

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

ЗАТВЕРДЖЕНО

на засіданні кафедри маркетингу
Протокол № 2 від 02.09.2024 р.

ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Карина НЕМАШКАЛО



МАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань
Спеціальність
Освітній рівень
Освітня програма

**07 "Управління та адміністрування"
075 "Маркетинг"
перший (бакалаврський)
"Маркетинг"**

Статус дисципліни
Мова викладання, навчання та оцінювання

**обов'язкова
англійська**

Розробник:
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Завідувач кафедри
маркетингу

Людмила ГРИНЕВИЧ

Гарант програми

Олена НЕБИЛИЦЯ

Харків
2024

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

APPROVED

at the meeting of the department
marketing
Protocol № 2 of 02.09.2024

AGREED

Vice rector for educational and methodical work



Karina NEMASHKALO

MARKETING
Program of the course

Field of knowledge
Specialty
Study cycle
Study programme

07 "Management and Administration"
075 "Marketing"
first (bachelor)
"Marketing"

Course status
Language

mandatory
English

Developers:
PhD (Economics),
Associate Professor

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Kharkiv
2024

INTRODUCTION

The evolution of marketing as a business philosophy, professional activity, and behavioral model for entrepreneurial entities is progressing rapidly. Modern marketing concepts and applications are undergoing rapid changes influenced by an unpredictable external environment, strategic ambiguities, and the growing global trend of digitalization. In today's market-driven economy, the effectiveness of marketing strategies, combined with the flexibility and responsiveness of production and commercial activities tailored to meet various consumer demands, is essential for maintaining competitiveness and enhancing both the economic and social efficiency of enterprises.

The purpose of the course: to develop in higher education students a scientific worldview and profound knowledge of marketing theory, as well as to cultivate skills and abilities in specific marketing activities, methodological aspects of organizing marketing activities, and their priorities in modern conditions.

The objectives of the course include studying the general principles of marketing relations, fundamental marketing categories, and specific marketing tools for addressing relevant managerial tasks with a focus on the needs and demands of target market consumers. It also aims to foster the ability to creatively seek ways to enhance marketing activities.

The subject of the course encompasses the general patterns of marketing development in market conditions and the enterprise's marketing system.

The program of the course includes lectures, seminars, and practical studies, as well as mandatory self-studies on each topic. The most complex issues are brought up for discussion during the seminar, which helps in better mastering the academic discipline.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO 1	GC 6, SC 1
LO 2	GC 6, SC 3
LO 3	SC 4
LO 5	GC 6, SC 12, SC 14
LO 6	GC3, GC7, SC 4, SC 5, SC 7, SC 14
LO 7	SC 10, SC 11
LO 8	GC 6, SC 1, SC 5, SC 9, SC 13
LO 9	GC7, SC 8, SC 13
LO 10	SC 14
LO 11	GC 6, SC 5, SC 14
LO 12	SC 3
PH 14	SC 4, SC 14
PH 15	GC 1
PH 16	SC 4, SC 5, SC 14

where, LO1. Demonstrate knowledge and understanding of the theoretical foundations and principles of conducting marketing activities.

LO2. Analyze and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge, and practical marketing skills.

LO3. Apply acquired theoretical knowledge to solve practical problems in the field of marketing.

LO5. Identify and analyze key characteristics of marketing systems at different levels, as well as the behavioral characteristics of their subjects.

LO6. Determine the functional areas of a market entity's marketing activities and their interrelations within the management system, as well as calculate relevant performance indicators.

LO7. Utilize digital information and communication technologies, as well as software products necessary for effective marketing activities and the practical application of marketing tools.

LO8. Apply innovative approaches to conducting marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

LO9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

LO10. Explain information, ideas, problems, and alternative management decision-making options to specialists and non-specialists in the field of marketing, as well as to representatives of various structural divisions of a market entity.

LO11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.

LO12. Demonstrate skills in independent work, flexible thinking, openness to new knowledge, and being critical and self-critical.

LO14. Fulfill functional responsibilities within a team and propose well-grounded marketing solutions..

