



Syllabus Course Program



ST6 Project management in marketing

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

**Vasytltsova Svitlana**

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Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing

Author of more than 50 scientific and educational works, including 2 textbooks and manuals with the stamp of the Ministry of Education and Science, 1 monograph on topical issues of economics.

Leading lecturer in the following disciplines: "Project Management in Marketing", "Marketing Pricing", "Marketing Audit", "Planning and Audit of Marketing Activities".

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

<https://web.kpi.kharkov.ua/marketing/svitlana-vasyltsova/>

General information

Summary

The course "Project Management in Marketing" is part of the marketing study programme and aims to teach students how to effectively plan, manage and execute marketing projects in a modern business environment. The course provides a basic understanding of the fundamentals of marketing, as well as the principles and methods of project management.

During the course, students will be introduced to the key stages of the project life cycle, including initiation, planning, execution, control and closure. Particular attention will be paid to developing a project marketing plan, defining its goals, audience and competitive environment.

The course also covers important aspects of communication project management, including communicating with stakeholders, building a project team and ensuring effective communication within the team. Students will also learn about risk management strategies, which will allow them to anticipate possible problems and risks during the implementation of a marketing project and develop an action plan to avoid or reduce their impact.

Course objectives and goals

Formation of appropriate theoretical knowledge and practical skills of future scientists to apply the tools for the development and implementation of marketing projects to achieve effective functioning and development of national economy sectors.

Format of classes

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

Competencies

GC8. Ability to develop and manage projects.

SC5. Ability to diagnose the marketing activities of a market entity, conduct marketing analysis and forecasting.

GC8. Ability to form a marketing system of a market participant and evaluate the effectiveness and efficiency of its functioning.

Learning outcomes

P5. Present and discuss the results of scientific and applied research, marketing projects in the state and foreign languages.

P6. To be able to increase the efficiency of marketing activities of a market entity at various levels of management, to develop and manage marketing projects.

P12. Carry out diagnostics and strategic and operational marketing management to develop and implement marketing strategies, projects and programmes.

Student workload

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

Course prerequisites

The prerequisites for studying the discipline "Project Management in Marketing" are the mastery of knowledge in such disciplines as: "Fundamentals of Scientific Research", "Strategic Marketing".

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

Lectures are conducted using multimedia on the Microsoft Teams platform in the form of presentations, demonstrations of visual aids, as well as lecture notes and a textbook. During practical classes, students solve situational tasks and case studies, analyses the results obtained, provide recommendations on the results obtained, and consider examples of solving project management issues at existing enterprises.

The course work is defended using presentation materials on the Microsoft Teams platform. Teaching materials (lecture notes, guidelines for practical classes, presentations) are available to students on the Microsoft Teams platform

Program of the course

Topics of the lectures

Topic 1. General characteristics of project management in marketing

History of project management development. The concept and classification of projects. The essence of the project management system, its elements. The goals of project management. Principles and functions of project management. Projects of economic and social development of Ukraine supported by international financial organizations.

Topic 2. Justification of the project feasibility and evaluation of its effectiveness in marketing

Justification of project feasibility. Evaluation of project effectiveness.

Topic 3. Basic forms of project organizational structure in marketing

Organization of the project management system. Designing an organizational structure for project management. Project management using an external project organizational structure. Advantages and

disadvantages of a matrix organisational structure. Internal organisational structures of project management.

Topic 4. Structuring marketing projects

Components of project structuring. Structuring methodology, its characteristics and importance. Combining project structures.

Topic 5. Formation and development of a project team in marketing projects

Formation of a project team. Conflict management in projects. Leadership and motivation in the team. Team development.

Topic 6. Methodological basis for planning and controlling marketing projects

Components of the project planning system. Methodological approaches to project planning. System for monitoring compliance with project parameters. Changes in project implementation and their comprehensive analysis.

Topic 7. Basics of grid and calendar planning for marketing projects

Planning the sequence of work. Calendar planning of work. The main goal, objectives and methodology for developing grid schedules.

