

HIGHER EDUCATIONAL INSTITUTION OF UKOOSPILKA
 “POLTAVA UNIVERSITY OF ECONOMICS AND TRADE”

Department of Marketing

ACADEMIC DISCIPLINE SYLLABUS

«Marketing»

for 2022-2023 academic year

Year and semester of study	4 th year, 2 nd semester
Educational program / specialization	“Business Administration”
Speciality	073 Management
Sphere	07 Management and administration
Degree	Bachelor

Professor,
Degree,
position

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Schedule	http://schedule.puet.edu.ua/
Consultations	http://www.marketing.puet.edu.ua/
Distance Course	https://el.puet.edu.ua/

Course description

Aim of the course	This course is designed to serve as an introduction to the basic principles of marketing, practices, and the application of these practices. This course examines our present-day marketing system from a managerial point of view and has a current events component to help emphasize the marketing principles in today’s business world. Subjects covered include consumers, market research and target markets, feasibility analysis, products, promotion, channels of distribution, pricing, international marketing and use of technology in marketing. The majority of class time will be spent in lecture discussing the various solutions to marketing cases by the application of marketing principles.
Length	3 credits, 90 hours (lectures 16 hours, practical 20 hours, independent work 54 hours.)
Forms and Methods of instruction	Lectures and practical classes in the classroom and field trips, independent work outside the schedule
Control	Current control: attending classes; homework; discussion of lesson material; performance of educational tasks; reports with abstracts and their discussion; testing; current modular work Final control – exam.
Basic skills	Speaking, listening, writing and reading skills
Language of instruction	English

The list of competencies provided by this course, program learning outcomes

Learning outcomes	Competencies
Identify and analyze the key characteristics of marketing systems at different levels, as well as the behavior of their subjects.	Ability to abstract thinking, analysis and synthesis. Knowledge and understanding of the subject area and understanding of professional activity. Ability to conduct marketing research in various areas of marketing activities Ability to determine the impact of functional areas of marketing on the performance of market participants. Ability to substantiate, present and implement research results in the field of marketing. Ability to offer feature improvements marketing activities

Content of the course

Topic	Types of work	Tasks for independent work
MODULE 1. THE PRINCIPLES OF MARKETING		
Topic 1: The essence of marketing and the modern concept	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topic: marketing as a system of enterprise activity in the market
Topic 2. Strategic Planning and the Marketing Process	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the following topics: planning of marketing activities at the enterprise; a variety of organizational structures of marketing departments in the activities of enterprises of different forms of ownership.
Topic 3. Marketing Research and Information Systems	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: markets for goods and features of marketing activities in them; an overview of strategies used in the market
Topic 4. Consumer Markets and Consumer Buyer Behavior	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: study of product competitiveness; formation of product policy of the enterprise on the basis of marketing.
Topic 5. Market Segmentation, Targeting and Positioning for Competitive Advantage	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the following topics: market conditions of the enterprise's products; formation and research of demand for goods.
MODULE 2. THE MARKETING TOOLS		
Topic 6. New product development and product life-cycle strategy	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the following topics: specifics of marketing in the field of procurement of goods; supplier market monitoring.
Topic 7. Marketing Pricing	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: the role of pricing policy in marketing activities; features of formation of prices for products in the enterprises of various spheres of activity.
Topic 8. Marketing Communications	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the following topics: planning and regulation of sales stocks; marketing logistics.

Topic	Types of work	Tasks for independent work
Topic 9. Retailing and Wholesaling	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: the role of pricing policy in marketing activities; features of formation of prices for products in the enterprises of various spheres of activity.
Topic 10. Developing the Marketing Plan	Attending classes; homework; discussion of theoretical and practical material (oral answers); educational tasks (role games, written tasks); presentations; work in class; tasks of independent work.	Performing practical tasks on the topics: the role of pricing policy in marketing activities; features of formation of prices for products in the enterprises of various spheres of activity.

Literature

Main

1. Blue Ocean Strategy, Expanded Edition. Kim, W. Chan, Renée Mauborgne. Harvard Business Review Press. Jan 20, 2015
2. The 22 Immutable Laws of Marketing. Ries, Al, Trout, Jack. HarperBusiness. Apr 27, 1994
3. Positioning for Advantage: Techniques and Strategies to Grow Brand Value. Whitler, Professor Kimberly A. Columbia Business School Publishing. Sep 7, 2021
4. Starting a Business QuickStart Guide. Colwell PhD MBA, Ken. ClydeBank Media LLC. Feb 25, 2019

Software

Microsoft Office.

Policy of evaluation

1. Policy of deadlines: tasks that are submitted with violation of deadlines without valid reasons are evaluated by a lower score (75% of the possible maximum number of points per activity). You can do the modules for the second time only with the permission of a professor in case you have a valid reason (for example, disease).
2. Policy of academic honesty: cheating during module works and testing is forbidden (including the use of mobile phones). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
3. Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) and consultations with a professor.
4. Policy of accepting the results of non-formal education: <http://puet.edu.ua/uk/publiczna-informaciya>.

Grading

Types of work	Maximal points
Module 1 (Topics 1-5): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	30
Module 2 (Topics 6-10): attendance (4 points); home task (4 points); participation in class (9 points); independent work (8 points); tests (4 points); module work (11 points)	30
Exam	40
Total	100

Scale of grading

Points	ECTS Grade	National Grade
90-100	A	Outstanding performance
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Fairly satisfactory
35-59	FX	Fail (unsatisfactory work with possibility of taking exam for the second time)
0-34	F	Fail (unsatisfactory work with possibility of taking the course for the second time)