



## Syllabus Course Program



# MARKETING

### Specialty

073 - Management

### Educational program

Management Organizations and Administration

### Level of education

Bachelor's level

### Semester

3

### Institute

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

### Department

Management (204)

### Course type

Mandatory

### Language of instruction

English

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## Lecturers and course developers



### Dmytro Gorovyi

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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 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)".

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

## General information

### 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 and goals

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.

### Format of classes

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

### Competencies

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**

LO05. To describe the content of the functional areas of the organization.  
LO15. To demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.  
LO16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

### **Student workload**

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

### **Course prerequisites**

To complete successfully the course, you must have knowledge and practical skills in the following courses: Macroeconomics, Introduction to specialty.

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

Interactive lectures with presentations, discussions, workshops, teamwork, case-based learning, student-peer feedback, problem-based learning, case-based learning, student-peer feedback, individual and teamwork.

## **Program of the course**

### **Topics of the lectures**

#### **Topic 1. The Essence of Marketing and Its Modern Concept**

What Is Market? What Is Marketing? The Core Concepts of Marketing. Marketing Circle. Marketing Mix – 4ps . The Marketing Process.

#### **Topic 2. Types of Marketing**

Marketing Concepts. Marketing Management Philosophies. Market Orientation Requirements. Maintaining Customer Satisfaction. Customer Relationship Groups.

#### **Topic 3. Characteristics of Marketing**

Forces (Macro) & Actors (Micro). The PEST Analysis. SWOT Analysis. Competitive Forces. Segmentation, Targeting, and Positioning. Competitive Position Matrix.

#### **Topic 4. Marketing research**

Market Research Budgets. Top 10 Market Research Activities. Types of Market Research. Sources of Information. Forecasting. Collect Data. Problems with Supplier of Research.

#### **Topic 5. Marketing Product Policy**

What is a Product? Steps in Managing Products. Product Strategies. Quality as a Product Objective. Product Life Cycle. Branding Decisions. Four Market-product Strategies.

#### **Topic 6. Pricing Strategies**

Key factors in pricing. Pricing objectives, cost oriented. Break-even analysis. Influence of Elasticity. Price Leadership. Price Discrimination. Price and Quality.

#### **Topic 7. Marketing sales**

Consumer Buying Process. Personal Selling. Modern Sales Approaches. Types of Sales Job. Sales. Management Responsibilities. Product or Service Requirements.

#### **Topic 8. Marketing channels of distribution and wholesaling**

Distribution Channel. Getting the Customer to the Product. Push vs. Pull strategies. Marketing Intermediaries. Channel Structure and Organization. Vertical Marketing Systems. Indirect Channels.

#### **Topic 9. Marketing Management**

Core concepts of marketing. Marketing as a Management Function. Five Components of Marketing Management. Benefits of Marketing Management. Marketing Evaluation Techniques.

#### **Topic 10. Marketing Control**

Marketing Organization. Marketing Implementation. Evaluating and Controlling Marketing Activities. Informal Marketing Controls. Scheduling Marketing Activities. Budget Control. Marketing Expense. Market Based Score Card Analysis. Sales Force Efficiency.

#### **Topic 11. Marketing Plan**

Ways to Target the Market. Critical Success Factors. Critical Risks. Choosing Your Marketing Mix Partners.

#### **Topic 12. Marketing Communications**

Marketing Communication Mix. Marketing Communication: Process, Objectives, Planning. Promotion. Integrated marketing communications (IMC). Personal vs Nonpersonal Selling. Sponsorship. Advertising. Advertising Expenditures. Advertising Strategies. Advertising Messages. Media Selection and Scheduling.

### **Topics of the workshops**

Topic 1. The essence of marketing and its modern concept

Topic 2. The system of modern marketing features

Topic 3. The marketing environment

Topic 4. Marketing researches

Topic 5. Marketing product policy

Topic 6. Methods of marketing pricing

Topic 7. Steps of effective selling process

Topic 8. Marketing policy of distribution

Topic 9. Different Methods of Organizing a Marketing Department

Topic 10. Organization and control of marketing activities at the company

Topic 11. Planning new products

Topic 12. Marketing policy of communications

### **Topics of the laboratory classes**

Laboratory classes within the course are not provided.

### **Self-study**

The course involves completing an individual assignment.

### **Course materials and recommended reading**

Compulsory materials

1. Kotler, Philip and Armstrong, Gary (2015). Marketing: An Introduction. Twelfth Edition. Harlow, Pearson Education Limited. ISBN 10: 1-292-01678-7

2. Kotler, Philip and Armstrong, Gary (2007). Principles of Marketing. Pearson, Prentice Hall, New Jersey. ISBN 978-0-13-239002-6, ISBN 0-13-239002-7

3. Lancaster, Geoff and Massingham, Lester (2018). Essentials of Marketing Management. Second edition. New York, Taylor & Francis Group. ISBN: 978-1-138-03888-2

4. Perreault, William D., Cannon, Joseph P., McCarthy, E. Jerome (2015). Essentials of marketing: a marketing strategy planning approach. New York, McGraw-Hill Education. ISBN 978-1-259-57353-8

5. Hague, Paul, Harrison, Matthew, Cupman, Julia and Truman, Oliver (2016). Market Research in Practice. An introduction to gaining greater market insight. Third edition, London, Kogan Page Limited. ISBN 978-0-7497-7585-7

6. Aaker, David A. [et al.] (2013). Marketing research. 11th ed. New York, John Wiley & Sons, Inc. ISBN 978-1-118-15663-6

## Additional materials

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

## Assessment and grading

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

- 100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%).  
40% Final exam.  
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).

### 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

Date, signature

**Head of the department**  
Olena PROKHORENKO

Date, signature

**Guarantor of the educational program**  
Olena LINKOVA