LO15. Act socially responsible and socially conscious based on ethical marketing principles, respect for cultural diversity and civil society values, while respecting individual rights and freedoms.

LO16. Meet the requirements for a modern marketing professional and continuously enhance personal professional qualifications.

GC1. The ability to exercise one's rights and responsibilities as a member of society, to be aware of the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, and the rights and freedoms of man and citizen in Ukraine.

GC3. Ability for abstract thinking, analysis, and synthesis.

GC6. Knowledge and understanding of the subject area and understanding of professional activity.

GC7. Ability to apply knowledge in practical situations.

SC1. The ability to logically and consistently reproduce the acquired knowledge of the marketing subject area.

SC3. Ability to use theoretical principles of marketing to interpret and predict phenomena and processes in the marketing environment.

SC4. Ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional interrelations among its components.

SC5. Ability to correctly apply marketing methods, techniques, and tools.

SC7. Ability to determine the impact of marketing functional areas on the economic performance of market entities.

SC8. Ability to develop marketing support for business development in conditions of uncertainty.

SC9. Ability to use marketing tools in innovative activities.

SC12. Ability to justify, present and implement research results in the field of marketing.

SC13. Ability to plan and implement effective marketing activities of a market entity in a cross-functional context.

SC14. Ability to suggest improvements to marketing functions.

COURSE CONTENT

Content module 1. Marketing as an economic category and stages of its development as a management method at the enterprise.

Topic 1. The essence of marketing. Stages of evolution and concepts of marketing.

1.1. The essence of marketing.

Definition of marketing. Methodological foundations of marketing. Disadvantages of marketing. Approaches to understanding the essence of marketing. Tasks of marketing.

1.2. Historical stages and main evolutionary forms of marketing development.

Prerequisites for the emergence of marketing. Stages of marketing development. Driving forces and main reasons that led to the emergence, spread and development of marketing. Ronald Fullerton's "continuous flow" model of marketing development and distribution.

1.3. Marketing concepts.

The concept of marketing. The main differences and components of marketing concepts. Chronology of the history of marketing and evolution of marketing concepts. The production concept, the product concept, the selling concept, the marketing concept, the societal marketing concept (socio-ethical, socially responsible marketing), the concept of interaction marketing (relationship marketing), the concept of holistic marketing, holistic marketing, lateral marketing (marketing of new ideas), integrated marketing, internal marketing.

1.4. The role and main functions of marketing in a market economy.

Principles of marketing. Marketing functions: analytical, production, sales (distribution and sale), management and control. The role of marketing in the economy. Strategic and operational marketing.

1.5. Organization of effective market exchange and communication process of manufacturers with the market.

The significance of the marketing mix. Types of marketing. The most common types of traditional marketing (connect with marketing communications)

Topic 2. Needs and motivation of consumers.

2.1. Theories of personality and their conclusions for marketing.

The main subjects of marketing. Personality in marketing. Theories of personality. Main marketing categories.. Definition of the concept of "need".

2.2. The essence of the concepts "motive" and "motivation".

Motivation in marketing. Definition of motive and motivation. Common and distinctive features. The structure of the motive.

2.3. Modern theories of motivation of human behavior and basic approaches to its study problems. Drawing up a typology of needs and identifying the main motivational orientations as a method of explaining the motives of human behavior.

Model of behavior motivation through needs. Classification of approaches to defining the term "motivation". The essence of the concept of "motivation". Theories

of motivation are divided into two categories: substantive and procedural. Types of motivation. Components of motivation.

2.4. The essence of the concepts "need", "desire", "demand" and their practical significance for marketing.

The essence of the concepts "lack", "need", "desire", "demand" in the system of marketing relations. General scheme of the marketing process.

2.5. Existing approaches to the classification of needs. Absolute and relative, primary needs (general) and derivatives.

Classification of needs. A. Maslow's classification of needs. Factors affecting the formation and development of needs.

Topic 3. Basics of consumer behavior when choosing a product.

3.1. Consumer behavior when choosing a product as a problem solving process. The main stages of the purchase decision process.

The concept of consumer behavior. Approaches to the analysis of consumer behavior. Types of buying behavior.

