



## Syllabus Course Program



# OTP3 Diagnostics of marketing activities

**Specialty**

075 – Marketing

**Institute**

Institute of Education and Science in Economics, Management and International Business

**Educational program**

Marketing

**Department**

Marketing (201)

**Level of education**

Master's level

**Course type**

Disciplines of free choice of specialized training

**Semester**

2

**Language of instruction**

English

## Lecturers and course developers

**Larka Ludmila**

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing of NTU "KhPI"

Work experience – 20 years. Author and co-author of more than 100 scientific and methodical publications.

Courses: "Marketing research", "Marketing research in trade", "Marketing research in the international market", "Diagnostics of the marketing activity of the enterprise", "Management of the effectiveness of marketing activity", "Marketing in anti-crisis management"

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

## General information

### Summary

The course "Diagnostics of marketing activity" develops the knowledge and skills necessary to determine the strengths and weaknesses of the marketing activity of the enterprise. In the course of training, applicants will learn about the peculiarities of diagnosing the strategic management of the development of the marketing activity of the enterprise, modern methodological approaches to the diagnosis of the external and internal environments of the enterprise

### Course objectives and goals

The goal of the discipline is to form knowledge about the fact that diagnostics provides the company with methods and tools for determining signs, development criteria and factors of its development in order to use favorable and overcome unfavorable factors - conditions for the realization of its interests and goals

### Format of classes

Lectures, workshops, consultations, self-study. Final control in the form of an credit

## Competencies

GC1. Ability to make informed decisions

GC3. The ability to evaluate and ensure the quality of the work performed

GC6. Ability to search, process and analyze information from various sources

SC1. The ability to logically and consistently reproduce and apply knowledge of the latest theories, methods and practical techniques of marketing

SC2. The ability to correctly interpret the results of the latest theoretical research in the field of marketing and the practice of their application

SC5. Ability to diagnose the marketing activity of a market entity, perform marketing analysis and forecasting

SC7. The ability to develop and analyze the marketing strategy of a market entity and ways of its implementation, taking into account cross-functional relationships

## Learning outcomes

LO1. To know and be able to apply modern principles, theories, methods and practical methods of marketing in practical activities

LO3. Plan and carry out own research in the field of marketing, analyze its results and substantiate the adoption of effective marketing decisions in conditions of uncertainty

LO11. Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activity of the market entity

LO12. Carry out diagnostics and strategic and operational management of marketing for the development and implementation of marketing strategies, projects and programs

LO15. Collect the necessary data from various sources, process and analyze their results using modern methods and specialized software

## Student workload

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

## Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: "Strategic marketing", "Management of innovative development"

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

When conducting lectures, presentation materials and video materials are used. Conducting practical classes involves solving problems, cases, conducting business games. Current control is carried out in the form of testing

## Program of the course

### Topics of the lectures

**Topic 1. Diagnostics of strategic management of the development of marketing activities of the enterprise**

Purpose, tasks and subject of the course. The concept of proactive strategic management of situations. Comparative analysis of the concepts of reactive and proactive strategic management of the enterprise's marketing activities

**Topic 2. Diagnostics of the internal state of the enterprise**

SMART-diagnosis of the system of marketing goals of the enterprise. Diagnosing the effectiveness of marketing divisions of the enterprise based on CRI. Grapho-analytical model "the square of the enterprise's marketing potential"

**Topic 3. Diagnostics of the external state of the enterprise**

Systems for monitoring the external state of the enterprise. Organization of an audit of the effectiveness of the system for monitoring the external state of the enterprise

**Topic 4. Diagnostics of the implementation of marketing strategies of the enterprise**

Diagnostics of compliance of marketing strategies of the enterprise with market conditions. Diagnosing the consistency of marketing strategies with the company's strategic set

**Topic 5. Comprehensive analysis of the results of diagnosing the marketing activity of the enterprise**

Structural analysis of the organization. Functional and target analysis of the marketing activity management system of the enterprise. Analysis of the marketing decision-making system. Analysis of the information support subsystem of marketing activities

**Topic 6. Diagnostics of the effectiveness of the company's product policy**

Diagnostics of the degree of achievement of the goals of the company's product policy. Diagnostics of the effectiveness of product nomenclature management. Diagnostics of the effectiveness of product range management. Diagnostics of the effectiveness of trademark management

**Topic 7. Diagnostics of the effectiveness of the enterprise's pricing policy**

Diagnostics of the degree of achievement of the goals of the enterprise's price policy. Diagnostics of the influence of factors affecting the enterprise's price decisions. Diagnostics of the effectiveness of the enterprise's pricing strategy

**Topic 8. Diagnostics of the effectiveness of the company's sales policy**

Diagnostics of the degree of achievement of the goals of the company's sales policy. Diagnostics of the influence of factors affecting the company's decisions in the field of sales. Diagnostics of the effectiveness of the company's sales strategy

