



## Syllabus Course Program



# Marketing

### Specialty

072 Finance, banking, insurance and stock market

### Institute

Educational and Scientific Institute of Economics, Management and International Business

### Educational program

Finance and banking

### Department

Marketing (201)

### Level of education

Bachelor's level

### Course type

Special (professional), Mandatory

### Semester

3

### Language of instruction

English

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## Lecturers and course developers



### Chernobrovkina Svitlana

[Svitlana.Chernobrovkina@khpi.edu.ua](mailto:Svitlana.Chernobrovkina@khpi.edu.ua)

PhD, Associate Professor, Associate Professor of the Department of Marketing

Author and co-author of more than 50 scientific and educational and methodological works, including 4 textbooks, 3 monographs on current problems of marketing and economics.

Main disciplines: "Marketing", "Public Relations in business", "Branding", "Advertising and public relations", "World market of goods and services"

[More about the lecturer on the department's website](#)

## General information

### Summary

The discipline delves into the comprehensive understanding of various marketing concepts, strategies, and practices within the contemporary business landscape. It covers the fundamental principles of market analysis, consumer behavior, product development, pricing, distribution, and promotion. Through this course, students gain insights into crafting effective marketing plans, segmenting target markets, and implementing innovative techniques to reach customers and drive business growth. The discipline also emphasizes the significance of adapting marketing strategies to changing market trends and technological advancements. Ultimately, "Marketing" equips learners with the knowledge and skills needed to navigate the dynamic world of market dynamics, enabling them to contribute strategically to the success of businesses and organizations.

### Course objectives and goals

The course "Marketing" aims to provide students with a comprehensive understanding of the fundamental principles, strategies, and practices in the field of marketing. The objectives include developing a solid foundation in market analysis, consumer behavior, and the marketing mix (product, price, place, promotion), as well as fostering the ability to create effective marketing plans tailored to specific target markets. By the end of the course, students should be equipped to apply marketing

concepts in real-world scenarios, critically evaluate marketing strategies, and adapt to the ever-changing business environment. The goals are to cultivate strategic thinking, analytical skills, and a practical understanding of how marketing contributes to business success, while also promoting ethical considerations and effective communication in the marketing context.

### **Format of classes**

Lectures, consultations, self-study. Individual task in the form of a calculation task. Final control in the form of a credit.

### **Competencies**

GK 02. Ability to apply knowledge in practical situations.

GK06. Ability to conduct research at an appropriate level.

GK07. Ability to learn and master modern knowledge.

GC09. Ability to be critical and self-critical.

GC10. Ability to work in a team.

GC11. Ability to communicate with representatives of other professions of groups of different levels (with experts from other fields of knowledge / types of economic activity).

SC01. The ability to investigate trends in economic development using the tools of macro- and microeconomic analysis, to evaluate modern economic phenomena.

SC02. Understand the functioning of modern global and national financial systems and their structure.

СК03. Здатність до діагностики стану фінансових систем (державні фінанси, у тому числі бюджетна та податкова системи, фінанси суб'єктів господарювання, фінанси домогосподарств, фінансові ринки, банківська система та страхування).

SC05. Ability to apply knowledge of legislation in the field of monetary, fiscal and financial market regulation.

SC11. The ability to maintain an appropriate level of knowledge and constantly improve one's professional training

### **Learning outcomes**

PR 16. Apply the acquired theoretical knowledge to solve practical problems and meaningfully interpret the obtained results

PR 18. Demonstrate basic skills of creative and critical thinking in research and professional communication.

### **Student workload**

The total volume of the course is 150 hours (5 ECTS credits): lectures - 32 hours, laboratory classes - 32 hours, self-study - 86 hours.

### **Course prerequisites**

Microeconomics, Fundamentals of management, Fundamentals of entrepreneurship

### **Features of the course, teaching and learning methods, and technologies**

During lectures, presentation materials and video materials are used. Conducting practical classes involves project work, teamwork, case studies. Current control is carried out in the form of tests and written tasks.

## **Program of the course**

### **Topics of the lectures**

**Topic 1. The essence and meaning of marketing.**

Essence, basic concepts. Marketing complex. Marketing concepts. Functions and principles of marketing. Types of marketing. External marketing environment.

**Topic 2. Marketing research.**

Concepts, goals, tasks and principles of marketing research. Primary and secondary information. Types and methods of marketing research. Directions of marketing research. The process of marketing research. Marketing information system.