3.2. Types of risks experienced by consumers before purchase. Features of the final buyer behavior depending on the level of risks experienced by consumers. Extensive, limited and routine behavior.

Types of risks experienced by consumers before purchase. Factors influencing consumer behavior: external and internal. Extensive, limited and routine behavior.

3.3. The importance and value of information for the consumer when choosing a product.

Sources of information used by the consumer when solving the problem of choice. The dependence of the duration of information searches on its value and the degree of risks experienced by buyers before purchase. Stages of information processing.

3.4. Modern theory of consumer choice and its practical significance.

The essence of the concept "product as a basket of attributes". Concept of attribute and objective properties (characteristics) of the product. The significance of the attribute and the level of its presence felt by the consumer in the product. Purchasing roles. Model of consumer decision making.

3.5. Methods of modeling product concepts as a basket of attributes.

Interconnection the concepts of general utility of the product and partial utilities of attributes. Models of relationships, attitude. Consumer behavior models. Methods of consumer behavior research. Market share analysis.

Content module 2. Strategic marketing system and marketing information system

Topic 4. Strategic marketing system.

4.1. Strategic goals of marketing.

Marketing environment of the enterprise. Factors of the macro environment of marketing. Factors of the marketing microenvironment. System of strategic marketing. Strategic goals of marketing.

4.2. Directions of strategic marketing analysis of the market.

Areas of strategic marketing analysis of the market: segmentation as a method

of analyzing market needs, analysis of the economic attractiveness of the market, competitive analysis, analysis of the company's product portfolio, analysis of product positioning opportunities on the market.

4.3. The essence of the marketing strategy and the stages of its development.

The essence of the marketing strategy. Marketing planning management process. Key issues in the strategic marketing process.

4.4. Types of marketing strategies.

Competitive behavior strategies. Growth strategies. Market coverage strategies: undifferentiated marketing, differentiated marketing, concentrated marketing.

4.5. Goals, tasks and stages of strategic marketing planning.

Strategic planning. Marketing plan, features of development and implementation. Marketing plan functions.

Topic 5. Information and analytical support of marketing research.

5.1. Modern trends in the formation of the basis of the sample.

The concept of information and data in marketing. The role of marketing information. Research. Information and analytical support of marketing research. Traditional marketing information system, decision support system. Integrated information systems. The concept of sampling. General population.

5.2. Types and methods of organizing random surveys that provide representativeness of the results.

Selective observation. The theory of selective observation. Types of discontinuous observation (monographic, main array, questionnaire). Theorems of the law of large numbers. Various methods for choosing samples : simple random sampling, stratified random sampling, cluster sampling, convenience sampling

5.3. Basic procedures for organizing sample surveys. Features of selective surveys in heterogeneous populations. Schemes of multi-stage selection.

Two types of sampling procedures: probabilistic (objective), non-probability (empirical). Schemes of multi-stage selection.

5.4. General problems of forming sample populations.

Representative sample and convenience sampling. General problems of sampling design.

5.5. Calculation procedures in the process of carrying out sample surveys Sample surveys of small enterprises. Special thematic examinations.

The advantage of selective observation over continuous observation. Calculating a simple random sample.

Topic 6. Marketing research.

6.1. The structure of the marketing information system (IMS) and marketing classification information.

Types of information. Information classification criteria. Advantages and disadvantages of secondary data. Sources of internal and external marketing information. Advantages and disadvantages of primary sources. A marketing information system (MIS). Benefits of using a marketing information system. Components of marketing information systems.

6.2. Internal accounting system at the enterprise. Marketing reference system. System of marketing research.

Internal accounting system at the enterprise. Marketing reference system. System of marketing research. Marketing decision support system. Simple data accounting system, marketing reporting system, systems focused on the use of various calculation models, marketing forecasting system

6.3. The essence, meaning and purpose of marketing research. Place of marketing research in the marketing system at the enterprise.

Definition of marketing research. The most important functions of marketing research. History and evolution of marketing research. Basic principles of marketing research. The main distinguishing features of the scientific approach. Place of marketing research in the marketing system at the enterprise.

