



Syllabus Course Program



Marketing management

Specialty

075 – Marketing

Institute

Institute of Economics, Management and International Business

Educational program

Marketing

Department

Marketing (201)

Level of education

Master's level

Course type

Special (professional), Mandatory

Semester

2

Language of instruction

English, Ukrainian

Lecturers and course developers



Viktor ZARUBA

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Doctor of Economic Sciences, Professor, Professor of the Department of Marketing. More than 45 years of work experience. Author of more than 200 scientific and educational and methodological works. Leading lecturer in the disciplines: "Optimization methods and models", "Econometrics", "Research of operations in the economy", "Providing innovations", "Quantitative methods in marketing management". Trained 7 candidates and 3 doctors of science.

[More about the lecturer on the department's website](https://web.kpi.kharkov.ua/marketing/viktor-zaruba/)

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General information

Summary

The course is aimed at students acquiring knowledge and skills in multi-level strategic marketing planning in business organizations, developing portfolio, competitive and marketing strategies, tactical and operational marketing planning, monitoring and analyzing the effectiveness of the company's sales activities. In the process of studying the discipline, students learn to evaluate the attractiveness of strategic business directions, research the competitive behavior of firms in product markets, apply quantitative methods and MS Excel tools to analyze and forecast demand, optimize the parameters of marketing activities.

Course objectives and goals

The purpose of the course is to provide theoretical knowledge and the formation of competencies in the management of marketing activities in business organizations. The main goals of studying the discipline are: 1) knowledge and ability to perform such typical functions of marketing management as market analysis and demand forecasting, planning at the strategic, tactical and operational levels, management of the implementation of developed plans, control and analysis of the effectiveness of marketing activities; 2) knowledge and ability to use the tools of marketing management to assess the attractiveness of strategic areas of business and market segments, differentiation of the product offer and its positioning, provision of competitive advantages, selection of product, price, distribution and communication policies, control of marketing activities, etc.

Format of classes

Lectures, practical classes, consultations, self-study. Final control in the form of an exam.

Competencies

GC01. Ability to abstract thinking, analysis and synthesis.

GC02. Ability to search, process and analyze information from various sources.

SC03. Ability to apply modern marketing methods and tools, digital technologies, resources and economic-mathematical methods and models in scientific and pedagogical activities.

SC07. The ability to identify and formalize patterns of development of subjects of market relations on the basis of fundamental and applied research, development of recommendations for increasing the efficiency of marketing systems.

Learning outcomes

LO03. Formulate and test hypotheses; use appropriate evidence to substantiate conclusions, in particular, the results of theoretical analysis, experimental studies and mathematical and/or computer modeling, available literature data.

LO06. Plan and carry out empirical and/or theoretical research on marketing and related interdisciplinary areas using modern tools and observing the norms of professional and academic ethics, critically analyze the results of own research and the results of other researchers in the context of the entire complex of modern knowledge regarding the researched problem.

LO08. Apply modern tools and technologies for searching, processing and analyzing information, in particular, methods of analyzing data of a large volume and/or complex structure, specialized databases and information systems.

Student workload

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

Course prerequisites

Knowledge of the basic courses of Higher Mathematics and Economic Informatics at the bachelor's level

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

When teaching the discipline, such modern educational technologies as problem-based lectures during lecture classes, mini-lectures and work in small groups during practical classes are used. Problem lectures have a problem-setting nature, are held in close contact with the audience, and allow students to control their understanding of the educational material. During the problem lecture, the problems that must be solved by the students are clearly formulated. The lecture material is presented in such a way that, instead of direct answers to the questions, such information is highlighted that the student could use in solving the problem. Mini-lectures provide for the presentation of educational material in a short period of time, are characterized by a significant capacity and are conducted as part of a practical lesson in the form of lectures-instructions. The instructional lecture precedes the performance of practical classes using computers, is conducted with the aim of directly preparing students for their performance, reveals the content and sequence of their implementation, theoretical and applied aspects of its results. When working in small groups, students are invited to form groups of 5-6 people and present their vision and perception of the material at the end of the class. Work in small groups should create opportunities for the participation of each student in the work on the subject of the lesson, ensure the formation of personal qualities and experience of working in professional teams.

Program of the course

Topics of the lectures

Topic 1. Understanding marketing management

1. Concepts and functions of marketing management. The concept of holistic marketing. Integrated marketing, socially responsible marketing (ethics, ecology, law, society), internal marketing, relationship marketing.

2. The marketing process of creating and providing consumer values. Phases of the process of creating and providing values. Value chain and value system concepts.

