

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

# **MARKETING**

## **Syllabus**

**for Bachelor's (first) degree students  
of speciality 051 "Economics"**

**Kharkiv  
S. Kuznets KhNUE  
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M31

**Compiled by:** M. Afanasiev  
A. Panchuk  
Yu. Kotelnykova

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*Самостійне електронне текстове мережеве видання*

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The thematic plan of the academic discipline and its contents are given according to the modules and themes. Plans of lectures, practical studies and seminars, materials for consolidation of knowledge (tasks for independent work, test questions), criteria for students' knowledge evaluation and professional competences which a student should have after studying the academic discipline are suggested.

For Bachelor's (first) degree students of speciality 051 "Economics".

**UDC 339.138(07.034)**

# Introduction

The new stage of market transformations in Ukraine's economy requires increased attention to the problems arising at the enterprises developing an effective marketing mix, adapted, on the one hand, to the resource capabilities of the enterprise, on the other hand, to external market opportunities and constraints. In these circumstances there is a need to focus on marketing apart from using the principles and methods of management.

The marketing approach to enterprise management leads to rapid adaptation to the changing external environment, saturation of markets and increased price competition.

The value of marketing for businesses is that it focuses on key, long-term factors of success, concentrating efforts on developing the most important long-term targets associated primarily with making reasonable strategic decisions.

Modern enterprises, however, need to identify their market share, search target segments, identify promising and unpromising items in their nomenclature corresponding to their positioning in the market and in the minds of consumers when determining their competitive position.

Under modern conditions, every company is interested in effective marketing management. In particular, it is necessary to know how to analyze market opportunities, select target markets, develop an effective marketing mix and successfully implement marketing efforts.

Thus, the marketing task is to find strategic solutions to meet the needs of consumers, form their loyalty, obtain advantages over competitors taking appropriate market-based measures. Competent, informed marketing solutions help businesses survive in the unfavorable external environment.

The academic discipline "Marketing" is an optional one and is taught according to the curriculum of full-time Bachelor's (first) degree students of all specialities.

## 1. Description of the academic discipline

Names of indicators	Speciality, educational degree	Academic discipline features
		full-time study
Number of credits: 4	Speciality: 051 "Economics"	Optional
Thematic modules: 2		Academic year
Total number of hours: 144		3rd
		Semester
		5th or 6th
Hours per week for the full- time study: 3 class hours		Academic degree: bachelor
	30 hours	
	Practical and seminar studies	
	30 hours	
	Independent work	
	84 hours	
		Final assessment
		Exam

The ratio of class hours to independent work is 58 % for full-time study.

## 2. The goal and objectives of the academic discipline

The **goal** of teaching the academic discipline is to form system competences regarding the justification of economic decisions on the basis of the marketing management approach.

**The object** of the academic discipline is the modern concept of market management – marketing, stages of its formation, peculiarities of the system of management that is emerging in the Ukrainian economy.

**The subject** of the academic discipline is the basic principles and methods of marketing functions, activities and tools.

Students start studying the academic discipline having listened to a number of academic disciplines of the professional humanitarian cycles.

The theoretical and methodological basis of studying this discipline is made up of such subjects as "Enterprise Economy", "Economic Analysis",

"Microeconomics", "Management", "Accounting". In turn, knowledge of the given discipline ensures successful assimilation of such disciplines, as "Project Management", "Economic Management", "Managing Strategic Changes", "Study and Expert Examination of Business Projects", as well as performing trainings, interdisciplinary integrated term papers, bachelor and master theses.

Students receive the necessary knowledge during lectures and carrying out practical tasks in the process of learning. The most difficult issues are submitted for review and discussion at seminars. Independent work of students is also of great importance for studying and consolidating knowledge.

Having mastered the academic discipline, the student should

***know:***

the framework of the categories and concepts of marketing;

the goals, objectives, principles and functions of marketing;

the components of the enterprise marketing environment;

the set of marketing tools;

the types of marketing strategies;

the technology and methods of conducting marketing research;

the concept of the product life cycle;

the formation of commodity, price, communication, distribution policy of the company;

the contents of the main sections of the marketing plan;

the enterprise marketing activity management.

***be able to:***

define the marketing information system;

carry out the segmentation of markets;

explore the enterprise marketing environment;

calculate the demand, the market capacity;

carry out the positioning of the goods;

apply a range of marketing tools;

assess the product competitiveness;

shape the marketing strategy;

develop a marketing plan for the company.

The process of teaching focuses on a student's acquisition of professional competences listed in Table 2 and Annex A.

**Professional competences that students have  
after studying the academic discipline**

Competence code	Competence name	Competence constituents
MARK 8.1	To carry out marketing research regarding the components of the marketing environment	To analyze the factors influencing the direction of the marketing activities
		To determine the components of internal and external marketing environment
		To prepare and carry out a marketing study of state and market, the segmentation of business entities
MARK 8.2	To develop a marketing plan	To form the enterprise assortment policy on the basis of evaluation of consumer needs
		To develop the company pricing strategy
		To organize and assess the feasibility of conducting marketing and communication campaigns
		To control the company marketing activities

### 3. The contents of the academic discipline

#### Content module 1

#### Marketing as a philosophy and tool of entrepreneurship

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

###### *1.1. The essence of marketing.*

The market as a condition and objective economic basis of marketing. Marketing as an independent type of entrepreneurship activity. Marketing as a management function. Marketing as a modern vision of the business philosophy. Hierarchy of needs according to Maslow. The socio-economic essence of marketing.

###### *1.2. The basic notions of marketing.*

The need, desire, demand, commodity, exchange, transaction, market as the basic concepts of marketing. The content and forms of marketing. Product-oriented marketing. Customer-oriented marketing.

### *1.3. The evolution of marketing conceptions.*

The conception of marketing as a concept (approach) of the marketing activity organization based on the main idea, effective marketing strategies and specific tools to achieve certain goals. Conceptions: production, trade, price, traditional, socioethical marketing and relationship marketing.

## **Theme 2. The system and characteristics of modern marketing**

### *2.1. Goals, objectives, principles and functions of marketing.*

The principles of marketing as the main issues, conditions, requirements that define the essence of marketing and are put in its basis.

Marketing principles: orientation to consumer needs and requirements, which instead of offering market goods and services, provide for solving consumer problems due to flexibility in the achievement of goals, an integrated approach to the development of marketing plans, focus on the long-term company development. Marketing goals: comprehensive market research, adaptation of production to the market needs, organization of delivery of goods, dividing the market into groups of consumers to make segmentation, win the market, achieve competitive advantage, focus on the marketing strategy.

### *2.2. Types of marketing.*

Types of marketing depending on demand (conversion, stimulating, creative, remarketing, synchromarketing, support, demarketing, counter); depending on the characteristics of the subject (micromarketing, macromarketing); depending on the type of activity (marketing organizations, holistic marketing, social marketing); depending on the degree of market orientation (strategic, tactical); depending on the purpose (commercial, noncommercial); depending on the scope of application (consumer, industrial, marketing services, agricultural, investment, banking, marketing); on the territorial basis (domestic and international).

### *2.3. Marketing environment.*

Marketing environment as a set of entities, conditions and forces acting outside the firm and affecting its marketing activity. Environmental factors: microenvironment (customers, competitors, suppliers, intermediaries, contact audiences) and macroenvironment (economic, sociocultural, political and legal, technological, natural and geographic).

#### *2.4. A set of marketing tools.*

A set of marketing tools as a set of marketing facilities and a specific structure which ensures the achievement of goals and solution of marketing problems. Elements: product, price, distribution, promotion – the marketing mix.

### **Theme 3. Marketing research**

#### *3.1. Marketing research: the nature and sequence.*

Marketing research as the answers to the following questions: Which markets should you work on? What is the capacity and trends of these markets? Which products' competitive ability should be changed? Who are the consumers and buyers of products? Who are the major competitors?

#### *3.2. Types and methods of marketing research.*

Marketing research methods: general scientific, analytical and prognostic methods which are taken from different fields of knowledge. Types of marketing research: market, consumer, market structure, competitors, prices, traffic, and sales, marketing systems and advertising research.

### **Theme 4. Marketing product policy**

#### *4.1. Products in marketing.*

Products as a means to meet the specific needs which are divided based on the areas of use (consumer goods, industrial goods), duration of use (short-term use goods and durable goods), materials (goods and services).

#### *4.2. The essence of marketing commodity policy.*

Product policy as a solution to issues of the range formation and management, support, competitive products at the required level, finding the most appropriate product sectors and implementation of strategies for packaging, marking and maintenance of goods.

#### *4.3. A multilevel hierarchical model of a product.*

Three levels of a product: a product design (the need for which the product is created), a product in real performance (quality, features, design, brand name, packaging) and product enhancement (installation, warranty, delivery, loan).



#### *4.4. The conception of the product life cycle.*

The product life cycle as a sequence of periods of the existence of a product in the market, as characteristic changes in the volume of sales and profits, as definition of marketing strategy from the moment of launching goods to the market and up to removal of them from the market according to consumer behavior and competitors. The stages of the life cycle: introduction, growth, maturity, decline.

#### *4.5. Commodity nomenclature and assortment.*

The product range as a set of all product groups of goods offered by a specific company. A product line or a product mix, as a set of all product groups and commodity units offered by the company for sale.

#### *4.6. The components of product policy marketing.*

The marketing product policy as a set of activities in which one or more commodities are used as the main instruments to achieve the enterprise objectives. The components of product policy: design, packaging, labeling, quality, properties.

#### *4.7. The development of the idea of a new product (tools and methods).*

The innovation policy as a process of finding ideas and creating a new product tailored to the needs of consumers, the launch of a new product on the market, monitoring what is happening to the product on the market. The methods of developing ideas for a new product: brainstorming, conference ideas, morphological analysis.

#### *4.8. Product lifecycle management.*

Product lifecycle management as the reduction of the phase of the market launch, acceleration of growth, providing a longer maturity, slowing the phase of decline.