6.4. Types, stages of planning and implementation of the marketing research process.

Types of marketing research. Depending on the methods and tools required, following are the types. Basic methods of marketing research. Stages of planning and implementation of the marketing research process. Marketing problem. Research report. Benefits of an efficient market research

Content module 3. The main elements of the operational marketing complex. Management of modern types of marketing.

Topic 7. Theoretical aspects of marketing product policy.

7.1. The company's product policy, its essence and structure.

Marketing product policy. Products - goods and services. Components of the structure and stages of the process of forming a marketing product policy.

7.2. The essence of the product. The main market characteristics of the product.

Definitions of product. The essence of the product. The main market characteristics of the product. The basic service (or function) and additional services. Three-level product model. Five-level product model. The concept, structure and characteristics of the product range and product nomenclature. The characteristics of the assortment. The assortment matrix. Product competitiveness. Methods of assessing product competitiveness. Stages of evaluating the level of product competitiveness.

7.3. Basic concepts and essence of a brand. Classification of brands and brand policy.

The essence of a brand. Brand name. Stamp mark. Trademark. Advantages of trademarks. Brand classification and brand policy.

7.4. Product life cycle. Types of product life cycles on the market.

The product life cycle. Stages of traditional, classic product life cycle: the stage of introducing the product to the market; stage of sales growth; stage of maturity-market saturation (stationary phase); stage of decline. Types of product life cycle.

7.5. Product strategies of the enterprise.

Product strategies of companies. Strategic directions of product policy: diversification of commodity policy; product differentiation (product assortment); modification, variation of the product (product assortment); elimination. Product elimination strategies can be used: "Harvest"; "Concentration of efforts"; Exclusion / strengthening of assortment groups (product lines). Development (creation) of new

products.

Topic 8. Marketing pricing policy.

8.1. The concept of market price. The role of price as a marketing tool. The concept of price. The role of price as a marketing tool. Types of price. price-forming factors. The methods of state price regulation in Ukraine. Economic and administrative methods of state price regulation.

8.2. Pricing methods from the cost-based perspective. Pricing methods from the demand-based perspective. Pricing methods from the competition-based perspective.

Methods of price determination. Pricing methods. Cost-based pricing methods. The break-even point. Pricing methods based on demand. Coefficient of elasticity. Value of the product. Pricing methods based on competition.

8.3. Pricing policies. Price diversification.

Marketing pricing policy. Steps of price planning. Types of pricing strategies. Stability prices strategies. Price diversification. Psychology of pricing.

8.4. Pricing policy for new products.

Pricing policy for new products. Removal of cream. Penetration pricing.

Topic 9. Theory of marketing distribution and sales policy

9.1. Organization of exchange and distribution system. Role, functions, and types of commercial intermediaries.

The essence of the marketing policy of distribution and sales. Purchase of goods. Sale of goods. Tasks of commercial distribution. The role, functions and types of commercial intermediaries.

9.2. The economic role of distribution channels.

Marketing distribution policy. The concept of distribution channels. Agents who can participate in a distribution and sales policy. Wholesale trade. Retail trade.

9.3. Existing structures of distribution channels. Vertical structure of the distribution channel. Criteria for selecting distribution channels. Analysis of distribution costs.

Existing structures of sales channels and criteria for their selection. Vertical structure of the distribution channel. Examples of distribution policies. Franchise. Types of franchises. Signs of a successful franchise.

9.4. Sales policies. Intensive, selective, and exclusive distribution.

Method of organizing the company's sales activities. Simple and complex sales systems. Intensive, selective, and exclusive distribution. Push and pull strategies.

9.5. Direct (interactive) marketing.

The concept and essence of direct marketing. Direct marketing methods.

Topic 10. Theory of marketing communications

10.1. The essence of communications, their place and role in the enterprise's marketing mix.

The essence of communication. Definition of marketing communications. Marketing communications system. Communication policy of the organization. Marketing communication (MC) mix. Integrated marketing communications. Means and channels of marketing communications of the enterprise. Factors that determine the structure of the MC mix. Marketing communications functions. Target audience.

