
LTD “Sandora”		50947
LTD “Odessa’s cannery”		9021
LTD “Simpheropol’s cannery”		6038
LTD “Favor”	30449	
LTD “Horol’s milk cannery combine of baby food”	10362	
LTD “Beltskiy milk cannery combine of baby food”	9052	
Dairy factory baby food	3050	

Task 4 (diagnostic)

Business strategy for the production of electrical equipment designed to reduce costs. The company is considering, making the most of your hardware 100 000 components or buying them for 45 UAH per unit. If it is decided to produce their own, the variable costs of production will make 6 000 UAH, fixed costs – 3 000 UAH.

Purchasing details, the company can avoid the variable costs of 6 000UAH and reduce fixed costs to 2 800 UAH.

You have to analyze and choose the most advantageous for enterprise solution to:

1. Fabricate parts yourself.
2. Buy parts and not to use the equipment released.
3. Buy parts and used equipment, which is released for production of other products that can bring profit of 1 000 UAH.

Task 5 (heuristic)

You should investigate whether the increase of sales of goods on a particular segment is based on the following conditions:

capacity of the segment is 300 thousand USD;
the actual volume of sales of goods in the reporting year – 84050 USD;
the planned sales volume next year – 92960 USD;
selling price of goods in the reporting year is – 15.3 USD / unit;
selling price of goods next year is – 16.7 USD per unit;
cost of production and sale of goods (excluding marketing costs) in the reporting and subsequent years is respectively – 11.3 USD / unit and 11.5 USD / unit;

to achieve the planned sales volume next year it's necessary to spend on marketing activities for 7 thousand USD. Moreover, 12 thousand USD was spent on marketing in the reporting year.

Define: 1) market share, which it seized the company in the reporting year and market share, which will take next year, and 2) actually received by the balance sheet profit and expected profit in the next year, and 3) make findings on the feasibility of increasing market share, whereas primary purpose of this enterprise is to maximize current profits.

Evaluation criteria of a written exam

Exam card includes the following tasks: two stereotyped tasks, two diagnostic tasks, one heuristic task.

Stereotyped task (maximum score 1 point) – put, if practical tasks performed on the whole correctly using the wrong algorithm.

Diagnostic tasks (maximum score 2 points).

Mark 2 is put for full assimilation of the program material and the ability to navigate in it, conscious application of knowledge to solve practical situations. When performing diagnostic tasks the student must make correct conclusions about the proposed industrial situation and to formulate his own recommendation to improve the problem. Design of the completed task should be neat.

Mark 1 treats partial ability to apply theoretical knowledge to solve practical problems, if the task is partially completed, the student's responses demonstrated an understanding of basic material provisions of the discipline.

Heuristic tasks (maximum score 6 points).

Mark 6 is put for deep knowledge of program material, the application to respond not only recommended, but additional literature and creative approach, a clear knowledge of concepts, methods, techniques, tools and financial sciences, ability to use them for specific practical problems, solving industrial situations. In the performance of heuristic problem the student must provide the production version of the proposed decision on the situation and draw the appropriate conclusions. Design questions should be neat, logical and consistent.

Mark 5 is put for full assimilation of the program material and ability to navigate in it, conscious application of knowledge to solve the problem of heuristic, if all requirements are provided for evaluation "4 points" in the presence of minor mistakes (i.e. approach to solving problems is true, but there were inaccuracies in the calculation of certain parameters), or not quite complete withdrawal by the results obtained by solving the problem. Design of the completed task should be neat.

Mark 4 is put for the ability to apply theoretical knowledge to solve the problem of heuristic, if the majority of tasks one performed, and student's response demonstrated understanding of the conceptual material of the discipline.

Mark 3 is put for acquiring a large piece of material, however, if a student performs an heuristic problem without sufficient understanding of the uses of educational materials and can not correctly perform all tasks.

Mark 2 is put for a partial ability to apply theoretical knowledge to solve practical problems, for not acquiring a large piece of material, if the student can not correctly perform the task facing many difficulties in the analysis of economic phenomena and processes.

Mark 1 is put for failure to do the task in general.

Criteria for evaluation discipline

Students' responses are evaluated according to 12-point scale according to the qualification requirements for students in "Management of organizations".

