

## 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 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



10	10	10	10	10	10	10	10	10	10	10	100
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Types of evaluation	T1	T2	T3	T4	T5	T6	T7	T8	T9	MK	Total
Speech at a practical lesson	5	5	5	5	5	5	5	5	5	10	55
Individual tasks	5	5	5	5	5	5	5	5	5		45
<b>Total from the discipline</b>											<b>100</b>

**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**

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

**3. Course policy**

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.