SYLLABUS OF THE COURSE MARKETING

Level of higher education first (bachelor)
Field of knowledge 07 Management and administration
Specialty 071 Accounting and Taxation
Educational program Accounting and Taxation
Specialty 072 Finance, Banking and Insurance
Educational program Finance, Banking and Insurance
Specialty 073 Management
Educational program Management Management of touris

Educational program Management, Management of tourist business

Discipline status is required Teacher: Elena IEVSEITSEVA

1 Course abstract:

Semester: 3

Module volume: total number of hours - 90, including lectures - 12 hours, practical classes - 24 hours, independent work - 54 hours, number of ECTS credits - 3.

Course purpose: formation of theoretical knowledge and acquisition of practical skills of using specific marketing tools in solving current management tasks focusing on the needs and demands of consumers of target markets, mastering the methodological apparatus of marketing activities of various market participants and their positioning with the ability to creatively seek ways to improve marketing.

Learning outcomes of the discipline:

know: the essence of the marketing concept of management, its historical genesis, goals, principles, functions and types of marketing, the content of the marketing management process; structure and purpose of marketing information system, essence and main stages of marketing research; the concept of the marketing environment of the enterprise, the main factors of the macro - and micro environment; model of customer behavior, features of customer behavior in consumer and industrial markets; ways to assess market capacity and forecast demand; concepts and main stages of market segmentation, leading criteria and methods of segmentation, the essence and methods of product positioning; main tasks of marketing product policy, approaches to product range management, the concept of product life cycle, stages of creation of new products; the essence of marketing pricing policy, stages of the pricing process, goals, factors, strategies, methods and tactical tools of pricing; the essence of distribution marketing policy, the concept of sales channel, methods of classification of distribution systems, distribution system management strategies; the essence of marketing communication policy, elements of the communication complex, the tasks of advertising management, sales promotion, personal sales and publicity; basics of strategic and operational marketing planning, development of marketing budgets, types of organizational structures of marketing, ways to control marketing activities. the essence of marketing communication policy, elements of the communication complex, the tasks of advertising management, sales promotion, personal sales and publicity; basics of strategic and operational marketing planning, development of marketing budgets, types of organizational structures of marketing, ways to control marketing activities. the essence of marketing communication policy, elements of the communication complex, the tasks of advertising management, sales promotion, personal sales and publicity; basics of strategic and operational marketing planning, development of marketing budgets, types of organizational structures of marketing, ways to control marketing activities.

be able:make plans for marketing research, justify the relevant situations, ways to obtain marketing information; to analyze the influence of macro - and micro - environment factors on the organization 's activity; measure market capacity (current market potential); analyze the main sources of marketing information for decision-making and management of the enterprise; determine the direction, objectives of research needs and objects of marketing research; develop a marketing research program; to study and study the motivations of consumer behavior in order to make

decisions to meet their needs; substantiate the criteria and methods of market segmentation, compile segment profiles and select the target market, offer rational ways of positioning goods; analyze the product range of the enterprise, to form proposals for streamlining the structure of the range, to develop recommendations for the content of product strategy in accordance with the stages of the product life cycle; choose strategies, methods and tactical tools of pricing in accordance with the characteristics of the product and the market situation; substantiate the rational structure of the sales system; to substantiate the rational composition of the complex of marketing communications, to plan advertising campaigns and promotions to promote sales, to organize the work of sales staff; to choose organizational structures of marketing, to carry out the analysis of performance of annual plans and the analysis of profitability by means of the corresponding tools. methods and tactical tools of pricing in accordance with the characteristics of the product and the market situation; substantiate the rational structure of the sales system; to substantiate the rational composition of the complex of marketing communications, to plan advertising campaigns and promotions to promote sales, to organize the work of sales staff; to choose organizational structures of marketing, to carry out the analysis of performance of annual plans and the analysis of profitability by means of the corresponding tools. methods and tactical tools of pricing in accordance with the characteristics of the product and the market situation; substantiate the rational structure of the sales system; to substantiate the rational composition of the complex of marketing communications, to plan advertising campaigns and promotions to promote sales, to organize the work of sales staff; to choose organizational structures of marketing, to carry out the analysis of performance of annual plans and the analysis of profitability by means of the corresponding tools.