Communication process. Subjects of marketing communications. Stages of formation of target audience states

10.2. The process of advertising communications and its planning.

Advertising communications. Purposes of advertising. Advertising functions. The process of advertising communications and its planning.

10.3. Advertising communications. Personal selling. Public relations (PR) and their tools.

Types of advertising. Public relations (PR). Functions PR. Organizational activities (planning) of PR. Direct marketing as a marketing communications tool.

10.4. Methods of sales promotion.

Differences sales promotion from other means of marketing communication. Method of organizing the company's sales activities. Simple and complex sales systems. Intensive, selective, and exclusive distribution. Push and pull strategies.

10.5. Methods of evaluating the effectiveness of communications.

Communicative effectiveness: emotional level, behavioral level. Evaluation of the effectiveness of the communication program.

Topic 11. Marketing management

11.1. The essence of marketing planning. Classification of marketing plans.

The concept and essence of marketing management. Objectives of marketing management. Types of marketing management. Marketing management functions. The marketing management process. Marketing planning. Classification of marketing plan.

11.2. The structure of the marketing plan.

Marketing plan as a document. The structure of the marketing plan. Planning at different managerial levels. Marketing plan functions

11.3. Strategic marketing planning. Tactical marketing planning.

Strategic marketing planning. Strategy formulation. The implementation of the strategy. Business plan. Tactical marketing planning.

11.4. Methods of drawing up a marketing budget.

Marketing budget. Stages of drawing up a marketing budget. Tips for creating a marketing budget.

11.5. Organization of marketing activities and its principles.

Components of the organization of marketing activity. Sustainable development goals in the process of planning and organizing marketing activities. Types of organizational structures. Hard and soft structures. Marketing as an enterprise management system. Personnel marketing. Internal marketing of the enterprise.

11.6. Typical models of building integrated marketing structures at enterprises.

The organizational structure of marketing activities. Control of marketing activities. Types of control. Strategic control and revision (audit) of marketing.

Topic 12. Modern trends in marketing development

12.1. International marketing. Features of forming international marketing policy.

Modern marketing. The essence of international marketing. Advantages of international marketing. Features of forming international marketing policy. Trends in modern international marketing. Strategies for success in international marketing.

12.2. Global marketing. Characteristics of global marketing forms.

Difference between global marketing and international marketing. Forms of global marketing. Benefits of global marketing. Disadvantages of global marketing.

12.3. Digital marketing. Definition of the concept, main advantages and tools digital marketing.

Digital marketing. Types of digital marketing. Search Engine Optimization (SEO). Pay-Per-Click (PPC) advertising. Social Media Marketing (SMM). Email marketing. Content marketing.

12.4. Emotional marketing. Psychotechnologies in marketing activities.

Emotional marketing. Types of emotions. Psychotechnologies in marketing activities. Emotional marketing strategies. The benefits of emotional marketing. The power of storytelling in emotional marketing. The role of color in emotional marketing. The ethics of emotional marketing.

12.5. Event marketing. The concept of event marketing mix.

Event marketing. Planning an event marketing campaign. Types of event marketing. Planning an event marketing campaign.

12.6. Relationship marketing. Socially responsible marketing.

Relationship marketing. Strategies for relationship marketing. Challenges of relationship marketing. The benefits of socially responsible marketing. Ecological marketing, green marketing. Challenges of implementing socially responsible marketing.

The list of practical (seminar) studies in the course is given in table 2.

Table 2

The list of practical (seminar) studies / tasks

Name of the topic and/or task	Content
Topic 1.	Presentation of the report (essay) "The Essence and Structure of Marketing". Presentation on the topic "Historical stages of marketing development". Task "Basic concepts of marketing development". Task "Main functions and types of marketing"
Topic 2.	Task. "Compiling a typology of needs. The needs of people and society and ways to satisfy needs". Task "Identification of basic motivational orientations as a method of explaining the motives of human behavior"
Topic 3.	Study of consumer behavior when choosing a product. Analysis of generational values according to the "Strauss-Howe Generational Theory" and justification of their influence when choosing goods and services
Topic 4.	Task "Conducting a strategic marketing analysis of the market and justification strategic marketing goals" Practical task "Conducting a strategic marketing analysis of the microenvironment and internal environment of the enterprise"
Topic 5.	Reasoning of information and analytical support for conducting marketing research on the characteristics of product or service consumption. Sample calculation