## **Content module 2**

### **The model of marketing activity at the present stage of development of economic relations**

#### **Theme 5. Marketing pricing policy**

##### *5.1. The nature and methods of establishing prices for products.*

The function of price under market conditions from the point of view of marketing. The analysis and evaluation of the impact of demand and supply

on the formation of market prices. The classification of prices and its practical application. The factors that influence the level of product prices. The components of market prices. The pricing mechanism for the company's products. Price and nonprice competition and the conditions of their existence.

### *5.2. The essence of the pricing policy marketing.*

The theoretical basis of market pricing. The main groups of pricing purposes: the goals, profit-oriented, goal-oriented sales goals associated with competition. The components of the enterprise price policy. The sequence in the development of pricing policies.

### *5.3. Marketing pricing strategies.*

Types of marketing strategies, pricing and justification of prices depending on the condition of the market environment. The process of managing prices. The formation of a system of discounts depending on market conditions.

## **Theme 6. Marketing communications policy**

### *6.1. The main elements of marketing communications.*

The essence and necessity of marketing communications. The methods of information dissemination regarding the product positioning in marketing. The criteria for the choice of communication channels. The tools of marketing communications: advertising, sales promotion, direct marketing, branding, sponsorships, public relations. Advertising in marketing communications. The features of the advertising campaign. The development of the advertising budget. The presentation of goods at exhibitions and fairs.

### *6.2. The nature of communication policy marketing.*

The elements of communication policy. The sequence of development of marketing communicative policy. Marketing communication policy goals: communication with the aim of creating products that are in demand on the market; communication with the aim of promotion.

### *6.3. The essence of the policy of formation of demand and sales promotion (FODSP).*

The elements of the FODSP system. The characteristic of demand creation measures (preparation and placement of advertising appeals, participation in

exhibitions and fairs; publication of noncommercial articles, press conferences). The features of promotion events. The stages of preparation and carrying out of events of sales promotion: definition of the objectives of sales promotion; definition of means of sales promotion, development of programs to stimulate sales; implementation of programs to stimulate sales; evaluation of sales promotion.

## **Theme 7. Marketing distribution policy**

### *7.1. The types and selection of distribution channels.*

The product distribution channels. The types of distribution channels and peculiarities of using them depending on the conditions of sale and type of goods. The importance of distribution in the marketing system. The commercial forms and methods of sales. The organisational form of the wholesale and retail trade. The value of the sales staff in the system of distribution of goods.

### *7.2. The essence of the distribution policy.*

The selection process of a complex product promotion: defining the promotional purposes; assessment of factors influencing the complex promotion; developing the promotion strategy; preparing and distributing the budget of promotion; evaluation of the complex progress. The types of distribution strategies and features of application of strategies depending on the condition of the market environment. The sequence of the development of the distribution marketing policy. Managing the distribution of goods.

### *7.3. Managing the distribution channels.*

The process of selecting and managing the distribution channels: identification of alternative distribution systems (conventional, vertical, horizontal, multichannel); definition of objectives and allocation of tasks; selection of distribution channels; selection of the communication strategy in the distribution channel; decisions on the management of distribution channels.

## **Theme 8. The organization and control of the enterprise marketing activity**

### *8.1. The essence of management of marketing activity.*

The essence of marketing management under modern market conditions. Informational support of marketing management. The process and functions of marketing management. The system of marketing management and principles of its formation.

### 8.2. The organization of marketing activities at the enterprise.

The organization of marketing activities. Marketing organizational structure of the enterprise. The types of marketing department organizational structures. The main tasks and functions of marketing department divisions.

### 8.3. Planning, promotion and control of marketing activities.

The essence of marketing activity planning. The sections of the marketing plan. The mechanism of development of a marketing plan. The analysis and control of marketing activities. The stimulation of marketing activity.

## 4. The structure of the academic discipline

From the beginning of studying the academic discipline every student ought to be acquainted with the syllabus and methods of conducting studies, with the form, content and extent of every module, and also with all types of control and methods of assessment of professional competences.

The process of learning consists in consecutive and detailed working on the educational modules. The educational module is a relatively independent block of a discipline which logically combines several elements of the academic discipline by the content and relationships. The plan of themes of the discipline includes two modules (Table 4.1).

Table 4.1

### The structure of a test credit of the academic discipline

Theme	Hours				
	total	Classwork			Independent work
		lectures	practical, seminar studies	final control	preparation for classwork
1	2	3	4	5	6
<b>Content module 1</b>					
<b>Marketing as a philosophy and tool of entrepreneurship</b>					
<i>Theme 1.</i> The essence of marketing and its modern concept	8	2	2		4
<i>Theme 2.</i> The system and characteristics of modern marketing	12	4	4		4
<i>Theme 3.</i> Marketing research	20	4	4		12

Table 4.1 (the end)

1	2	3	4	5	6
<i>Theme 4. Marketing product policy</i>	20	4	4		12
<b>Total hours for module 1</b>	<b>60</b>	<b>14</b>	<b>14</b>		<b>32</b>
<b>Content module 2</b> <b>The model of marketing activity at the present stage of development of economic relations</b>					
<i>Theme 5. Marketing pricing policy</i>	20	4	4		12
<i>Theme 6. Marketing communications policy</i>	20	4	4		12
<i>Theme 7. Marketing distribution policy</i>	20	4	4		12
<i>Theme 8. The organization and control of the enterprise marketing activity</i>	20	4	4		12
<b>Total hours for module 2</b>	<b>80</b>	<b>16</b>	<b>16</b>		<b>48</b>
<b>Total hours</b>	<b>144</b>	<b>30</b>	<b>30</b>	<b>4</b>	<b>80</b>

## 5. The plan of seminars

**A seminar study** is the form of lesson at which the lecturer organises a discussion on previously chosen topics for which students prepare theses of reports. The lecturer evaluates students' presentations and reports covering the points set (Table 5.1), their speeches, activity in discussions, abilities to form and assert their own positions and so on during every seminar.

Final assessments for every seminar are put in the register. Seminar marks are taken into account when accumulating the final score in this discipline.

Table 5.1

### The list of seminar themes

Theme	Questions	Hours	Recommend- ed reading
1	2	3	4
<b>Content module 1</b> <b>Marketing as a philosophy and tool of entrepreneurship</b>			
<i>Theme 1. The essence of marketing and its modern concept</i>	<i>The topic of the seminar</i> "The essence of marketing and its modern concept". 1. The essence of marketing. The subject, methods, sources, content and marketing tasks. 2. The process of marketing. Regularities and principles of marketing activities. 3. Causes and history of development of marketing. Types of marketing. The factors behind the changing marketing concepts	2	Main: [1 – 3]

Table 5.1 (the end)

1	2	3	4
	4. The possibility and prerequisites of the use of marketing in the management of production enterprises and organizations. 5. Modern marketing technologies in the activity of domestic enterprises		
<b>Content module 2</b> <b>The model of marketing activity at the present stage of development of economic relations</b>			
<i>Theme 7. Marketing distribution policy</i>	<i>The topic of the seminar</i> "The organization of movement and sale of goods as one of the most important functions of marketing". 1. The content distribution and marketing, and their importance in the marketing activities. 2. Types of distribution channels. The advantages and disadvantages of distribution channels of each type. 3. The system of movement and distribution of goods in the practice of marketing activities. 4. The types of intermediaries, characteristics of each of them, the working conditions of intermediaries in the markets. 5. The practical issues of establishing one or another system of movement and sale of goods at a particular enterprise. 6. The factors that influence the choice of some elements of the created system	2	Main: [1 – 3; 7; 8]
<b>Total hours</b>		<b>4</b>	

## 6. The plan of practical studies

A practical study is the form of lesson during which the lecturer organises a detailed consideration of certain theoretical issues of the academic discipline and forms the abilities and skills in the practical application of them through carrying out individual tasks offered to students.

A practical study is carried out with the help of preliminary prepared methodical materials – tests for assessment of the theoretical knowledge, a set of practical problems of various levels of sophistication. A practical lesson includes the preliminary control of students' knowledge, abilities and skills, raising a general point by the lecturer and discussing it with the participation of students, solving and assessment of problems (Table 6.1).

Table 6.1

### The list of themes for practical studies

Theme	Questions	Hours	Recommended reading
<i>Content module 1</i> Marketing as a philosophy and tool of entrepreneurship	<i>Task 1.</i> The differences between the consumer market and the market for organizations	1	Main: [1; 2; 5]
	<i>Task 2.</i> The components of marketing capabilities and marketing tools	2	
	<i>Task 3.</i> The analysis of macro- and microenvironmental factors at the enterprise	2	Main: [1; 2; 8; 9]
	<i>Task 4.</i> The segmentation of consumer market of goods (works, services)	2	Main: [1 – 3; 6; 7]
	<i>Task 5.</i> The specification of market capacity and demand for goods (works, services)	2	Main: [1; 3]
	<i>Task 6.</i> Defining a layered model of the product, evolution of the product quality	2	Main: [2; 9; 10]
	Colloquium for content module 1. Marketing as a philosophy and tool of entrepreneurship	2	Main: [1 – 3; 6 – 8; 10]
<i>Content module 2</i> The model of marketing activity at the present stage of development of economic relations	<i>Task 7.</i> Pricing methods at the enterprise	2	Main: [1 – 3; 7; 10]
	<i>Task 8.</i> The formation of prices for goods under fierce competition	2	Main: [1 – 3; 7; 10]
	<i>Task 9.</i> The choice of the most effective means of mass communication, development of the advertising budget	2	Main: [1 – 3; 8 – 10]
	<i>Task 10.</i> The evaluation of the communication policy effectiveness	2	Main: [1; 2]
	<i>Task 11.</i> Choosing the most efficient product distribution channels	1	Main: [1; 2; 10]
	<i>Task 12.</i> The study of the functions of marketing management, organizational structures of marketing management, responsibilities of marketing	2	Main: [2; 3; 6 – 9]
	Colloquium for content module 2. The model of marketing activity at the present stage of development of economic relations	2	Main: [1 – 3; 6 – 9]
<b>Total hours</b>		<b>26</b>	

## 6.1. Examples of typical theme-based practical tasks

### Content module 1

#### Marketing as a philosophy and tool of entrepreneurship

##### Theme 2. The system and characteristics of modern marketing

Assess the degree of instability in the macroenvironment based on the Ansoff methodology.