3. Enterprise strategies and the process of strategic marketing management. Corporate (generally organizational), business and functional levels of strategic marketing planning.

Topic 2. Development and analysis of the company's portfolio strategy

1. Marketing growth strategies. Growth matrices of I. Ansoff. Possibilities of intensive, integration and diversification growth according to F. Kotler.

2. The task of developing the company's portfolio strategy. Ensuring synergistic effects between different spheres of activity and strategic flexibility of the portfolio of strategic spheres of business.

3. Competitive forces according to M. Porter. Possible threats from manufacturers of analogue goods, manufacturers of substitute goods, new enterprises on the market, suppliers, consumers.

4. Evaluation of the attractiveness of the strategic business area (SBA). Potential economic efficiency of activities on the market. Correspondence of SBA to resources available to the enterprise Threats from competitive forces.

5. Matrix methods of corporate business portfolio analysis. BCG (Boston Consulting Group) and GE (General Electric) methods.

Topic 3 Marketing planning at the business and functional levels

1. Planning the activities of a non-diversified enterprise (business unit). Strategies of competitive advantages according to M. Porter. Cost leadership, wide differentiation, optimal costs, focused low-cost strategy, focused differentiation strategy (market niche strategy).

2. Development of a competitive strategy at the business level of planning. Solutions and research in the development of a competitive strategy. Strategies of undifferentiated, differentiated and concentrated marketing.

3. The general structure of the marketing plan at the functional level. Marketing strategy, action programs, budgets, control.

Topic 4. Tactical marketing management. Control, operational management and analysis of marketing activities

1. Tactical management of marketing as the formation of influence on the market. Direct, indirect and feedback links of the firm with the market.

2. The structure of the company's product offering. Distribution channels. Group and individual offers. Trading service.

3. The essence and directions of marketing control. Analysis of marketing activities.

4. Control system and principles. The principles of strategic focus, results orientation, appropriateness, timeliness, flexibility, simplicity and economy.

5. Marketing control over the implementation of annual plans. Analysis of sales potential, analysis of market share attributable to the enterprise, observation of customer relations and analysis of the ratio of marketing and sales expenses.

Topics of the workshops

Topic 1. Analysis and forecasting of demand

1 Concept of forecasting and demand forecasting methods. Time series analysis methods.

2. The method of direct modeling of the trend. Trend modeling with preliminary series smoothing.

3. Regression models and their application in demand forecasting. Theoretical and sample regression models. Linear models of paired and multivariate regression. The method of least squares in building a linear model of multivariate regression.

4. Quantitative calculations of demand time series trend models. Discussion of the content of the calculation task.

5. Calculations of parameters of linear one-factor two-parameter regression models of demand time series using MS Excel.

6. Typical functions for trend modeling (regression functions).

7. Finding the values of the parameters of the nonlinear one-factor regression model of the time series of demand in the MS Excel environment.

8. Use of MS Excel tools for forecasting time series of demand taking into account the seasonality factor

Topic 2. Decision optimization models at the functional level

1. Modeling programs for implementing a set of marketing activities.

2. Finding the critical path and time reserves for non-critical work.

3. Model for choosing advertising distribution channels.
4. Quantitative calculations of the optimal allocation of the advertising budget.

Topic 3. Behavioral strategies of firms in oligopolistic commodity markets

1. Strategic static games in the study of the oligopolistic market. Multi-person actions situations affecting the action environment.
2. Principles of management optimality in games with non-opposite interests.
3. Models of achieving equilibrium in the oligopolistic market
4. Quantitative calculations of sales volumes and prices for goods of firms in the process of achieving market equilibrium.

Topics of the laboratory classes

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Self-study

The independent work of the applicants consists in studying the lecture material (30 hours), preparing for practical classes and studying their material (30 hours), completing an individual task (16 hours), preparing for tests and assessment (10 hours). The individual task from the educational discipline "Marketing Management" is: the calculation task "Search for linear trends of time series of sales volumes", which must be completed from the 8th to the 15th week of study. The necessary calculations are recommended to be carried out using MS Excel. The assessment for the calculation task takes into account the correctness of the results and compliance with the recommendations of the methodological instructions.

