

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	Management
Type of program	Educational and Professional	Language of instruction	English

LECTURER

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Doctor of Economics, Professor, Deputy Director of the Educational and Scientific Institute of International Education 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 (English and Ukrainian)", "Crisis Management (English)".

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.

	GC 11. Ability to adapt and act in a new situation. GC 12. Ability to generate new ideas (creativity). GC 15. Ability to act on the basis of ethical considerations (motives). SC01 Ability to identify and describe the characteristics of the organization SC02 Ability to analyze the results of the organization, to compare them with the factors of external and internal environment SC03 Ability to determine the prospects for the development of the organization SC06 Ability to act socially responsibly and consciously.	
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	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)
	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)		

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

RECOMMENDED READING

Compulsory	<ol style="list-style-type: none"> 1. Kotler, Philip and Armstrong, Gary. <i>Marketing: An Introduction</i> – Twelfth Edition – Harlow, Pearson Education Limited, 2015, ISBN 10: 1-292-01678-7 2. Kotler, Philip and Armstrong, Gary. <i>Principles of Marketing</i>. Pearson, Prentice Hall, New Jersey, 2007, ISBN 978-0-13-239002-6, ISBN 0-13-239002-7 3. Geoff Lancaster and Lester Massingham. <i>Essentials of Marketing Management</i>. Second edition. New York, Taylor & Francis Group, 2018, ISBN: 978-1-138-03888-2 4. Perreault, William D., Cannon, Joseph P., McCarthy, E. Jerome. <i>Essentials of marketing: a marketing strategy planning approach</i>. New York, McGraw-Hill Education, 2015, ISBN 978-1-259-57353-8 5. Paul Hague, Matthew Harrison, Julia Cupman and Oliver Truman. <i>Market Research in Practice. An introduction to gaining greater market insight</i>. Third edition, London, Kogan Page Limited, 2016. ISBN 978-0-7497-7585-7 6. David A. Aaker [et al.]. <i>Marketing research</i>. 11th ed. New York, John Wiley & Sons, Inc., 2013, ISBN 978-1-118-15663-6 	Additional	<ol style="list-style-type: none"> 7. Graham Hooley, Nigel Piercy, Brigitte Nicoulaud and John M. Rudd. <i>Marketing Strategy & Competitive Positioning</i>. Sixth edition. Harlow, Pearson Education Limited, 2017, ISBN: 978-1-292-01731-0 8. Young, Charles E., <i>The Advertising Handbook, Ideas in Flight</i>. Seattle, WA, April 2005. ISBN 0-9765574-0-1 9. Kubacki Krzysztof, Rundle-Thiele Sharyn. <i>Formative Research in Social Marketing</i>. Singapore, Springer Science+Business Media, 2017, ISBN 978-981-10-1827-5 10. Nigel Bradley. <i>Marketing research. Tools & techniques</i>. 3rd edition, Oxford, Oxford University Press, 2013. ISBN 978-0-19-965509-0 11. Wirtz Johan. <i>Essentials of Services Marketing</i>. Global 3rd edition. Harlow, Pearson Education Limited, 2018, ISBN 10: 1-292-08995-4 12. Kingsnorth Simon. <i>Digital Marketing strategy. An integrated approach to online marketing strategy</i>. London, Kogan Page Limited, 2016, ISBN 978 0 7494 7470 6 13. Marder, Eric. <i>The Laws of Choice—Predicting Customer Behavior</i>. The Free Press division of Simon & Schuster, 1997. ISBN 0-684-83545-2 14. Kenneth E. Clow, Karen E. James. <i>Essentials of marketing research: putting research into practice</i>. Singapore, SAGE Publications, Inc., 2014, ISBN 978-1-4129-9130-8
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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.