Level 1.

1. Determine, which activity will be the most stable in the short term.

Level 2.

2. Using the Ansoff scale (Table 6.2), determine the following characteristics for future conditions: the degree of familiarity with the events, the tempo of change of events; the ability to predict events and forecast methods.

Table 6.2

#### The evaluation scale of the degree of instability of the competitive marketing environment of enterprises according to Ansoff

Characteristics of instability of the external environment	Points				
	1	2	3	4	5
1. The degree of usualness of events	A usual event	An event within usual limits	An unexpected event, having analogues in the past		A new unexpected event
2. The rate of change of events	The changes happen much slower than the corresponding reaction of enterprises	The changes happen much slower than the corresponding reaction of enterprises or equal it	The events develop adequately to the responses of enterprises	The events develop faster than the response of companies	
3. The predictability	The future can be predicted by analogy to the past	The future can be predicted by analogy to the past or by extrapolation	The future can be predicted by extrapolation; serious problems and new opportunities can be predicted	The future can be forecast partly based on weak signals	The future can be forecast based on weak signals of the macro-environment or cannot be predicted correctly



Level 3.

3. You must link the level of the rate of change of events with the ability to forecast the future. It is necessary to assess in points the level of the macro-environment instability for the enterprises.

Table 6.3

### The assessment of the marketing environment instability degree

The destabilizing factors of the external environment	The characteristics of instability of the external environment		
	The degree of usualness of events	The rate of change of events	The predictability
1	2	3	4
<b>I. The destabilizing factors in the macro environment</b>			
<b>1. The political and legal factors</b>			
1.1. Lack of coordination between the President and the Verkhovna Rada			
1.2. Constant changes in the legislation of Ukraine			
1.3. Changes in certification policy of products and services			
...			
<b>Average</b>			
<b>2. The economic factors</b>			
2.1. Inflation			
2.2. High unemployment			
2.3. Strict fiscal policy			
...			
<b>Average</b>			
<b>3. The socio-demographic factors</b>			
3.1. Insufficient social protection			
3.2. The decline in population			
3.3. The acceleration of migration processes			
...			
<b>Average</b>			
<b>4. The technological factors</b>			
4.1. Insufficient use of scientific and technical potential			
4.2. Inadequate implementation of new technologies			
...			
<b>Average</b>			
<b>II. The destabilizing competitive forces of the market</b>			
<b>5. The emotional and behavioural response of consumers</b>			
5.1. Increasing sensitivity of consumers to price changes			
5.2. Changes in the needs and tastes of consumers			
...			
<b>Average</b>			

Table 6.3 (the end)

1	2	3	4
<b>6. Relationships with suppliers</b>			
6.1. Insufficient level of suppliers' attractiveness			
6.2. The limitations in the selection of suppliers			
...			
<i>Average</i>			
<b>7. Competition in the market</b>			
7.1. The aggressive nature of competition			
7.2. The growth of competitors' business activity			
<i>Average</i>			
<b>8. Potential competitors</b>			
8.1. The increasing competition intensity in the market			
8.2. The aggravation of competitive struggle of innovation			
<i>Average</i>			
<b>9. Substitute products</b>			
9.1. Deepening of the substitutes' range			
9.2. Flexible substitute pricing policy			
<i>Average</i>			
<b>10. Interaction with contact audiences and marketing intermediaries</b>			
10.1. The increasing cost of contact with a specific type of audience/mediator			
10.2. Malfunction contacts with audiences/intermediaries			
<i>Average</i>			
<b><i>The overall average score for the factors of destabilization</i></b>			

### Theme 3. Marketing research

Level 3. According to the results of strategic analysis for stakeholders, you need to build a matrix of identification of significance of stakeholders (Fig. 6.1). This analysis allows managers to identify the subject of the external environment pressure groups, and to determine the positions from which managers consider stakeholders to be important.

#### The source data

In March 2008, the Altria board approved the spin-off of Philip Morris International (PMI). This newly created entity is a leading international tobacco company with products sold in around 160 countries. It is also the world's third most profitable consumer goods company after Procter & Gamble and Nestle. The change was supposed to free the tobacco giant's global business of legal and public-relations headaches in the United States. The breakup should also

make it easier for PMI to market a slate of new smoking concepts each targeted to different foreign markets. Ahead of the reorganization, Philip Morris streamlined the international new product decision-making process: local managers now have the "power to decide" which new ideas may have legs in a particular region. PMI also overhauled its manufacturing: it halted imports from the U.S. sister company and, instead, now gets its entire supply from 42 manufacturing centers around the world. While smoking rates in developed countries have steadily declined, they are still rising in many emerging markets such as Pakistan (up 42 % since 2001), Ukraine (up 36 %), and Argentina (up 18 %). China, with 350 million smokers (50 million more than the U.S.), is a tremendous opportunity for PMI. One of the company's goals is to gain a foothold in China. For the time being, though, foreign tobacco companies such as PMI are limited to importing cigarettes for sale in China. Imports are subject to high import duties and stringent quotas. After Short Cases 355 lengthy years of negotiating, PMI reached a joint venture deal with CNTC (China National Tobacco Corporation). PMI hopes to develop CNTC as a key strategic partner. As part of the deal, Marlboro is manufactured and sold under license by CNTC in China. PMI also plans to market Chinese brands internationally, primarily in Central and Eastern Europe, and Latin America. PMI will adapt these Chinese brands to make them more appealing to non-Chinese smokers. Chinese smokers prefer full-tar brands while most Europeans and Latin Americans favor lower-tar brands. Chinese brands' packaging also tends to be too flashy for non-Chinese. PMI also launched a slate of new products in markets around the world. For instance, to appeal to Southeast Asian consumers, PMI launched Marlboro Mix 9, a sweet-smelling cigarette with twice the nicotine and tar of a conventional U.S. cigarette. Mix 9 debuted in Indonesia and was later introduced in other countries in the region. Other recent new Marlboro launches include Marlboro Filter Plus and Marlboro Intense. Marlboro Filter Plus (sold as Marlboro Flavor Plus in some countries) is PMI's most significant innovation in years. It has a unique multi-chamber filter and is sold in an original sliding pack. The brand is available in three tar levels (1 mg, 3 mg, and 6 mg) and generally retails at a premium. Market share levels (Sept. 2008) of Marlboro Filter Plus are Kuwait 2.1 %, Romania 2.0 %, Kazakhstan 1.4 %, Belarus 0.6 %, Moscow 1.0 %, Lithuania 1.0 % (Source: [www.philipmorrisinternational.com](http://www.philipmorrisinternational.com)). Another major global product launch for PMI in 2008 was the Marlboro Intense brand. This new product explores the concept of a rich, flavorful smoke in a shorter cigarette. It was first launched in Turkey and has since then been expanded to a wide range of EU markets (e.g., Belgium, Italy, Germany, Portugal). It achieved a 0.6 percent market share in September

2008. To cope with smoking bans in mature markets PMI is developing the Heatbar, an odd-looking electronic device that resembles an electric toothbrush. This new device releases 90 percent less smoke than a normal cigarette. Smokers would be able to rent or buy the gadget. PMI has shown prototypes of the Heatbar to regulators in Australia, New Zealand, and the U.K., all countries with stringent anti-smoking regulations. Another recent new product is TBS (Tobacco Block System), which was first introduced in Germany. The tool targets smokers who prefer roll-your-own tobacco that is taxed significantly less than normal cigarettes. The TBS kit enables smokers to quickly roll their own cigarettes (REUTERS/Dadang Tri/Landov LLC). To compete with low-priced smokes, PMI plans to launch new products with fancier packaging. One example is the Marlboro Filter Plus mentioned earlier. In 2008, PMI also test marketed a new more modern pack of Marlboro Gold in Austria, France, and Italy. Another critical market for PMI is Japan where continuous innovation is crucial. In the summer 2008, the firm launched Marlboro Black Menthol in Japan where smokers have a strong preference for menthol smokes. In February 2009 PMI entered into a joint venture agreement with Swedish Match AB to commercialize Swedish Snus and other smoke-free tobacco products. Snus is a moist powdered tobacco product that is consumed by placing it beneath the upper lip for an extended time. Despite the fact that it does not affect the lungs as cigarettes do, the product is banned in most EU countries.

		Authorities		The legality			
		High level		High level	Low level		
The rate of change	High level	<b>Categorical group</b>	<b>Threat group</b>	<b>The group of active influence</b>	<b>Require group</b>	High level	The rate of change
	Low level	<b>Dominant group</b>	<b>Dormant group</b>	<b>Supervisory group</b>	<b>No influential group</b>	Low level	
		High level	Low level	Low level			
		The legality		Authorities			

Fig. 6.1. The matrix of identification significance of stakeholders

## Content module 2

### The model of marketing activity at the present stage of development of economic relations

#### Theme 7. Marketing distribution policy

To carry out the assignment, join the expert group to review the summarized information about certain companies and visit the chosen objects of study and comprehensively assess the sales process.

The rating scale of merchandising activities is given in Table 6.4.

Table 6.4

#### The rating scale of merchandising activities

The merchandising events	Points		
	1	2	3
<b>Forms and methods of sale</b>	The use of only traditional methods of marketing	Traditional marketing techniques and advanced methods	Active use of advanced marketing techniques in conjunction with conventional ones
<b>Display, demonstration of goods</b>	Unsightly	Not attractive enough	Attractive
<b>Showcases</b>	Poorly decorated	Attractively decorated	Brightly decorated
<b>Inside the store advertisement</b>	None	Not enough	Bright and attractive
<b>Buyers' traffic flow</b>	The traffic flow of customers, queues	Minor disturbance to traffic buyers, small queues	Lack of interference with the movement of customers, no queues
<b>Additional services</b>	Pre-sale service	Pre-sale service, delivery of goods	A wide range of additional services
<b>Stimulative methods</b>	None	Discounts, credits	A wide variety of activities to stimulate sales
<b>Packaging, labeling</b>	Acts as a means of keeping goods from damage	Creates optimal packaging for the enterprise units	Is the silent seller
<b>Average</b>			

For a more detailed analysis of the organization sales management, determine the methods of sale used at the studied enterprises, and analyze

the completeness of the use of marketing techniques. Analyze the utilization of both traditional and progressive marketing techniques.