Course materials and recommended reading

Basic materials

1. Маркетинговий менеджмент: Підручник / Ф. Котлер, К.Л. Келлер, А.Ф. Павленко та ін. - К: Видавництво «Хімджест», 2008. - 720 с.
2. Маркетинговий менеджмент / В. В. Россоха, О. В. Гуменна, К. В. Пічик, Н. В. Романченко. – Київ: ННЦ ІАЕ, 2014. – 224 с.
3. Маркетингова діяльність підприємств: сучасний зміст. / Під ред. Н. Карпенко. – К.: Центр навчальної літератури. – 2019. – 252 с.
4. Горбаченко С., Карпов В. Аналіз та прогнозуванняринковоїкон'юнктури.–Кондор. – 2019.–320 с.
5. Економетрика в електронних таблицях: навч. посіб. / Васильєва Н. К., Мироненко О. А., Самарець Н. М., Чорна Н. О.; за заг. ред. Н. К. Васильєвої. – Дніпро: Біла К. О., 2017. – 149 с. ISBN 978-617-645-249-2
6. Заруба В. Я. Кількісні методи в управлінні маркетингом [Електронний ресурс]: навч.-метод. посібник / В. Я. Заруба, І. А. Парфентенко ; Нац. техн. ун-т "Харків. політехн. ін-т". – Електрон. текст. дані. – Харків, 2020. – 106 с. – URI: <http://repository.kpi.kharkov.ua/handle/KhPI-Press/48093>.
7. Віктор Заруба, Ірина Парфентенко. Математичне моделювання в управлінні маркетингом. Навчальний посібник. – GlobeEdit, 2022. – 77с. ISBN: 978-620-0-63101.
<https://drive.google.com/file/d/1RkBDrHbHLT2shXEMxrZy9FVnbSPowZKo/view?usp=sharing>

Additional materials

8. Теорія ігор: основи та застосування в економіці та менеджменті. Навчальний посібник. – Вінниця: ВНТУ, 2009. – 164 с.
9. ТЕОРІЯ ІГОР: КУРС ЛЕКЦІЙ Навчальний посібник. Л. В. Барановська. Електронне мережне навчальне видання. Київ: КПІ ім. Ігоря Сікорського. 2022.
10. Калайтан Т. В. Контролінг. Навч. посібник, 2-е видання. - Львів:«НОВИЙ СВІТ-2000», 2019. – 252с.
11. Шубіна С.В., Мірошник О.Ю. Стратегічний аналіз: практикум. Навчальний посібник. Львів: «НОВИЙ СВІТ-2000», 2020. – 218 с.
- 12.Заруба В.Я. Економіко-математичне моделювання маркетингових стратегій підприємств // Вісник Київського національного торговельно-економічного університету. – 2005. - №1. –С.88-95.
13. Заруба В. Я., Парфентенко І. А. Методи використання вебсайтів в інтегрованому просуванні

бізнесу організацій. Економіка промисловості. № 2 (94), 2021. С. 125-140. DOI:

<http://doi.org/10.15407/econindustry2021.02.125>.

14. Заруба В.Я. Моделі погоджування виробничих ресурсів підприємства з поточним попитом на продукцію / В.Я. Заруба, І.А.Парфентенко // Информационная экономика: этапы развития, методы управления, модели. Монографія / Под ред. докт. экон. наук, проф. В.С Пономаренко, докт. экон. наук, проф. Т.С.Клебановой, докт. экон. наук, проф. Н.А.Кизима. – Братислава-Харьков, ВШЭМ – ХНЭУ им. С. Кузнеця, 2018. С. 469-481с.

15. Заруба В. Я., Парфентенко И. А. Уровни рефлексии управления ситуациями бизнес деятельности // Сучасні проблеми моделювання соціально-економічних систем.– Мультимедійне наук. електрон. вид. –Братислава–Харків, ВШЕМ–ХНЕУ ім.С.Кузнеця, 2020. ISBN 978-80-89654-65-9.

Assessment and grading

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

The assessment of the discipline for mastering its educational material is given according to the final rating or the result of the exam. In the final rating assessment, the report on the performance of the calculation task "Finding linear trends of time series of sales volumes" (up to 60 points), reports on individual tasks given in practical classes (up to 20 points), as well as answers to questions from the lecture material in two control papers conducted at the end of the study of the 1st and 2nd modules of the discipline (up to 20 points) are taken into account. During the exam, the quality of answers to the main questions of the exam tickets and to possible additional questions is taken into account.

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/>

Students are obliged to attend classes according to the schedule. In the event of an absence, students will be required to complete all assignments to make up for missed classes. Participation in practical classes requires preliminary preparation and early processing of the necessary materials for productive work during the class. Written assignments must be submitted by the established deadlines.

Approval

Approved by

Date, signature

Head of the department
Diana RAYKO

Date, signature

Guarantor of the educational program
Oleksandra KOSENKO

