



Syllabus MARKETING

Degree of higher education – Bachelor

Educational and scientific program “International Economics”

Consultations: On Monday at 11-13 PM, aud. 3403

Year of study: III, Semester: V

Number of credits: 5, Language: English

Course leader

Full Name

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Discipline description

The essence and reasons of marketing development, main concepts of marketing, principles and concept of marketing are highlighted. The modern trends of marketing development are considered. The functions, marketing complex, types of marketing are highlighted. The components of the macromarketing, micromarketing and internal marketing environment of the firm are characterized. The concept, directions of marketing research is considered. Types of marketing information, methods of conducting marketing research, marketing research process, main indicators of market conditions. The process of segmentation of the market, choice of target market segments, positioning is highlighted. The concept of consumer behavior in the consumer and industrial markets, the notion of commodity policy, problems of its formation are considered. The product, its levels, assortment and nomenclature of goods, a brand and a packing of the goods, a life cycle of the goods, development of new goods are considered. The essence and purpose of pricing in different types of markets are highlighted. The essence, purpose and tasks of distribution policy, distribution channel and its level, resellers are considered. sales logistics. The concept of communication policy, advertising and sales promotion, public relations, direct marketing, personal sales are highlighted. The process of strategic marketing planning is considered. Types of marketing strategies, peculiarities of organization of the marketing service at the enterprise and control of marketing activity are highlighted. The essence of Internet marketing is highlighted, namely, marketing in social networks, internal and external search optimization of the site, measuring the effectiveness of Internet marketing.

Course structure

№	Topics	Hours					Control measures
		Lectures	Practical classes	Indv. Work	Training, CPIT	Indp. Work	
Module 1. Essentials of marketing. The main methods and instruments of marketing							
1	Basic elements and concepts of marketing, the reasons for its occurrence	2	2	-	4	6	Tests, oral survey, cases, situational tasks
2	Functions and types of marketing	2	2	-		6	
3	Marketing environment of the firm	2	2	-		6	
4	Marketing researches	2	2	-		6	
5	Market segmentation and positioning	2	2	-		6	
6	Behavior of consumers on different types of market	2	2	-		6	
7	Marketing product decisions	2	2	-		6	
Module 2. Classical and up-to-date market entry strategies. Implementing and coordinating the marketing program							
8	Marketing price decisions	2	2	-	4	6	Tests, oral survey, cases, situational tasks
9	Marketing distribution decisions	2	2	-		6	
10	Marketing communication decisions	2	2	-		6	
11	Neuromarketing	2	2	-		5	
12	Marketing planning	2	2	-		5	
13	Organizing and controlling of the marketing program	1	2	-		5	
14	Internet marketing	1	2	-		5	
Total		28	28	3	8	83	

References

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3. Donald Miller, Dr. J.J. Peterson, J. J. (2021). Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business, Paperback.
4. Craig Huey (2020). The New Multichannel, Integrated Marketing: 29 Trends for Creating a Multichannel, Integrated Campaign to Boost Your Profits Now, Paperback
5. Simon Kingsnorth (2021). Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Paperback.
6. Borysiak, O. V. (2021). Peculiarities of digital transformation in the promoting climate policy of alternative energy enterprises. S World Journal. Issue 8. Part 4. P. 83-89.

7. Borysiak, O., Brych, V., Brych, B. (2020). Digital marketing components of providing information about energy service companies in the conditions of green energy development. New trends in the economic systems management in the context of modern global challenges : collective monograph / scientific edited by M. Bezpartochnyi // VUZF University of Finance, Business and Entrepreneurship. – Sofia : VUZF Publishing House «St. Grigorii Bogoslov», Vol. 2. P. 231-240
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Assesment policy

- **Deadline and reassessment policy:** entries that fail to meet deadlines without good reasons are rated lower (-20 points). Rewriting of modules takes place with the permission of the dean's office if there are good reasons (for example, illness).
- **Academic Integrity Policy:** write-offs during tests and exams are prohibited (including the use of mobile devices). Mobile devices may only be used during online testing (for example, Kahoot).
- **Attendance policy:** attendance is a mandatory component of the assessment for which points are awarded. For objective reasons (eg. illness, international internship) study can take place online in consultation with the course leader.

Assesment criteria

The final grade for the course is calculated as follows:

Credit module 1	Credit module 2	Credit module 3 (final assessment according to CPIT, taking into account the results of Training)	Credit module 4 (exam)	Total
20%	20%	20%	40%	100%
1. Oral interview during the lesson (6 topics of 5 points = 30 points) 2. Written work = 70 points	1. Oral polling during the lesson (6 topics of 5 points = 30 points) 2. Written work = 70 points	1. Writing and defense of CPIT = 80 points 2. Completion of tasks during Training = 20 points	1. Test tasks (25 tests at 2 points per test) - max. 50 points 2. Task 1 - max. 25 points 3. Task 2 - max. 25 points	-

Grading scale:

According to the scale of WUNU	According to the national scale	According to the ECTS scale
90-100	Excellent	A (excellent)
85-89	Good	B (very good)
75-84		C (good)
65-74	Satisfactory	D (satisfactory)
60-64		E (adequately)
35-59	Unsatisfactory	FX (unsatisfactory with repeated passing)
1-34		F (unsatisfactory without repeated passing)