## 7. Independent work

**Independent work of students (IWS)** is a form of the educational process in which a student performs the scheduled tasks independently under the methodical guidance of the lecturer.

**The purpose of the IWS** is mastering the full curriculum and forming students' general and professional competences that play a significant role in the future professional qualifications of the top-level specialist.

The time allotted for individual work of full-time students is determined by the curriculum and makes 58 % (84 hours) of the total time allocated for studying the academic discipline (144 hours). The student should become an active participant in the learning process while executing individual work, learn to develop a conscious attitude to mastering the theoretical and practical knowledge, navigate freely in the information area, bear individual responsibility for the quality of his/her training.

IWS includes learning the lecture materials; studying the recommended literature, basic terms and concepts of the discipline themes; preparation for practical training and seminars; preparing for presentations at seminars; in-depth learning of lectures on particular topics or issues; doing individual assignments (resolving individual and complex computational tasks) on the studied topic; writing essays on the given issues; search (selection) and review of the literary sources on the given problems of the academic discipline; analytical review of scientific publications; control of the students' personal knowledge with questions for self-assessment; preparation for test papers and other forms of current control, the module test (colloquium); systematisation of the materials studied.

An essential element of successful learning is students' independent study of special domestic and foreign economic literature, recommendations of international organisations in the field of marketing accounting, standard acts on state regulation of the economic activity, statistical data. The main types of independent work, which are offered to the students in order to gain theoretical knowledge of the academic discipline are listed in Table 7.1.

Table 7.1

### The tasks for independent work of students and forms of control

Theme	Independent work content	Hours	Forms of control	Recommended reading
1	2	3	4	5
<b>Content module 1</b>				
<b>Marketing as a philosophy and tool of entrepreneurship</b>				
<i>Theme 1.</i> The essence of marketing and its modern concept	Studying the lecture material, preparation for seminars, review of theoretical material on the topic. Preparing for test control on theme 1	10	Presentation of results	[1 – 3; 6; 7; 9]
<i>Theme 2.</i> The system and characteristics of modern marketing	Studying the lecture material, preparation for practical tasks, questions for self-study: 1. Trends in the structure of marketing tools. 2. The scope of marketing tools (marketing mix). Performance of the individual task "The analysis of macro- and microenvironment factors of the selected business". Preparation for express survey on themes 1 – 2	12	Presentation. Express survey on themes 1 – 2. Performance of the individual task	[1; 2; 5; 10]
<i>Theme 3.</i> Marketing research	Studying the lecture material, preparation for practical tasks, preparation for doing a test. Performance of the individual tasks: "7 steps in marketing for successful employment"; "The comprehensive marketing research in the process of marketing activity of enterprises"	12	Performance of the individual task	[1 – 3; 6 – 8; 10]
<i>Theme 4.</i> Marketing product policy	Studying the lecture material, preparation for practical tasks, preparation for doing a test. Performance of the individual tasks: "The analysis of the external environment. Setting the goals for the marketing plan"; "Development of the product policy". Preparing for the colloquium	12	Performance of the individual task	[1 – 3; 6 – 8]
<b>Total hours for module 1</b>		<b>46</b>		

Table 7.1 (the end)

1	2	3	4	5
<b>Content module 2</b>				
<b>The model of marketing activity at the present stage of development of economic relations</b>				
<i>Theme 5.</i> Marketing pricing policy	Studying the lecture material, preparation for practical tasks, questions for self-study: 1. The basic features of the product policy components. 2. The main stages of the product lifecycle. Performance of the individual task "The formation of pricing policy"	10	Express survey. Performance of the individual task	[1 – 3; 7; 10]
<i>Theme 6.</i> Marketing communication policy	Studying the lecture material, preparation for practical tasks. An essay on the theme: "The communicative strategy of the enterprise: problems of formation". Preparations for the current test control. Performance of the individual task "The formation of communicative policy"	12	Checking the essay. Performance of the individual task	[1; 2; 8 – 10]
<i>Theme 7.</i> Marketing distribution policy	Studying the lecture material, preparing for seminars, reviewing theoretical material on the theme "The organization of movement and sale of goods as one of the most important functions of marketing". Performance of the individual task "The formation of distribution policy". Preparation for the test on themes 5 – 7	10	Presentation. Performance of the individual task	[1 – 3; 7; 8; 10]
<i>Theme 8.</i> The organization and control of the enterprise marketing activity	Studying the lecture material, preparing for practical tasks. Performance of the individual task "The evaluation of the marketing plan effectiveness"	6	Presentation. Performance of the individual task	[1 – 3; 6 – 9]
	Preparing for the colloquium. Preparing for the presentation of the marketing plan			
<b>Total hours for module 2</b>		38		
<b>Sum total</b>		<b>84</b>		



## 7.1. An individual research assignment

**An individual research assignment (IRA)** is a selective form of students' extracurricular independent work of research nature, which is performed in the process of studying the syllabus material of the discipline and ends with passing the final examination in this academic discipline. Performance of an IRA is an important means of improving the quality of training of future specialists, who are able to apply their theoretical knowledge and skills to practice.

Preparation for an IRA provides systematization, consolidation, expansion of theoretical and practical knowledge of the discipline and application of the knowledge to resolving specific economic situations, development of independent work skills and mastering the methodology of research and experiment related to the IRA theme.

An IRA provides the following elements of scientific research: practical value, an integrated system approach to the solution of research problems, theoretical use of advanced modern technologies and scientific developments, the presence of elements of creativity, the ability to apply modern technology.

**The practical significance of the IRA** is in the justification of the reality of its results for the needs of practice.

The work is considered to be real, if it is done according to the existing problems of enterprises on the basis of actual data for several years, until the results which can be fully or partly introduced in the practice of enterprise activity.

**An integrated and systematic approach** to the topic consists in the fact that the research subject is studied from different points of view – from the standpoint of theoretical basis and practical developments, its implementation at the enterprise, analysis, substantiation of ways for improvement, and the like – in a close relationship and the common logic of presentation.

**The use of modern methodology** implies that in the process of analysis of the enterprise strategic position and substantiation of ways for improvement of certain aspects of the subject and object of study, a student must use information about the latest advances in engineering and technology studies, apply different methods and tools for diagnostic studies, approaches to the definition and justification of the choice of criteria and indicators for rapid diagnosis of the production and economic system or its elements.

In the process of IRA performance, together with the theoretical knowledge and practical skills in the speciality, the student must demonstrate the ability to do research work and think creatively.

**The theme of the IRA:** Developing the marketing plan for a new product (service).

**The purpose of the IRA** is the formation of practical skills and the ability to apply them in the process of solving the tasks.

**The object of the IRA** is the process of forming a marketing plan for a new product (service).

**The subject of the IRA** is a set of theoretical and methodological approaches to the development of the marketing plan of a new product (service).

An individual research assignment is performed by the student independently under the lecturer guidance during the study of the discipline in accordance with the schedule of the educational process.

An individual research assignment is given by the lecturer at the beginning of the semester during which the course is studied. The student must provide the IRA for review at the end of the semester, but no later than the completion of the final module control. The points for performing the IRA are taken into account in the overall assessment on the academic discipline.

**The typography requirements.** The sheet format is A4. The left margin is 30 mm, the right, top and bottom margin is 20 mm. Font Arial, the font size for the main text is 14. Line spacing is 1.3. The use of italics and underlining is not permitted.

The volume of the IRA must be 40 to 50 pages in print. Each section starts on a new page. The chapter titles are given in capital letters centered on the page. The pages are numbered in the upper right corner. The title page is not assigned the number.

**The content requirements.** The individual research assignment should consist of such items as:

- the title page;
- the content;
- the introduction (1.5 page);
- the main part (37 – 47 pages);
- the conclusions (1.5 pages);
- the list of references;
- the annexes (if necessary).

**The introduction** should present the main aspects of the marketing plan: the target market, the market needs, sales, the costs of product (service), the selected marketing strategy, evaluation of the project effectiveness.

In the main part of the work (which may include multiple units) students must:

analyze the current situation: provide market analysis, assessment of the internal and external environment using PESTLE and SWOT analysis;

develop a marketing strategy: the mission, the strategic goals via the SMART method, the short-term marketing and financial goals, segmentation, development of marketing;

conduct financial analysis and carry out a sales forecast: make break-even analysis, calculate the sales forecast based on the selected consumer segments, calculate the cost of the project, undertake the cost-benefit analysis;

assess the effectiveness of the project;

develop control over the implementation of the marketing plan: analyzing marketing efforts, preparing a plan in case of emergency.

**Conclusions** should contain reasonable and meaningful practical results concerning the formed marketing plan.

References should be listed in alphabetical order of surnames of the first authors or titles. Citation of the sources should be given in accordance with DSTU GOST 7.1:2006 "Bibliographic record, bibliographic description. General requirements and rules".

**Annexes** can be included if necessary. If there they are multiple, a separate page "Annexes" is included, which is the last one in the IRA volume. Each annex starts with a new page. In accordance with the requirements, the annexes are referred to in the following way: "Annex A", "Annex B" and so on. The illustrations, tables, and formulas are numbered in accordance with the annex name, for example "Fig. A.1".

## **7.2. Questions for self-assessment**

### **Theme 1. The essence of marketing and its modern concept**

1. Give a definition of marketing.
2. Describe the main goals and objectives of marketing.
3. What are the main functions of marketing today?
4. Why is marketing considered a function of management?
5. Why is marketing considered as a separate type of entrepreneurial activity?
6. Describe the hierarchy of needs according to Maslow.

7. Define the concepts: need, desire, demand, product, exchange, bargain, market.
8. What is the difference between the marketing-oriented product and marketing focused on the consumer?
9. Describe the basic concepts of marketing: production, product, price, traditional, social and ethic marketing and marketing of interaction.
10. What is the environment of the enterprise?