To assess students' answers to theoretical questions and practical issues the following criteria are used:

mark 12 is put profound learning of program material, the application to respond not only recommended, but additional literature and creative approach, clear knowledge of concepts, methods, techniques and research tools. Answer for questions must be complete and correct, answer design – neat, logical and consistent. For the task student applies either typical algorithm or independently developed algorithms. Conclusions to task are quite reasonably justified;

mark 11 is put profound learning of program material and recommended literature, clear knowledge of concepts, methods, techniques and research tools, the ability to use them for specific practical problems, solving situations. Practical tasks are performed using the default algorithm, self-developed algorithm and reasoned conclusions are made. When performing tasks a student made minor inaccuracies.

mark 10 is put for the complete assimilation of program material and recommended literature, clear knowledge of concepts, methods, techniques and research tools, the ability to use them for specific practical problems, solving situations. Practical tasks are performed using the default algorithm, self-developed algorithm and reasoned conclusions are made. Practical tasks are carried out properly in general, as the full model using the algorithm with some modifications. Incidental minor errors that do not significantly influence the completeness and consistency response are permitted. Design of the completed task should be neat;

mark 9 is put of the full assimilation of program material and ability to navigate in it, conscious application of knowledge to solve practical problems, if all requirements stipulated for the evaluation "excellent" in the presence of minor arithmetic errors (i. e. approach to solving a problem is correct, but there were inaccuracies in the calculation of certain parameters), or not quite complete withdrawal by the results obtained by the task;

mark 8 is put for the full assimilation of program material and ability to navigate in it, conscious application of knowledge to solve practical problems. Practical tasks are carried out in general correctly using the default algorithm, but the student assumes certain immaterial errors (for example, a methodical

approach to problem solving is true, but supposed inaccuracies in the calculation of certain indicators or reflections);

mark 7 is put if a student when performing practical tasks applies the basic knowledge of educational material provided for the curriculum. Practical tasks are carried out in general correctly using the default algorithm, but the student assumes certain immaterial errors (such as logical errors);

mark 6 is put for the lack of ability to apply theoretical knowledge to solve practical problems, if the task is mainly accomplished and goals achieved, the student's response demonstrated understanding of the conceptual material of the educational discipline. In carrying out practical tasks without sufficient understanding student uses educational materials and assumes significant errors;

mark 5 is put for partial ability to apply theoretical knowledge to solve practical problems, if the task is partially completed, and student's response demonstrated understanding of the conceptual material of the discipline;

mark 4 is put in cases when a student performs practical tasks without sufficient understanding of course material, makes significant errors, faces difficulties in analysis and comparison of economic phenomena and processes;

mark 3 is put for not acquiring a large piece of material to the material who can not properly perform practical tasks facing many difficulties in the analysis of economic phenomena and processes;

mark 2 is put to the student not master the program material, the practical challenge was not met, almost no analysis of the situation and the rationale for certain administrative decisions was made;

mark 1 is put for failure to perform the task in general.

To summarize the students with the academic discipline of "Marketing" is assigned the overall assessment that takes into account estimates of each type of control (two-assess the current module control for work during the semester and exam results).

Overall assessment of the discipline is calculated as the weighted sum of evaluations: 0,4 (estimate flow-control module) + 0,6 (estimate of the exam).

Summary evaluation of the discipline in accordance with the Methods of transfer indicators of student success in university assessment scale ECTS converted to the grade on a scale of ECTS.

Table 6

Transference of University Characteristics of Students' Progress into the System of the ECTS

Percentage of students who are usually successful, but achieve an appropriate evaluation rating scale	ECTS assessing scale		Assessment of the Kharkiv National University for Economics scale	Assessment for national scale
10	Excellent performance	A	12 – 11	excellent
25	Above average	B	10	
30	Work is correct in general, but with a number of errors	C	9 – 7	good
25	Not bad, but many drawbacks	D	6	satisfactory
10	Performance meets the minimum criteria	E	5 – 4	
-	Needs re-taking	FX	3	unsatisfactory
-	Repeated study of the discipline	F	2 – 1	

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НАВЧАЛЬНЕ ВИДАННЯ

**Робоча програма
навчальної дисципліни
“МАРКЕТИНГ”
для студентів спеціалізації «Менеджмент організацій»
усіх форм навчання**

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