**Topic 9. Diagnostics of the effectiveness of the company's communication policy**

Diagnosis of the degree of achievement of the company's communication policy goals. Diagnostics of the influence of factors affecting the company's decisions in the field of communication policy. Diagnostics of the effectiveness of the company's communication strategy

## **Topics of the workshops**

**Topic 1. Determination of the type of speed of the company's strategic response to market changes**

Consideration of cases. Solving tasks on the topic of diagnosing the speed of strategic response of the enterprise

**Topic 2. The structure of the system diagnostics mechanism**

Consideration of cases. Solving tasks on the subject of research on the optimality of the structure of the system of diagnostics of the marketing activity of the enterprise

**Topic 3. Evaluation of resource provision of the enterprise**

Consideration of cases. Solving tasks on the topic of diagnostics of the effectiveness of the system of monitoring the external environment of the enterprise

**Topic 4. Determination of the rationality of using the enterprise's marketing potential**

Consideration of cases. Solving tasks on the topic of diagnostics of the effectiveness of the use of the marketing potential of the enterprise

**Topic 5. Study of the influence of environmental factors**

Consideration of cases. Solving tasks on the topic of diagnostics of the influence of factors of the external and internal environments of the enterprise on the effectiveness of marketing activities

**Topic 6. Determination of groups of influence of factors of the marketing environment on the development prospects of the enterprise**

Consideration of cases. Solving tasks on the topic of diagnosing the impact of the marketing environment on the prospects of the company's development

**Topic 7. Key indicators of the effectiveness of the company's product and price policies**

Consideration of cases. Solving tasks on the topic of diagnosing the effectiveness of the product and price policies of the enterprise

**Topic 8. Key performance indicators of the company's sales and communication policies**

Consideration of cases. Solving tasks on the topic of diagnosing the effectiveness of the company's sales and communication policies

**Topic 9. Formation of a complex of forecast indicators of the level of development of the enterprise's marketing activity**

Consideration of cases. Solving tasks on the topic of diagnosing the adequacy of the company's prognostic system to market conditions

**Topic 10. A scenario approach in forecasting the development of the enterprise's marketing activities**

Consideration of cases. Solving tasks on the topic of diagnosing the effectiveness of using the scenario approach in the marketing activities of the enterprise

## Topics of the laboratory classes

Laboratory work within the discipline is not provided

## Self-study

An individual assignment from the course is writing a calculation assignment. The purpose of the calculation task is to conduct a diagnosis of the marketing activity of the enterprise and to determine the main directions of its improvement.

In order to fulfill the set goal, the following tasks must be completed: carry out a diagnosis of the compliance of the product, price, sales and communication policies of the enterprise with the general strategy of its development, determine the effectiveness of the management of the marketing potential of the enterprise.

The defense of the course project is carried out publicly in front of the audience, which will enable all applicants to familiarize themselves in more detail with the practical aspects of conducting diagnostics of the marketing activities of the enterprise.

Applicants are also recommended additional materials (videos, articles) for independent study and analysis.

## Course materials and recommended reading

### Basic literature

1. Sponder M., Khan G. Digital analytics for marketing. Routledge. 2021. 416 p.
2. Palmatier R. W., Petersen A., Germann F. Marketing analytics. Bloomsbury Publishing. 2022. 432 p.
3. Miller J. D., Lim J., Scott D. M. Data-first marketing: how to compete and win in the age of analytics. Wiley. 2020. 256 p.
4. Inge Chr. Marketing metrics: leverage analytics and data to optimize marketing strategies. Kogan Page. 2022. 336 p.
5. Jantsch J. The ultimate marketing engine. Harper Collins Leadership. 2021. 224 p.

### Additional literature

1. Moon G., Baer J. 10 x marketing formula. CoSchedule Publication. 2018. 368 p.
2. Godin S. This is marketing: you can't be seen until you learn to see. Portfolio Penguin. 2018. 288 p.
3. Boines P., Whitehouse S., Rosengren S., Antonelli P. Fundamentals of marketing. Oxford UP. 2021. 408 p.
4. Hair J. F., Harrison D. E., Ajjan H. Essentials of marketing analytics. McGraw-Hill. 2022. 480 p.
5. Dip A. 1-Page marketing plan. Page. Two. 2018. 232 p.

## Assessment and grading

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

100% of the final grade consists of the results of the assessment in the form of an credit (40%), defense of the calculation task (30%), assessment of workshops (15%) and current control (15%).

Credit: written assignment (2 theory questions + problem solving) and oral presentation.

Current control: 2 online tests (15%)

### 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

28.08.2023

Head of the department  
Diana RAIKO

28.08.2023

Guarantor of the educational  
program  
Oleksandra KOSENKO