## **Theme 2. The system and characteristics of modern marketing**

1. Describe the principles of marketing.
2. What are the main marketing goals?
3. Describe the types of marketing depending on demand.
4. Describe the types of marketing depending on the characteristics of the subject.
5. Describe the types of marketing depending on the activity.
6. Describe the types of marketing depending on the degree of market orientation.
7. Describe the types of marketing depending on the purpose of exchange and on the scope.
8. Describe the types of marketing on a territorial basis.
9. Define the marketing environment.
10. What are the basic elements of a complex of marketing tools?

## **Theme 3. Marketing research**

1. Why should marketing research be conducted?
2. What is the sequence of conducting marketing research?
3. Describe the types of marketing research.
4. What are the main features of marketing research at the micro- and macrolevels?
5. Describe the methods of marketing research.
6. What methods of collecting information are there in marketing?
7. Describe the advantages and disadvantages of primary data that is collected.
8. What are the modern trends in the methodology of conducting marketing research at the enterprise?
9. What are the features of marketing research at the enterprise?

10. How are predictions different depending on the time horizon?
11. What is market segmentation?
12. What are the criteria of market segmentation?
13. What is product positioning and how is it done?

#### **Theme 4. Marketing product policy**

1. Give a definition of product in marketing.
2. Give the classification of goods depending on the nature of the purchasing behavior of consumers.
3. Describe the set of competitive advantages of a product.
4. Describe the content of the product marketing policy.
5. Describe a multi-level, hierarchical model of a product.
6. What is the concept of the product life cycle?
7. Give a definition of the commodity nomenclature and assortment.
8. What are the components of the product policy marketing?
9. How is the development of a new product (tools and methods) provided?
10. What are the methods of the product lifecycle management?
11. What are the principles and conditions of using a trademark?
12. What are the main functions of package?
13. What is service and what is its place in the trade policy?

#### **Theme 5. Marketing pricing policy**

1. What is price and what is its economic substance?
2. What are the functions of prices under market conditions from the marketing point of view?
3. How is the analysis and evaluation of the impact of demand and supply on the formation of market prices carried out?
4. What factors determine the level of prices?
5. Describe the types of pricing and their practical application.
6. Describe the main group pricing purposes.
7. What are the components of the enterprise price policy?
8. What is the sequence in the pricing policy development?
9. Describe the types of marketing pricing strategies.
10. How does the system of discounts depend on the market?

## **Theme 6. Marketing communications policy**

1. Why is there a need in marketing communications?
2. What methods of information dissemination regarding product positioning in marketing exist?
3. What are the criteria of choice of communication channels?
4. Describe the tools of marketing communications.
5. How is the advertising budget developed?
6. What are the basic elements of communications policy?
7. Describe the sequence of development of communications policy of marketing.
8. What are the main goals of the marketing communication policy?
9. Describe the elements of the system of formation of demand and sales promotion.
10. What are the stages of training and activities to stimulate sales?

## **Theme 7. Marketing distribution policy**

1. Describe the types and peculiarities of usage of distribution channels depending on the conditions of sales and products.
2. Describe the organisational forms of the wholesale and retail trade.
3. Describe the selection process of a complex promotion.
4. What types of product distribution strategies are there and how are they used?
5. What are the main methods of managing the distribution channels?
6. What are the main elements of the strategic and operational planning marketing?
7. How is the sales potential of producers evaluated?
8. What are the main advantages and disadvantages of different types of distribution channels?
9. What is the sales policy of the enterprise?

## **Theme 8. The organization and control of the enterprise marketing activity**

1. What is the process of marketing management under modern market conditions?
2. Define the process and functions of marketing management.

3. What is information support of marketing management?
4. Describe the system of marketing management and principles of its formation.
5. What marketing organizational structures of an enterprise are there?
6. What are the main tasks and functions of the marketing department divisions?
7. What is the content of planning of marketing activities?
8. Describe the sections of a marketing plan.
9. What is the essence of analysis and control of marketing activities?
10. Describe the sections of a marketing plan.
11. What is the process of marketing audit?
12. In which cases is strategic control needed?
13. What are the main criteria for evaluating the effectiveness of the marketing plan?

## **8. Individual consulting**

Individual consulting is provided according to the schedule of individual work in the way of individual lessons, consultations, control and presentation of individual tasks, control and presentation of current module tasks et cetera.

The forms of organisation of tutorials are the following:

a) for supervision over learning the theoretical material:

consultations: individual (question – answer) and group (considering typical examples and situations) ones;

b) for supervision over the comprehension of the practical material: individual and group consultations;

c) for integrated assessment of the mastery of the academic discipline material: personal defence of completed assignments.

## **9. The teaching methods**

Teaching the academic discipline involves active and interactive methods of studies – problem-based lectures, minilectures, work in small groups, seminars, discussions, brainstorming, the case method, presentations, introductory (initial) games, the project work method, the method of scenarios, banks of visual support (Tables 9.1 and 9.2).

The basic difference between the active and interactive methods of studies on the one hand and traditional ones on the other hand is determined not only by the teaching technique, but also by high efficiency of the educational process which aims at: high motivation of students; practical usage of theoretical knowledge; raising the students' consciousness; bringing up the ability to make independent decisions; making a person capable for team work; contribution to social integration; acquisition of disputing skills; nurturing the ability to compromise.

Table 9.1

**Distribution of forms and methods enhancing the learning process according to the themes of the academic discipline**

Theme	The practical application of educational technologies
<i>Theme 1.</i> The essence of marketing and its modern concept	A minilecture on the question of the legal and regulatory basis of the marketing activities of enterprises in Ukraine. A problem-based lecture on the theme "Why should marketing be introduced at domestic enterprises?". Working in small groups, presentation of the results, banks of visual support
<i>Theme 2.</i> The system and characteristics of modern marketing	An interactive lecture on the theme "The value of the tools of marketing (marketing MIX) at the enterprise"; work in small groups, presentation of results, banks of visual support
<i>Theme 3.</i> Marketing research	A problem-based lecture on the theme "Sources of information for conducting marketing research. Methods of collecting primary marketing information"; work in small groups, presentation of results, banks of visual support
<i>Theme 4.</i> Marketing product policy	A minilecture on the theme "The competitiveness and quality of product". "Brainstorming" to find ways for improvement of the existing product, mind mapping, working in small groups, presentation of results
<i>Theme 5.</i> Marketing pricing policy	A problem-based lecture on the theme "Formation of the task pricing strategy and identifying the key groups for pricing strategies"; working in small groups, presentation of results, banks of visual support
<i>Theme 6.</i> Marketing communications policy	A problem-based lecture on the theme "Formation and implementation of communication policies; public relations company management"; working in small groups, presentation of results, banks of visual support
<i>Theme 7.</i> Marketing distribution policy	A problem-based lecture on the theme "Search for effective channels of product distribution". Finding a solution to the problem of cost allocation, work in small groups, presentation of results, banks of visual support
<i>Theme 8.</i> The organization and control of the enterprise marketing activity	A problem-based lecture on the theme "Search for a balance between marketing expenses and the result of its implementation"; work in small groups, presentation of results, banks of visual support



**A problem-based lecture** is one of the most important elements of problem-based teaching of students. It provides, along with the consideration of primary lecture materials, setting and consideration of a range of controversial issues that have not been developed in science and are relevant to the theory and practice. The problem-based lecture features profound argumentation of the delivered material. It helps students to form independent creative thinking, teaches them cognitive skills. Students become participants in scientific inquiry and problem solving.

**A seminar-discussion** proposes exchange of views between the participants concerning the topic under consideration, and also develops thought, helps to form views and beliefs, cultivates the ability to formulate and express ideas, teaches to estimate suggestions of other people, take a critical approach to their own opinion.

**A script method** implies the development of scenarios of possible behaviour and specific events in the future.

**A minilecture** includes presentation of the educational material within a short period of time and is characterised by large capacity, complexity of logical constructs, images, proofs and generalisations. It is usually held as a part of a research lesson. A minilecture differs from a full-length lecture by a much shorter duration. Usually a minilecture lasts no more than 10 – 15 minutes and is used to convey concisely new information to students. Minilectures are often used as parts of a coherent theme to be delivered as a full-length lecture not to bore the audience. Then the information is delivered consequently by several segments, with other forms and methods of teaching applied between them.

**A presentation**, making a speech to an audience, is used to represent particular achievements, a report on the performance of individual assignments, a project work. Presentations can be individual, such as one student's performance, and group ones, that include two or more students.

**Working in small groups** enables the lecturer to structure practical and seminar studies in the form and content, creates possibilities for every student's participating in work under the theme of study, provides forming personal qualities and experience of social relations.

**Brainstorming** is a method used for solving urgent problems in undertime. Its idea is to express as many ideas as possible in a small interval of time, to discuss them and choose the right ones.

**Banks of visual support** help to intensify the learning process on the themes of the academic discipline with the help of visual illustrative examples.