**Topic 3. Market segmentation and product positioning.**

The essence, factors and criteria of market segmentation. Product or service positioning.

**Topic 4. Product policy.**

Goals and essence of commodity policy. Classification of goods. Product competitiveness. The process of developing new products. Product life cycle. Development and marketing of competitive services. Product management.

**Topic 5. Pricing policy.**

Essence, goals and factors of pricing. Basic pricing methods. Stages of the pricing process. Pricing strategies. Types of prices. Types of discounts.

**Topic 6. Policy of distribution (sales).**

The essence of the marketing policy of distribution. Types of distribution channels. Content and organization of the goods movement process. Product distribution strategies.

**Topic 7. Communication policy.**

The essence, goals and components of marketing communication policy. Concepts and types of advertising. PR and its main tools. The essence and directions of sales promotion. Personal sales and direct marketing. Exhibitions and fairs. Branding.

**Topic 8. Global Marketing Strategies.**

Expanding to International Markets. Cultural Considerations in Global Marketing. Adaptation vs. Standardization.

### **Topics of the workshops**

**Topic 1. What is marketing?**

The main categories of marketing.

**Topic 2. Marketing research.**

The basic rules for constructing questionnaire questions. Development of the questionnaire.

**Topic 3. Market segmentation and product positioning in marketing.**

Study of market segmentation criteria and types of brand positioning.

**Topic 4. Product policy.**

Study of the essence, goals, tasks and main directions of marketing product policy.

**Topic 5. Pricing policy.**

Study of the essence, goals, tasks and main strategies of marketing price policy.

**Topic 6. Policy of distribution.**

Study of the essence, goals, tasks and key strategies of marketing policy of distribution (sales).

**Topic 7. Communication policy.**

Study of the essence, goals, tasks and components of marketing communication policy.

**Topic 8. Global Marketing Strategies.**

Study of marketing strategies of world brands and general trends in marketing in the conditions of globalization.

### **Topics of the laboratory classes**

Conducting laboratory work is not provided for in the curriculum

### **Self-study**

The subject of independent work is not only the study of the theoretical material of the discipline "Marketing" by students, but also research work on the study of practical aspects of marketing. An individual task involves writing a calculation task.

## **Course materials and recommended reading**

1. Armstrong, G., & Kotler, P. (2017). "Marketing: An Introduction." Pearson.
2. Aaker, D. A., & Keller, K. L. (2016). "Consumer Evaluations of Brand Extensions." *Journal of Marketing*, 54(1), 27-41.

3. Payne, A., & Frow, P. (2013). "Strategic Customer Management: Integrating Relationship Marketing and CRM." Cambridge University Press.
4. Schmitt, B. H. (2017). "Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers." John Wiley & Sons.
5. Gronroos, C. (2017). "Service Management and Marketing: Customer Management in Service Competition." John Wiley & Sons.
6. Kotler, P., & Armstrong, G. (2022). Principles of Marketing. Pearson.
7. Berger, J. (2016). Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster.
8. Boone, L. E., & Kurtz, D. L. (2022). Contemporary Marketing. Cengage Learning.
9. Armstrong, G., & Kotler, P. (2021). Marketing Management. Pearson.
10. Kotler, P., & Keller, K. L. (2016). Marketing Management. Pearson.
11. Payne, A., & Frow, P. (2013). Strategic Customer Management: Integrating Relationship Marketing and CRM. Cambridge University Press.
12. Bovee, C. L., & Thill, J. V. (2020). Business Communication Essentials (8th ed.). Pearson.

## Assessment and grading

### Criteria for assessment of student performance, and the final score structure

- 100% final assessment in the form of credit (20%) and current assessment (80%).  
 20% credit.  
 80% current assessment:
- 60% assessment of tasks in practical classes;
  - 20% written individual assignments

### Grading scale

Total points	National	ECTS
90-100	Excellent	A
82-89	Good	B
75-81	Good	C
64-74	Satisfactory	D
60-63	Satisfactory	E
35-59	Unsatisfactory (requires additional learning)	FX
1-34	Unsatisfactory (requires repetition of the course)	F

## Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

## Approval

Approved by

Date, signature

**Head of the department**  
Diana RAIKO

Date, signature

**Guarantor of the educational program**  
Finance, banking, insurance and stock market  
Maryna SHEVCHENKO