Topic 8. Planning resources and costs. Project budgeting in marketing projects

Sources of project resources and their selection. Cost planning. Optimisation of insufficient resources. The concept and procedure of project budgeting

Topic 9. Control over the implementation of the marketing project

Tasks of controlling the project implementation. Methods of control. Control over the implementation of calendar plans and budgets of departments. Reporting in the control system. Measurement and analysis of project performance indicators.

Topic 10. Project risk management

The concepts of risk and uncertainty. Classification of project risks. Causes of occurrence and factors influencing the dynamics of risks. Basic methods of risk analysis. Ways to reduce project risks.

Topic 11. Quality management of marketing projects

The essence of project quality management and ways to ensure its quality. Costs of project quality assurance. Methods of project quality control.

Topic 12. Project management automation system

General characteristics of project management systems. Project management automation system Microsoft Project. Project management using Microsoft Project. Problems of implementing project management automation systems.

Topics of the workshops

Topic 1. Ranking investment projects by various criteria. The life cycle of a marketing project

Using the example of existing enterprises, we formulate the missions and goals of enterprises, and consider the life cycle of projects. Presentation and defense of developed projects.

Topic 2. Evaluation of performance indicators of investment marketing projects

It discusses the methodology for evaluating projects using standard financial and informal decision-making criteria.

Topic 3. The main forms of the organizational structure of a marketing project

Get acquainted with the organizational structure of the project, consider the peculiarities of choosing the organizational structure of the company implementing the project and the functional responsibilities of project participants.

Topic 4. Structuring of marketing projects

Drawing up a work plan and project budget.

Topic 5. Formation of a marketing project team

To get acquainted with the issues of the project team's work, consider the peculiarities of choosing the composition of the project team and its effective work.

Topic 6. Planning and control of the project

Project planning and its use in project management.

Topic 7. Planning resources and costs for marketing projects

Mastering the methods of project evaluation through cost-benefit and opportunity cost assessment.

Topic 8. Break-even analysis of the project.

To master the methodology for assessing the break-even point of a marketing project; to teach students the correct application of the investment project assessment methodology.

Topic 9. Risk management in the project

Learn how to compare the sustainability of several projects.

Topic 10. Project quality management

Introduction to the principles of project quality.

Topic 11. Project management

Summarizing theoretical knowledge and applying it in practice.

Topics of the laboratory classes

Laboratory work is not included in the curriculum.

Self-study

Information on self-study and individual assignments (reports, course projects, etc.), if it is necessary according to the plan. Also, methods of control and assessment of self-study.

Course materials and recommended reading

1. Васильцова С.О. Проектний менеджмент. Маркетингова діяльність підприємства: навчальний посібник. Харків: ТОВ "Оберіг", 2023. С. 887 – 932.
2. A Guide to the Project Management Body of Knowledge (PMBOK® Guide). Project Management Institute (PMI). Newtown Square, Pennsylvania: Project Management Institute, 2021. 342 p.
3. Erik W. Larson, Clifford F. Gray. Project Management: The Managerial Process. New York, NY: McGraw-Hill Education, 2020. 247 p.
4. Jeff Sutherland. Scrum: The Art of Doing Twice the Work in Half the Time. New York, NY: Currency, 2014. 256 p.
5. Stanley E. Portny. Project Management for Dummies. Hoboken, NJ: For Dummies, 2017. 432 p.
6. AXELOS. Managing Successful Projects with PRINCE2. London, UK: The Stationery Office, 2017. 448 p.

Assessment and grading

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

100% final assessment in the form of an exam (40%) and current assessment (60%).
Exam (test) - 40 points;
Current assessment:
- 16 points - assessment of tasks in practical practical classes;
- 16 points - current controls in practical classes practical classes;
- 44 points - writing and defending a course project.

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": show discipline, good manners, goodwill, honesty, responsibility. Conflict situations should be openly discussed in study groups with the teacher, and if it is impossible to resolve the conflict, they should be brought to the attention of the staff of the Institute's directorate.

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

Approval

Approved by

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