Table 9.2

### The methods of enhancing the studies

Themes	Practical application of the methods	Methods
<i>Theme 1.</i> The essence of marketing and its modern concept	<i>A seminar. Theme:</i> " The essence of marketing and its modern concept"	Seminar-discussions. Presentations
<i>Theme 2.</i> The system and characteristics of modern marketing	<i>Task 1.</i> The differences between the consumer market and the market for organizations. <i>Task 2.</i> The components of marketing capabilities and marketing tools	Work in small groups, presentations
<i>Theme 3.</i> Marketing research	<i>Task 3.</i> The analysis of macro- and microenvironmental factors at the enterprise. <i>Task 4.</i> The segmentation of consumer market of goods (works, services)	Brainstorming, working in small groups, script methods
<i>Theme 4.</i> Marketing product policy	<i>Task 5.</i> The specification of market capacity and demand for goods (works, services). <i>Task 6.</i> Defining a layered model of the product, evaluation of product quality	Brainstorming, presentations
<i>Theme 5.</i> Marketing pricing policy	<i>Task 7.</i> Pricing methods at the enterprise. <i>Task 8.</i> The formation of prices for goods under fierce competition	Brainstorming, working in small groups, script methods
<i>Theme 6.</i> Marketing communications policy	<i>Task 9.</i> The choice of the most effective means of mass communication, development of the advertising budget. <i>Task 10.</i> The evaluation of the communication policy effectiveness	Brainstorming, presentations
<i>Theme 7.</i> Marketing distribution policy	<i>Task 11.</i> Choosing the most efficient product distribution channels	Seminar-discussions. Presentations
<i>Theme 8.</i> The organization and control of the enterprise marketing activity	<i>Task 12.</i> The study of the functions of marketing management, organizational structures of marketing management, responsibilities of marketing	Brainstorming, working in small groups, script methods

## 10. Methods of assessment

The system evaluating the competences received by a student (Table 2.1) takes into account classes which include lectures, seminars, practical studies and performing independent work according to the syllabus of the academic discipline. Evaluation of the student's competences is carried out on the cumulative 100-point system. According to the Provisional Regulations "On the Procedure of Assessment of Students' Performance via the Accumulative Score-Rating System" approved by S. Kuznets KhNUE, control measures include:

**current control** exercised over the semester during lectures, practical lessons, seminars and assessed with the number of points (maximum is 100 points; minimum, allowing students to pass the final test is 60 points);

**module control** performed on the basis of current control during the respective module and aiming at an integrated assessment of the student's performance after studying the logically completed part of the discipline – the content module;

**final/semester control** performed in the form of a final test, according to the schedule of the educational process.

*Current control* on this discipline is conducted in the following forms:

active work at lectures;

active participation in performing practical tasks;

active participation in the discussion and presentation of materials at seminars;

defence of an integrated calculation project (consisting of relatively independent practical problems (presented in Table 6.1) and including a coherent assessment of the marketing environment);

an essay on the given theme (included in the individual work within the scope of preparation for seminars; the content is determined by the discussion of lecture materials, as a rule, students can suggest a topic that most appeals to them);

current testing;

a written test paper;

an individual oral quiz.

*Module control* on the discipline is held with a written test paper.

**The procedure for current control.** The assessment of students' knowledge at seminars and practical lessons and performance of individual tasks is based on the following criteria:

- understanding, the level of mastery of the theory and methodology of the examined problems;

- the level of mastery of the facts concerning the academic discipline;

- acquaintance with the recommended and up-to-date literature, Internet sources on the given questions;

- the ability to combine theory with practice when solving real problems, performing tasks, making calculations for individual work and collective disputes;

- logic, structure, style of representation of material in written works and oral presentations, the ability to defend their own position, to generalize information and draw conclusions;

- arithmetical correctness of the complex calculation project.

The maximal possible score is given if every task performed by a student or his/her verbal answer meets all the noted requirements. Absence of any constituent reduces the mark by a proper number of points. When assessing individual tasks, the quality, independence and timeliness of presenting the performed tasks to the lecturer (according to the schedule of the educational process) are taken into consideration. If some of the requirements are not met, the mark can be levelled down.

An oral quiz is conducted two times per semester. The written test is held two times per semester and includes practical tasks of different complexity levels according to the themes of content modules. The total score for writing the module paper consists of the accumulated points for all tasks that are rounded to the integer number according to the mathematical rules. The maximum score that a student can receive for all tasks equals 5, including:

- 1 point for the theoretical problem:

- 0.5 point for drawing the input-output model;

- 0.5 point for an explanation of the principles of filling in the input-output table and substantiation of its practical use;

- 2 points for the heuristic task:

- 0.5 point for definition of satellite accounts;

- 0.5 point for grounding the selection of the objects of economic activity that will report under this system;

- 0.5 point for an explanation of the calculation system of reporting indicators;

0.5 point for highlighting the differences between the use of satellite accounts and input-output linkages;

2 points for the practical calculation problem.

**Evaluation criteria for a student's individual work.** The general criteria for the evaluation of out-of-class independent work are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge of certain themes, to make informed decisions, knowledge of the terms and concepts, skills and techniques in solving practical problems, the ability to find, classify and process the necessary information, self-realisation at practical lessons and seminars.

The criteria for evaluating structural and logical chapters of the complex calculation project are:

the ability to conduct critical and independent assessment of certain issues; the ability to explain alternative views and the personal opinion on certain problematic issues;

application of analytical approaches;

quality and clarity of reasons presented;

logic, structuring and validity of conclusions concerning specific statistical indicators;

independence of work;

literacy;

using methods of comparison, grouping, summarizing concepts and phenomena;

design.

A student completes the academic discipline successfully if the total score obtained via the results of the final/semester tests equals 100. The minimal score for the current and module control during the semester is 60.

The final mark in the discipline is calculated on the basis of the cumulative system including the points obtained for the semester work and current control. The total result in points per semester makes *"60 or more points – passed"*, *"59 or fewer points – failed"* and is entered into the Register of the Academic Performance on the academic discipline. In the case of fewer than 60 points, the student must try to pass the test after examinations at the time scheduled by the dean of the faculty, but not later than two weeks after the start of the next semester. If the student receives fewer than 60 points again, the dean of the faculty will appoint a board of three teachers led by the head of the subdepartment and define the term for resitting the test, followed by a decision

in accordance with the current legislation: if it is "passed", the student continues to study according to the schedule, if it is "failed", the dean of the faculty offers the student a repeated individual study of this discipline during the next period of training.

### **A sample examination task**

#### The theoretical part

1. A lack or deficiency of something is

- a) need;
- b) desire;
- c) demand;
- d) want.

2. Marketing as a business philosophy is:

- a) the process of planning and implementing the conception, pricing, promotion, and sale of goods and services through an exchange that will satisfy the objectives of individuals and organizations;
- b) orientation of all activities of the company from design to production to distribution – to meet the needs of consumers;
- c) a long-term process, which aims primarily at the disposal of the company information about the customer;
- d) all answers are correct.

3. The marketing concept, whose main task is to bring goods and services to the consumer is:

- a) production;
- b) commodity;
- c) sales;
- d) social and ethical marketing;
- e) relationship marketing.

4. Determine if the following statement is correct: "The basic tools of the traditional concept of marketing are marketing mix and research on the social impact of marketing activities":

- a) yes;
- b) no.

5. The way of manifestation of market opportunities where a firm offers new products in new markets is called:

- a) diversification;
- b) deeper penetration into the market;
- c) expanding the boundaries of the market;
- d) product development;
- e) differentiation.

6. The optimal output in a market economy is the production, which provides:

- a) the minimum cost of production;
- b) the maximum profit;
- c) the maximum use of the enterprise capacity;
- d) non-profit production.

7. The main tools of marketing communications include:

- a) advertising, branding, merchandising, exhibitions;
- b) advertising, PR, merchandising, personal selling;
- c) advertising, PR, sales promotion, personal selling;
- d) PR, sales promotion, trade fairs, advertising.

8. The product range is:

- a) a group of products with similar consumer characteristics;
- b) a systematic list of product groups;
- c) the commodity nomenclature of the enterprise;
- d) the set of headings.

### The practical part

**Task 1 (stereotype).** Conduct market segmentation of refrigerators. The results should be presented in tabular form (Table 10.1).

Table 10.1

#### The results of the market segmentation (market name)

Segmentation criteria	Segments
1	
...	

**Task 2 (diagnostic).** The company specializes in the production of watch mechanisms, which are components in the manufacture of mechanical watches. Variable costs per unit of production amount to 25.5 UAH, the constant cost of the entire amount makes 387 625.0 UAH. Investment costs for the creation of this facility amounted to 120 thousand UAH. The volume of sales expected in the next period is 15 750 units, with the target profit margin of 24.5 %, and the rate of return on invested capital of 26 %.

Determine:

- 1) what price the company should set for spare parts to cover all costs associated with its production;
- 2) what price the company should set for spare parts when using the pricing method "cost + target profit";
- 3) what price the company should set for spare parts to provide the given rate of return on invested capital.

**Task 3 (heuristic).** Describe the components of the commercial policy of marketing during its development in the company which produces TV sets. The answer should be provided in Table 10.2.

Table 10.2

**The components of the product policy marketing**

Components	Brief characteristics of the component	Description of the components based on a specific example
1		
...		

Total points for the exam consist of the total points for fulfilling all the tasks rounded up to an integer according to the rules of mathematics.

The algorithm for solving each task includes separate stages that vary in difficulty, complexity and importance for solving the problem. Therefore, the individual tasks and stages of solution are assessed separately, thus:

**The theoretical part** – 10 points:

1 point for each correct answer to the question.

**The practical part** – 30 points:

**Task 1 (stereotype)** – 9 points:

1 point for true definition of the segmentation criteria;

8 points for accurate characterization of each segment (2 points for each segment).



**Task 2 (diagnostic) – 10 points:**

0.5 point for accuracy and validity of the solutions to the problem (the availability of formulas, symbols, explanations in the solution);

2.5 points for methodically and arithmetically correct calculation of the prices at which the company covers its costs;

3.5 points for methodically and arithmetically correct calculation of prices using the pricing method "cost + target profit";

3.5 points for methodically and arithmetically correct pricing which should provide a rate of return on invested capital.

**Task 3 (heuristic 1) – 11 points:**

2 points for a correct list of all the components of a specific marketing policy;

3 points for an accurate characterization of each component of the marketing policy;

6 points for an accurate characterization of the components of a specific marketing policy in relation to the specific market.

## 11. The scores a student can obtain

The system of evaluation of professional competences formed by full-time students is presented in Table 11.1.