Topic 6.	Analysis of the structure of the marketing information system. Preparation and presentation of a creative research task.
Topic 7.	Analysis of product offering. Identification and evaluation of product attributes. Case study on topic "The role of a brand in implementing a marketing strategy"
Topic 8.	Acquiring skills in calculating product prices based on key pricing methods. Presentation "Technologies and techniques of psychological pricing"
Topic 9.	Building an optimal structure of sales channels. Analysis of modern forms and methods of distribution and sales
Topic 10.	Practical task "Modern advertising communications. Examples of Internet advertising". Presentation on a chosen topic related to product placement
Topic 11.	Practical task "Algorithm for planning and organizing marketing activities at an enterprise". Conducting a game-based discussion on the topic: "Marketing Planning: A Standard Tool or a Flexible Strategy in an Unstable Market?"
Topic 12.	Presentation of examples of funny situations or failures that occurred when companies entered foreign markets due to misunderstandings related to language barriers, national legislation, cultural and psychological characteristics of the local population, or unsuccessful use or disregard of modern trends

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1 - 12	Studying lecture material
Topic 1-12	Preparation for practical classes
Topic 3, 10	Preparation of homework task
Topic 6, 8, 12	Preparation of multimedia presentation
Topic 1, 11	Preparing for the discussion
Topic 6	Completion of a creative research task
Topic 1, 10	Preparation for the express survey and current control work
Topic 1 - 6, 7-12	Preparation for the colloquium
Topic 1 - 12	Exam preparation

The number of hours of lectures, practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (lecture (Topic 4-6, 9), problem-based lecture (Topic 1-3, 10-12), lecture-dialogue (Topic 1, 8), mini-lecture (Topic 6, 7, 10, 12)).

Visual (demonstration (Topic 1-12)).

Practical (practical work (Topic 1-12), case study method (Topic 4, 7, 10, 12), (presentation (Topic 6, 8, 12), brainstorming method (Topic 7, 10), small group work (Topic 2-6, 9, 12) preparation of a report based on the results of an individual or group creative research task (Topic 6)), game-based discussion method (Topic 1, 11).

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored.

Assessment during the 3rd and 4th semesters is carried out in the form of assessing the performance of tasks in practical classes; assessing the performance of homework, prepared multimedia presentations, writing tests, and completing a comprehensive modular control in the form of a colloquium. All work must be completed independently. Completed tasks that are similar to each other will be rejected.

The course grading system in the **3rd semester** is organized as follows:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a grading.

The final grade in the course is determined for disciplines with a form of grading, the final grade is the amount of all points received during the current control.

Current control: tasks on topics (40), homework (10), creative research task (20 points), survey express (5 points), colloquium (15 points), presentation (10 points).

Current control in the 4th semester is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam.

The maximum score that a student can receive during an exam is 40 points. The minimum score at which an exam is considered passed is 25 points.

The final grade in the course is determined for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: tasks on topics (20), homework (6), individual educational and research tasks (project) (10 points), written control work (6 points), colloquium (10 points), presentation (8 points).

Semester control: Exam (40 points).

More detailed information on the assessment system is provided in the technological card of the course.

An example of an exam card and assessment criteria.

Sample exam card

Simon Kuznets Kharkiv National University of Economics
First (bachelor's) study cycle
Specialty "Marketing"
Study program "Marketing".
Semester IV
Course "Marketing"

EXAM CARD No. 1

Task 1 (stereotype task). 10 points

You need to provide a detailed answer to the question.

What is the seasonal product life cycle and how does it differ from the classic life cycle?

Give 3 examples of products with a seasonal life cycle.

Task 2 (diagnostic). (14 points)

Several consumer goods companies have developed new products. Products do not compete with each other. Manufacturers conducted communication campaigns to present products to the target audience.

