

# MARKETING

## COURSE SYLLABUS

Code and name of specialty	073 – Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Business Administration Management Organizations and Administration	Department	Economics and marketing
Type of program	Educational and Professional	Language of instruction	English

### LECTURER

Dmitro Goroviy, [dmytro.gorovyi@khp.edu.ua](mailto:dmytro.gorovyi@khp.edu.ua)



Doctor of Economics, Professor, Deputy Director for Work with Foreign Students of the Educational Scientific Institute of Economics, Management and International Business NTU "KhPI". The experience of scientific and pedagogical work is more than 20 years. He is the author of more than 100 scientific and educational works, including 10 textbooks and teaching aids, 6 monographs and more than 80 scientific articles. Leading lecturer in the disciplines: "Marketing (English)", "Economics of the Company (English)", "Capital of the Company".

### GENERAL DESCRIPTION OF THE COURSE

Summary	Marketing focuses on the fundamental practices that every company has to carry out - identifying customers, researching their needs and preferences, analyzing factors that influence their purchasing decisions and persuading them to buy products and services from you rather than a competitor.
Course objectives	Formation of scientific worldview and deep knowledge of marketing theory, acquisition of skills and abilities of specific marketing activities, methodological aspects of the organization of marketing activities and its priorities in modern conditions.
Types of classes and control	Lectures, workshops, consultations. The course ends with a final exam
Term	3

Student workload (credits) / Type of course	5 / Mandatory	Lectures (hours)	32	Workshops (hours)	32	Self-study (hours)	86
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#### Program competences

GC03. Ability to abstract thinking, analysis, synthesis.  
 GC04. Ability to apply knowledge in practical situations  
 GC05. Knowledge and understanding of the subject area and understanding of professional activity.  
 GC09. Ability to learn and master modern knowledge.  
 GC10. Ability to conduct research at the appropriate level.

	<p>GC 11. Ability to adapt and act in a new situation.</p> <p>GC 12. Ability to generate new ideas (creativity).</p> <p>GC 15. Ability to act on the basis of ethical considerations (motives).</p> <p>SC01 Ability to identify and describe the characteristics of the organization</p> <p>SC02 Ability to analyze the results of the organization, to compare them with the factors of external and internal environment</p> <p>SC03 Ability to determine the prospects for the development of the organization</p> <p>SC06 Ability to act socially responsibly and consciously.</p>
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Learning outcomes	Teaching and learning methods	Forms of assessment (continuous assessment CAS, final assessment FAS)
LO05. To describe the content of the functional areas of the organization	Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, research work, project-based learning	Written individual assignments (CAS), practical assessment (CAS), peer small group presentations (CAS), online tests (CAS), exam in the form of course paper (FAS)
LO15. To demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.	Research work (fieldwork), workshops, case-based learning, student-peer feedback, individual and teamwork	Written individual assignments (CAS), practical assessment (CAS), data collection and reporting on fieldwork (CAS), exam in the form of course paper (FAS)
LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical	Interactive lectures with presentations, discussions, workshops, project-based learning, teamwork	Written individual assignments (CAS), peer small group presentations (CAS), online tests (CAS), oral presentation of the project (FAS), exam in the form of course paper (FAS)

### ASSESSMENT AND GRADING

Ranges of points corresponding to grades	score (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points
	90-100	A	excellent	
	82-89	B	good	
	74-81	C		
	64-73	D	satisfactory	
	60-63	E		
	35-59	FX	Unsatisfactory (with the exam retake option)	
	0-34	F	Unsatisfactory (with mandatory repetition of the course)	

**100% Final assessment** as a result of Final exam (40%) and Continuous assessment (60%).  
**40% Final exam:** course paper (written business plan) and its oral presentation  
**60% Continuous assessment:**

- 25% practical assessment;
- 25% individual assignments (including problem sheets, reporting on fieldwork, and peer small group presentations)
- 10% mid-term control (2 online tests)