have: modern system of views, special knowledge and skills in the field of marketing; practical skills of marketing activities, which would allow to use the methodology and tools of marketing in future activities to effectively achieve the strategic and operational goals of the enterprise; methods of dividing consumers into groups based on the difference in needs, characteristics, behavior and development for each of these groups a separate marketing complex; skills of analysis of marketing research results with the help of applied programs.

able to demonstrate: understanding the essence and content of marketing theory and functional relationships between its components; knowledge of defining methods of analysis of the marketing environment (group and analyze the factors of the marketing environment from the standpoint of determining or negative impact on marketing activities of the enterprise (SWOT-analysis); research objectives, to develop programs of marketing research, knowledge of the use of innovations in the marketing activities of the enterprise and assess their effectiveness, understanding of the laws and patterns of the market, the behavior of its subject.

Required training components (prerequisites, co-requisites and post-requisites):,, economic theory, statistics, information systems and technologies.

The content of the discipline: Topic 1. The essence of marketing and its modern concept. Topic 2. The system of modern marketing. Topic 3. Information support of marketing activities of the enterprise. Topic 4. Marketing strategies for segmentation and selection of the target market. Topic

- 5. The content of the process of marketing management. Topic 6. Marketing product policy. Topic
- 7. Marketing pricing policy. Topic 8. Marketing distribution policy. Topic 9. Marketing communications policy.

Forms of final control: examination.

Tools for diagnosing learning success: tasks (for current control), list of questions (for modular and final control), sets of test tasks (for modular and final control).

Language of instruction: Ukrainian, English.

2. Evaluation

Distributionil scores that students receive

		Modular	Sum							
Current control									control	
T1	T2	T3	T4	T5	T6	T7	T8	T9		

Types of	T1	T2	T3	T4	T5	T6	T7	T8	T9	MK	Total
evaluation											
Speech at a practical lesson	5	5	5	5	5	5	5	5	5	10	55
Individual	5	5	5	5	5	5	5	5	5		45

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Total from the discipline

100

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Evaluation criteria: the examination ticket consists of three questions: 1 question -3 points, 2 questions - 3 points, the task - 4 points, in total - 10 points.

Compliance with the scales for assessing the quality of learning material

	1		8 1 3					
Score on the national scale for the exam, CP, CD / credit	Score in points	Assessm ent on the ECTS scale	Explanation					
Excellent / credited	90-100	AND	Perfectly (excellent performance with only a small number of errors)					
	82-89	IN	Very good (above average with multiple errors)					
Good / credited	74-81	WITH	Fine (in general correct execution with a certain number of significant errors)					
Satisfactory /	64-73	D	Satisfactorily (not bad, but with a significant number of shortcomings)					
credited	60-63	IS	Enough (performance meets minimum criteria)					
Unsatisfactory	35-59	FX	Unsatisfactorily (with the possibility of re-assembly)					
/ not credited	0-34	F	Unsatisfactorily (with mandatory re-study of the discipline)					

3. Course policy

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- 3.1. Mandatory observance of academic integrity by students, namely:
- independent performance of all types of works, tasks, forms of control provided working program of this discipline;
- links to sources of information in the case of the use of ideas, developments, statements, information:
- compliance with the legislation on copyright and related rights;
- providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information.
- 3.2. To obtain a minimum positive grade in the discipline it is necessary to obtain a minimum number of points for each topic and modular control.
- 3.3. In case of late work, the number of points scored is reduced by 30%.
- 3.4. Postponement of delivery / re-submission:
- possible extension of the deadline for submission of works for valid reasons (hospital, academic mobility), which must be notified to the teacher in advance,
- without good reason the number of points scored is reduced by 30%.
- 3.5. When plagiarism is detected, the student returns the work and is issued a new version of the task.
- 3.6. Missed classes are completed by the student in accordance with the individual schedule agreed with the teacher in case of insufficient points to obtain a minimum positive grade in the discipline.

3.7. The assessment of the assessment is as follows: the student addresses a request to the teacher, who reviews the available results of the student's educational activities to be assessed, and under objective conditions (detected technical errors) the scores may increase. If a student claims a higher score and considers the evaluation of the results of his educational activities by the teacher biased, the department creates a commission of three research and teaching staff, which offers the student in a certain form (oral or written) to demonstrate the level of acquired knowledge, skills and abilities. in this discipline. Scores may increase if the student confirms the level of knowledge declared by him.