You need to analyze the intensity of communication influence and its results. You should determine for which manufacturer the results turned out to be the most positive.

Table 1

Output data

The state of the target audience	Product type, %		
	1	2	3
Informed about the product	80	40	50
Tried the product	60	30	50
They were satisfied with the product	20	80	10
Contact audience, people	1000	1500	820

Task 3 (heuristic). (16 points)

You, as a representative of an international marketing company that provides services for the planning and organization of marketing activities, need to develop activities for the promotion of children's toys made from natural ecological materials of a young Swedish company. Justify your response.

Protocol No. ____ of “ ____ ” _____ 20__ approved at the meeting of the Marketing Department.

Examiner, Candidate of Economic Sciences, Associate Professor Us M.I.

Head of the Department, Doctor of Economics, Prof. Grynevych L.V.

Evaluation criteria

Final exam scores consist of the sum of the points for completing all tasks, rounded to a whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, laboriousness, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other as follows:

Table 4

Task	Mark	Evaluation criteria
Task 1 (stereotype task) 10 points	1-2	The task was not completed completely, errors and/or inaccuracies were made, incorrect interpretation of concepts, categories, indicators, classifications or incorrect conclusions were given, units of measurement were not specified, the answer only partially corresponds to the essence of the question
	3-4	The task was not completed completely, errors and/or inaccuracies were made, incorrect interpretation of concepts, categories, indicators, classifications or incorrect conclusions were given
	5-6	The task was not completed completely, errors and/or inaccuracies were made, the correct interpretation of the main concepts, categories, indicators, classifications was given, the conclusions were not substantiated
	7	The task is not fully completed, the essence of the question is partially revealed, there is logic, consistency, correct interpretation of the main concepts, categories, indicators, classifications, the conclusions are not justified or incorrect
	8	The task was completed without errors, with the units of measurement indicated. There is an incorrect interpretation of some non-basic concepts, indicators, classifications or incorrect conclusions
	9	The task is completely completed, the correct concepts and their definitions are given, the essence of their components is revealed, the units of measurement are indicated, there is an answer and/or the conclusions are insufficiently substantiated
	10	The task was completed completely, without errors, the essence of the question was completely revealed. The conclusions are well-founded and correspond to the essence of the task
Task 2 (diagnostic task) 14 points	1-5	Errors were made in the calculations, indicators were incorrectly interpreted, or incorrect conclusions were drawn
	6-8	The task is incomplete, the units of measurement are not specified, the conclusions are incorrect or missing, and the calculation formulas are not provided
	9-12	The task is fully completed, with no errors in the designation of units of measurement. However, there is incorrect interpretation of indicators or incorrect conclusions, and the calculation formulas are not provided
	13-14	The task is fully completed, with no errors in indicating units of measurement. The conclusions are justified and correspond to the essence of the task
Task 3 (heuristic task)	1-3	The task is partially completed; however, incorrect concepts and their definitions are provided, the proposed solutions are illogical, incorrect conclusions are drawn, and there is no analysis of the results obtained

16 points	4-6	The task was not fully completed. The correct concepts were presented, but there were errors in the definitions, no justification was provided, incorrect conclusions were drawn, and there was no substantiated analysis of the results obtained
	7-9	The task has been completed, the correct conceptual and categorical apparatus has been provided, but incorrect conclusions were drawn, and there is no substantiated analysis of the results obtained
	10-12	The task has been completed, the correct solutions have been provided, the conceptual and categorical apparatus has been used, the essence of its components has been revealed, justification has been provided, but there is no answer and/or conclusions
	13-14	The task is completed, the correct concepts and their definitions are given, the essence of their components is revealed, improvement methods are proposed, units of measurement are indicated, but the answer and/or conclusions are insufficiently substantiated
	15-16	The task is completed, all conditions meet the requirements, and a substantiated conclusion regarding the recommendations is provided. The applicant demonstrates thorough knowledge of theoretical and methodological provisions, shows the ability to analyze marketing policy comprehensively, formulate promising development directions, and align the solution to the issue under consideration with the overall strategy of the enterprise

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