**Course policy** Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

### COURSE STRUCTURE AND CONTENT

<b>Lecture 1</b>	The Essence of Marketing and Its Modern Concept	<b>Workshop 1</b>	The essence of marketing and its modern concept	<b>Self-study</b>	The legal basis of marketing
<b>Lecture 2</b>	Types of Marketing	<b>Workshop 2</b>	The system of modern marketing features		Marketing Process Activities
<b>Lecture 3</b>	Characteristics of Marketing	<b>Workshop 3</b>	The Marketing Environment		Strategic Marketing Planning
<b>Lecture 4-5</b>	Marketing research	<b>Workshop 4-5</b>	Marketing researches		When and How Not to Conduct Market Research
<b>Lecture 6-7</b>	Marketing Product Policy	<b>Workshop 6-7</b>	Marketing product policy		Tangible & Intangible Products
<b>Lecture 7-8</b>	Pricing Strategies	<b>Workshop 7-8</b>	Methods of marketing pricing		Off Peak Pricing
<b>Lecture 9-10</b>	Marketing sales	<b>Workshop 9-10</b>	Steps of Effective Selling Process		Exhibitions
<b>Lecture 11-12</b>	Marketing channels of distribution and wholesaling	<b>Workshop 11-12</b>	Marketing policy of distribution		Representative Electronic Marketing Channels
<b>Lecture 13</b>	Marketing Management	<b>Workshop 13</b>	Different Methods of Organizing a Marketing Department		Business Orientation
<b>Lecture 14</b>	Marketing Control	<b>Workshop 14</b>	Organization and control of marketing activities at the company		Benchmarks for Efficiency
<b>Lecture 15</b>	Marketing Plan	<b>Workshop 15</b>	Planning new products		Business Planning
<b>Lecture 16</b>	Marketing Communications	<b>Workshop 16</b>	Marketing policy of communications		Ethics in Public Relations

### RECOMMENDED READING

**Compulsory**

1. Kotler, Philip and Armstrong, Gary. *Marketing: An Introduction* – Twelfth Edition – Harlow, Pearson Education Limited, 2015, ISBN 10: 1-292-01678-7
2. Kotler, Philip and Armstrong, Gary. *Principles of Marketing*. Pearson, Prentice Hall, New Jersey, 2007, ISBN 978-0-13-239002-6, ISBN 0-13-239002-7
3. Geoff Lancaster and Lester Massingham. *Essentials of Marketing Management*. Second edition. New York, Taylor & Francis Group, 2018, ISBN: 978-1-138-03888-2
4. Perreault, William D., Cannon, Joseph P., McCarthy, E. Jerome. *Essentials of marketing: a marketing strategy planning approach*. New York, McGraw-Hill Education, 2015, ISBN 978-1-259-57353-8
5. Paul Hague, Matthew Harrison, Julia Cupman and Oliver Truman. *Market Research in Practice. An introduction to gaining greater market insight*. Third edition, London, Kogan Page Limited, 2016. ISBN 978-0-7497-7585-7
6. David A. Aaker [et al.]. *Marketing research*. 11th ed. New York, John Wiley & Sons, Inc., 2013, ISBN 978-1-118-15663-6

**Recommended**

7. Graham Hooley, Nigel Piercy, Brigitte Nicoulaud and John M. Rudd. *Marketing Strategy & Competitive Positioning*. Sixth edition. Harlow, Pearson Education Limited, 2017, ISBN: 978-1-292-01731-0
8. Young, Charles E., *The Advertising Handbook, Ideas in Flight*. Seattle, WA, April 2005. ISBN 0-9765574-0-1
9. Kubacki Krzysztof, Rundle-Thiele Sharyn. *Formative Research in Social Marketing*. Singapore, Springer Science+Business Media, 2017, ISBN 978-981-10-1827-5
10. Nigel Bradley. *Marketing research. Tools & techniques*. 3rd edition, Oxford, Oxford University Press, 2013. ISBN 978-0-19-965509-0
11. Wirtz Johan. *Essentials of Services Marketing*. Global 3<sup>rd</sup> edition. Harlow, Pearson Education Limited, 2018, ISBN 10: 1-292-08995-4
12. Kingsnorth Simon. *Digital Marketing strategy. An integrated approach to online marketing strategy*. London, Kogan Page Limited, 2016, ISBN 978 0 7494 7470 6
13. Marder, Eric. *The Laws of Choice—Predicting Customer Behavior*. The Free Press division of Simon & Schuster, 1997. ISBN 0-684-83545-2
14. Kenneth E. Clow, Karen E. James. *Essentials of marketing research: putting research into practice*. Singapore, SAGE Publications, Inc., 2014, ISBN 978-1-4129-9130-8

**Academic integrity**

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity of NTU “KhPI”.

The content of this syllabus is consistent with the Marketing course program.