Table 11.1

### The system of evaluation of the formed professional competences

Professional competences	Training week	Hours	Forms of study		Competence evaluation		
					Forms of control	Maximum score	
<b>Content module 1</b>							
<b>Marketing as a philosophy and tool of entrepreneurship</b>						29.5	
The ability to analyze the factors influencing the direction of the marketing activities	1	2	CW	<b>Lecture</b>	<b>Theme 1.</b> The essence of marketing and its modern concept	Work at the lecture	0.5
		2		<b>Seminar</b>	1. The essence of marketing. The subject, methods, sources, content and marketing tasks. 2. The process of marketing. Regularities and principles of marketing activities	Active participation in carrying out practical tasks	1
		4	IWS	<b>Preparation for a lesson</b>	Studying the lecture material, preparation for seminars, review of the theoretical material on the theme "The essence of marketing and its modern concept"	Presentation	0.5

Table 11.1 (continuation)

1	2	3	4		5	6		
The ability to carry out marketing research regarding the components of the marketing environment	The ability to determine the components of internal and external marketing environment	2	2	CW	Lecture	Theme 2. The system and characteristics of modern marketing	Work at the lecture	0.5
					Practical lesson	The analysis of macro- and microenvironmental factors at the enterprise	Active participation in carrying out practical tasks	1
			2	IWS	Preparation for a lesson	Studying the lecture material, preparation for practical classes. Solving the individual tasks "Analysis of macro- and microenvironment factors of the selected business"	Presentation	1
	The ability to determine the components of internal and external marketing environment	3	2	CW	Lecture	Theme 2. The system and characteristics of modern marketing	Work at the lecture	0.5
					Practical lesson	The segmentation of the consumer market of goods (works, services)	Active participation in carrying out practical tasks	1
			2	IWS	Preparation for a lesson	Studying the lecture material, preparation for practical classes. Solving the individual task "7 steps for successful marketing employment"	Presentation	1
	The ability to prepare and carry out a marketing study of state and market, the segmentation of business entities	4	2	CW	Lecture	Theme 3. Marketing research	Work at the lecture	0.5
					Practical lesson	The specification of the market capacity and demand for goods (works, services)	Active participation in carrying out practical tasks	0.5
			6	IWS	Preparation for lessons	Studying the lecture material, preparation for practical classes. Solving the situational task "Comprehensive marketing research in the process of enterprise marketing activity"	Performance of individual work	1
		5	2	CW	Lecture	Theme 3. Marketing research	Work at the lecture	0.5
					Practical lesson	The specification of the market capacity and demand for goods (works, services)	Performance of individual work	1
			6	IWS	Preparation for lessons	Studying the lecture material, preparation for practical classes. Solving the situational task "Comprehensive marketing research in the process of enterprise marketing activity"	Performance of individual work	1

Table 11.1 (continuation)

1	2	3	4		5	6		
The ability to form the assortment policy of the enterprise on the basis of the evaluation of consumer needs	6	2	CW	Lecture	Theme 4. Marketing product policy	Work at the lecture	0.5	
		2		Practical lesson	Defining a layered model of the product, evaluation of the product quality	Active participation in carrying out practical tasks	0.5	
		6	IWS	Preparation for lessons	Studying the lecture material, preparation for practical classes doing the individual assignments "The analysis of the external environment. The goals of the marketing plan"	Performance of individual work	1	
	7	2	CW	Lecture	Theme 4. Marketing product policy	Work at the lecture	0.5	
		2		Practical lesson	Marketing as a philosophy and tools of entrepreneurship	Colloquium	6	
		6	IWS	Preparation for lessons	Individual assignments "Development of the product policy"	Performance of individual work	1	
	<b>Content module 2</b>						<b>30.5</b>	
	<b>The model of marketing activity at the present stage of development of economic relations</b>							
	The ability to develop a marketing plan	The ability to develop company pricing strategy	8	2	CW	Lecture	Theme 5. Marketing pricing policy	Work at the lecture
2				Practical lesson		Pricing methods at the enterprise	Practical lesson	
6				IWS	Preparation for lessons	Studying the lecture material, preparation for practical exercises, studying the questions for self-study: 1. The basic features of the components of a product policy of quality and competitiveness of goods. 2. The main stages of the product life cycle of the enterprise	Express survey	2
9			2	CW	Lecture	Theme 5. Marketing pricing policy	Work at the lecture	0.5
			2		Practical lesson	The formation of prices for goods under fierce competition	Active participation in carrying out practical tasks	0.5
			6	IWS	Preparation for lessons	Studying the lecture material, preparation for practical classes, doing the individual assignments "Pricing policy formation"	Performance of individual work	1

Table 11.1 (continuation)

1		2	3	4		5	6
The ability to organize and assess the feasibility of conducting marketing and communication campaigns	10	2	CW	Lecture	Theme 6. Marketing communications policy	Work at the lecture	0.5
		2		Practical lesson	The choice of the most effective means of mass communication, development of the advertising budget	Active participation in carrying out practical tasks	0.5
		7	IWS	Preparation for lessons	Studying the lecture material, preparation for practical classes. An essay on the topic: "Communication strategy of the enterprise: problems of formation". Preparation for the current test control	Reviewing the essay	1.5
	11	2	CW	Lecture	Theme 6. Marketing communications policy	Work at the lecture	0.5
		2		Practical lesson	The evaluation of the communication policy effectiveness	Active participation in carrying out practical tasks	0.5
					Quiz		2.0
The ability to develop a marketing plan	12	7	IWS	Preparation for lessons	Studying the lecture material, preparation for practical classes, doing the individual assignments "Communication policy formation"	Performance of individual work	1
		2	CW	Lecture	Theme 7. Marketing distribution policy	Work at the lecture	0.5
	2	Seminar		1. The essence of the movement and distribution of goods, their importance in the marketing activities. 2. Types of distribution channels. The advantages and disadvantages of distribution channels of each type. 3. Embodiments of the system of movement and distribution of goods, occurring in the practice of marketing activities. 4. Organization of marketing of the company products through intermediaries, characteristics of each of them, the working conditions of intermediaries in the markets. 5. Practical issues of establishing a system of movement and sale of goods at a particular enterprise. Factors that influence the choice of some elements of the created system	Active participation in discussions	1	
	6	IWS	Preparation for lessons	Studying the lecture material, preparation for seminars, review of the theoretical material on the theme "The organization of movement and sale of goods as one of the most important functions of marketing"	Presentation	1	

Table 11.1 (the end)

1	2	3	4		5	6		
	14	2	CW	Lecture	Theme 7. Marketing distribution policy	Work at the lecture	0.5	
		2		Practical lesson	Choosing the most efficient product distribution channels	Active participation in carrying out practical tasks	0.5	
					Current control work	3		
		7	IWS	Preparation for a lesson	Studying the lecture material, preparation for practical classes, doing the individual assignments "Forming sales strategy". Preparing for a test on themes 5 – 7	Performance of individual work	1	
	15	2	CW	Lecture	Theme 8. The organization and control of the enterprise marketing activity	Work at the lecture	0.5	
		2		Practical lesson	Studying the functions of marketing management, organizational structures of marketing management, responsibilities of marketing	Active participation in carrying out practical tasks	0.5	
	The ability to develop a marketing plan	The ability to control marketing activities of the company	6	IWS	Preparation for a lesson	Studying the lecture material, preparation for practical classes. Doing the individual assignments "The evaluation of the marketing plan effectiveness"	Performance of individual work	1
			16	2	CW	Lecture	Theme 8. The organization and control of the enterprise marketing activity	Work at the lecture
2				Practical lesson		The model of marketing activity at the present stage of development of economic relations	Colloquium	6
7			IWS	Preparation for a lesson	Preparations for the colloquium. Preparation of a presentation of a marketing plan	Presentation	3	
Examination period	17	Examination period	The preexam consultation	Solving practical problems on various topics included in the final control	The final control	40		
			Exam	The tasks of the examination				
			Preparation for the exam	The revision of the content module materials				
		Total hours 144	Maximal score on the academic discipline				100.0	
Class work		60	40%			current control	60	
Independent work of students		84	60%			final control	40	

The maximal score that a student can accumulate during a week, the forms and methods of training are given in Table 11.2.

Table 11.2

**The distribution of points within the weeks**

Types of studies			Lectures (active work)	Seminars	Practical lessons (active work)	Essay	Presentation (report)	Individual oral quiz	Written tests	Current test control	Colloquium	Total
<b>Content module 1</b> <b>Marketing as a philosophy and tool of entrepreneurship</b>	<b>Theme 1</b>	week 1	0.5	1			0.5					<b>2</b>
	<b>Theme 1</b>	week 2	0.5	1			0.5					<b>2</b>
	<b>Theme 1</b>	week 3	0.5	1			0.5		2			<b>4</b>
	<b>Theme 2</b>	week 4	0.5		0.5			2				<b>3</b>
	<b>Theme 2</b>	week 5	0.5		0.5		1					<b>2</b>
	<b>Theme 3</b>	week 6	0.5		0.5		1					<b>2</b>
	<b>Theme 3</b>	week 7	0.5		0.5		1			3		<b>5</b>
	<b>Theme 4</b>	week 8	0.5		0.5		1					<b>2</b>
	<b>Theme 4</b>	week 9	0.5				1				6	<b>7.5</b>
<b>Content module 2</b> <b>The model of marketing activity at the present stage of development of economic relations</b>	<b>Theme 5</b>	week 10	0.5		0.5			2				<b>3</b>
	<b>Theme 5</b>	week 11	0.5		0.5		1					<b>2</b>
	<b>Theme 6</b>	week 12	0.5		0.5	1.5						<b>2.5</b>
	<b>Theme 6</b>	week 13	0.5		0.5		1		2			<b>4</b>
	<b>Theme 7</b>	week 14	0.5	1			1					<b>2.5</b>
	<b>Theme 7</b>	week 15	0.5		0.5		1			3		<b>5</b>
	<b>Theme 8</b>	week 16	0.5		0.5		1					<b>2</b>
	<b>Theme 8</b>	week 17	0.5				3				6	<b>9.5</b>
<b>Total</b>			<b>8.5</b>	<b>4</b>	<b>5.5</b>	<b>1.5</b>	<b>14.5</b>	<b>4</b>	<b>4</b>	<b>6</b>	<b>12</b>	<b>60</b>

The final mark on the academic discipline is based on the Provisional Regulations "On the Procedure of Assessment of Students' Performance via the Accumulative Score-Rating System" approved by S. Kuznets KhNUE and

converted into the final ECTS score (Table 11.3). Scores on this scale are entered in the Register of the Academic Performance, the student's individual education plan and other academic documents.

Table 11.3

### Scores: the national and ECTS scales

Total score for all tasks	ECTS score	The assessment according to the national scale	
		for an exam, term project (paper), training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	failed
1 – 34	F		

## 12. Recommended reading

### 12.1 Main

1. Ambler T. The Silk Road to International Marketing: Profit and Passion in Global Business / T. Ambler, Ch. Styles. – London ; New York : s. n., 2000. – 223 p.
2. Berg B. Qualitative Research Methods for the Social Sciences / Bruce L. Berg. – 6th ed. – Boston : Allyn & Baco, 2006. – 295 p.
3. Holiday R. Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising / Ryan Holiday. – S. I. Portfolio, 2013. – 56 p.
4. Kotler Ph. Marketing 4.0: Moving from Traditional to Digital / Ph. Kotler, Hermawan Kartajaya, Iwan Setiawan. – 1st ed. – S. I. : Wiley, 2016. – 200 p.
5. Kotler Ph. Principles of Marketing / Philip Kotler, Gary Armstrong. – 11th ed. – S. I. : Prentice Hall, 2005. – 651 p.
6. Renvoise P. Neuromarketing: Understanding the Buy Buttons in Your Customer's Brain / Patrick Renvoise. – S. I. : HarperCollins Leadership, 2007. – 256 p.

7. Ries A. The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk / Al Ries, Jack Trout. – S. I. HarperBusiness, 1994. – 143 p.

8. Roetzer P. The Marketing Performance Blueprint: Strategies and Technologies to Build and Measure / Paul Roetzer. – S. I. : John Wiley & Sons, Incorporated, 2014. – 265 p.

9. Scott D. M. The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, & Viral Marketing to Reach Buyers Directly / David Meerman Scott. – S. I. : Wiley & Sons, 2013. – 439 p.

10. Shirky C. Here Comes Everybody: The Power of Organizing without Organizations / Clay Shirky. – Reprint ed. – S. I. : Penguin Books, 2009. – 344 p.

## **12.2. Information resources**

11. The official site of the State Statistics Service of Ukraine. – Access mode : <http://www.ukrstat.gov.ua>.

12. The official site of the World Bank. – Access mode : <http://data.worldbank.org>.

13. The official site of the World Economic Forum. – Access mode : <http://www.weforum.org>.



# Annexes

Annex A  
Table A.1

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

The components of the competence formed under the theme	Minimal experience	Knowledge	Skills	Communication	Autonomy and responsibility
1	2	3	4	5	6
<b>Theme 1. The essence of marketing and its modern concept</b>					
To analyze the factors influencing the direction of the marketing activities	To determine the market. The essence of supply and demand. The evolution of entrepreneurial activity	The essence of marketing. Types of marketing. Objectives and functions of marketing. The concept of marketing. The composition of the legal acts of Ukraine concerning the company marketing activities	Research on the enterprise effectiveness and current motivational levers to improve the effectiveness of marketing activities. Identification and study of best practices of marketing development	Effective team work. Perception of criticism, advice and guidance	Responsibility for the accuracy of the identification of the factors influencing the company marketing activity
<b>Theme 2. The system and characteristics of modern marketing</b>					
To determine the components of internal and external marketing environment	The essence of market relations. The types of markets. Knowledge about the characteristics and factors of the enterprise internal and external environment	The elements of the external and internal marketing environment. The marketing-mix elements. The functional approach to the formation of the marketing system	The selection of the relevant information regarding the impact of factors of external and internal environment, analysis and summarizing it in the relevant documents. Determination of the marketing policy elements	Developing the mission and goal of the team	Decision making in a complex and unpredictable environment that requires marketing tools

Table A.1 (continuation)

1	2	3	4	5	6
<b>Theme 3. Marketing research</b>					
To prepare and carry out a marketing study of the state and market, the segmentation of business entities	The impact of supply and demand. The essence of the product, and the peculiarities of the market formation. The types of markets. The elements of the marketing environment	Types and methods of marketing research. The main steps of marketing research. The marketing studies: market, product, competitors, suppliers. The segmentation of the market	Conducting a comprehensive and pinpoint diagnostics of marketing activities. The analysis of indicators that characterize the efficiency of marketing activities. The identification of causal relationships between the indicators. Preparation of analytical surveys based on the results of marketing activities. The analysis and forecasting of supply and demand. The analysis and forecasting of market conditions, factors of competitive advantage of the enterprise. The analysis of the relations between the enterprise and the external environment. The analysis of the enterprise competitive position	Conducting a survey of respondents to identify the marketing information	Making effective independent management decisions and taking responsibility for reliability and accuracy of marketing research results

Table A.1 (continuation)

1	2	3	4	5	6
<b>Theme 4. Marketing product policy</b>					
To form the enterprise assortment policy on the basis of evaluation of consumer needs	The concept of the commodity unit, product range, product mix. The essence of competitiveness and product quality. The quality standards of goods and services	The essence of the product in the marketing system. Types of goods. Knowledge of information on demand for enterprise's own products and the products of competitors. Knowledge of the information needs of consumers. Knowledge of the constituent elements of the marketing commodity policy. The product life cycle. Methods of measuring the competitiveness	Studying the future demand for products and services in commodity markets. Conducting marketing analysis of the previous ideas about a new product, service, development opportunities, the amount of consumption. Determining the level of competition in the market and the means of strengthening competitiveness	Ensuring the attractiveness and liveliness of debate within the community in real time	Initiating the commodity strategy, leadership and full autonomy of implementation
<b>Theme 5. Marketing pricing policy</b>					
To develop company pricing strategy	The essence of the concept of price. The features of the equilibrium prices formation. The pricing cost method. The profitability of products and enterprises. Classification of the enterprise costs	The essence of price and pricing. The types of prices and pricing features. The components of the enterprise pricing strategy: principles, forms and methods of pricing, The types of pricing strategies	Calculation of the planned prices and determining the market prices. Substantiation and development of the pricing strategy and policies of the enterprise. Selection and justification of the current sales price	Linking the community and offering them benefits with the strategic goals of the organization	Initiation of the pricing strategies and full autonomy during implementation of the strategies

Table A.1 (continuation)

1	2	3	4	5	6
<b>Theme 6. Marketing communications policy</b>					
To organize and assess the feasibility of conducting marketing and communication campaigns	Defining the relationships between the producers and consumers. Company public relations management. Defining the advertising	The nature and types of advertising. Knowledge of the elements of the enterprise marketing policy. The features of the cost formation in the enterprise communicative policy implementation. The structure and features of advertising. The means of distribution of advertising and media of advertising appeals	Development of measures for elimination of errors in the implementation of marketing communications. The formation of positive potential advocates among employees, loyal customers and reliable partners. The formation of commitment to customers and partners in certain brands and patriotic attitude of the enterprise employees to their organization. Informing customers and partners about the firm and the goods that it produces, the main characteristics of its products	Developing an effective communication strategy	Social responsibility for the results of making strategic marketing decisions
<b>Theme 7. Marketing distribution policy</b>					
To build effective sales policy	General knowledge about marketing the enterprise activities. The definition of the commodity sold and gross output. The factors of the enterprise external environment	Traditional, vertical and horizontal marketing systems. The sales strategy. Distribution channels, evaluating the storage needs, transportation of goods, choosing the points of sale, planning the sales, the size of inventory, the aftersale service	The formation of service standards in the choice of distribution channels and intermediaries. Assessment of the amount of payment for services in the formation of the marketing policy. Legal and organizational-economic support of development and implementation of the enterprise marketing policy	Presenting the results of the formation of an effective distribution policy of the enterprise	The initiation of original approaches to the formation of the enterprise channels. Leadership and full autonomy in the development of approaches

1	2	3	4	5	6
<b>Theme 8. Organization and control of the enterprise marketing activity</b>					
To plan the company marketing activities	The types of the enterprise organizational structures. The functional duties. The functions of management. Evaluation of economic efficiency of the enterprise activities	Knowledge of the use and justification of commercial transactions for supply, marketing and sales. Knowledge of the issues of conclusion of agreements for the receipt of services by the enterprise. Organization of marketing for different scales of activity	Defining the goals and directions of marketing activity and planning means to achieve them. Definition of strategic marketing goals in accordance with the mission of the enterprise. Defining the means of achieving and the timing of scheduled events. Development, agreement and approval of the company management plan of measures on the realization of the concept of marketing at the enterprise for a certain period. Coordination of the company contractual relations. Determination of priority directions of marketing activity. The choice and justification of the marketing strategy. The streamlining indicators and the operational marketing plan. Participation in the design of the company marketing department. Executing the operational work of contacting suppliers and consumers	To develop effective communications strategy	Deep awareness and responsibility for the scientific justification of strategic marketing decisions, the credibility and reliability of predicting the outcomes of marketing activities

# Content

Introduction.....	3
1. Description of the academic discipline .....	4
2. The goal and objectives of the academic discipline .....	4
3. The contents of the academic discipline .....	6
4. The structure of the academic discipline .....	12
5. The plan of seminars .....	13
6. The plan of practical studies .....	14
6.1. Examples of typical theme-based practical tasks .....	16
7. Independent work .....	22
7.1. An individual research assignment.....	25
7.2. Questions for self-assessment.....	27
8. Individual consulting .....	31
9. The teaching methods .....	31
10. Methods of assessment.....	35
11. The scores a student can obtain .....	41
12. Recommended reading.....	47
12.1 Main.....	47
12.2. Information resources .....	48
Annexes .....	49

НАВЧАЛЬНЕ ВИДАННЯ

# МАРКЕТИНГ

**Робоча програма  
для студентів спеціальності  
051 "Економіка"  
першого (бакалаврського) рівня**

**(англ. мовою)**

*Самостійне електронне текстове мережеве видання*

Укладачі: **Афанасьєв** Микола Васильович  
**Панчук** Анастасія Сергіївна  
**Котельникова** Юлія Миколаївна

Відповідальний за видання *Д. В. Шиян*

Редактор *З. В. Зобова*

Коректор *З. В. Зобова*

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Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61166, м. Харків, просп. Науки, 9-А

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