



Syllabus Course Program



Marketing Management

Specialty

073 – Management

Educational program

Business Administration

Level of education

Master's level

Semester

2

Institute

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

Department

Management (204)

Course type

Elective

Language of instruction

English

Lecturers and course developers

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PhD in Physics & Mathematics, Master's degree in Management, associate professor, associate professor of Management department

Authored and co-authored over 130 scientific publications. Teaches courses: «Organization theory», «Managerial decisions», «Marketing management», «Business ethics and social responsibility», «Basics of scientific research»

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General information

Summary

The course covers a broad range of topics related to marketing management, including strategic and tactical marketing planning, development of product, price, distribution and communication policies, marketing control and audit. The course familiarizes students with different marketing models and tools, sources of marketing information, methods of data analysis. The course is built around the holistic marketing concept, which provides an integrative and comprehensive understanding of marketing as a system of interrelated activities and stakeholders. Apart from theoretical learning, the course provides students with opportunities to apply marketing concepts and models when analyzing real-world companies. The course also familiarizes students with the recent trends in marketing with special emphasis on digitalization.

Course objectives and goals

- to enhance students' knowledge of marketing principles, concepts, and models;
- to develop students' ability to apply a holistic approach to marketing, to make marketing decisions that take into account the interests of multiple stakeholders;
- to enhance students' ability to make data-driven marketing decisions, to improve their skills in collecting, processing and analyzing data;
- to develop students' ability to identify and assess market opportunities, develop effective marketing strategies and marketing plans;
- to provide students with knowledge about marketing KPIs and develop their ability to assess the effectiveness and efficiency of marketing activities.

Format of classes

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

Competencies

GC06. The ability to generate new ideas (creativity)

GC07. The ability for abstract thinking, analysis and synthesis

SC02. The ability to define values, vision, mission, goals and the criteria, which can be used by an organization for choosing directions for future development, to create and implement corresponding strategies and plans

SC04. The ability to efficiently use and develop organizational resources

SC09. The ability to analyze and structure organizational problems, make effective organizational decisions and ensure their implementation

SC10. The ability to manage an organization and its development

SC1.1. The ability to develop a business-strategy for an organization and functional strategies for the main strategic business units

SC1.2. The ability to choose an effective strategic advantage corresponding to the external and internal environment of a company

Learning outcomes

LO01. To critically assess, select, and use appropriate scientific, methodological and analytical tools for managing under conditions of unpredictability

LO02. To identify organizational problems and justify methods for solving them

LO03. To design effective management systems for organizations

LO13. To be able to plan and provide informational, methodological, material, financial and staffing support for an organization (unit)

LO1.1. To demonstrate the skills in developing a business strategy for an organization

LO1.2. To be able to identify the most effective functional strategies for an organization

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, workshops - 16 hours, self-study - 72 hours.

Course prerequisites

No prerequisites

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

Interactive lectures with presentations, discussion-based learning, case studies, multiple-choice tests, an individual written assignment (paper) related to marketing planning, presentation of the paper in class, student-peer feedback

Program of the course

Topics of the lectures

Topic 1. Introduction to marketing management

1. Definitions of marketing. 2. The role of marketing in society. 3. Marketing functions. 4. The concept of value in marketing. 5. The evolution of marketing concepts (approaches). 6. Holistic marketing and its components. 7. Definitions of marketing management. 8. Functions and tasks of marketing management.

Topic 2. Marketing planning (2 lectures)

1. The value chain. 2. Strategic marketing planning process and its main steps. 3. Corporate-level strategies and portfolio analysis. 4. Competitive strategies. 5. Market segmentation, targeting and positioning. 6. Identifying and exploiting marketing opportunities. Consumption chain. 7. Tactical

marketing planning. 8. Marketing mix models. 9. Marketing plan. 10. Operational marketing. Marketing organization structures.

Topic 3. Marketing information systems (2 lectures)

1. The concept of marketing information system. 2. Internal and external sources of marketing information. Marketing intelligence. 3. Marketing research and its place in marketing information system. Types of marketing research. 4. Data analysis and marketing mix modelling. 5. AI-powered marketing based on big data. 6. Methods of market sizing and forecasting the future demand. 8. Presenting research results. Data visualization.

Topic 4. Understanding consumer behavior

1. The general model of consumer behavior. 2. Factors that affect consumers' behavior. 3. Rational and emotional motives behind the buying behavior. 4. Types of consumer behavior. 5. Buying decision process. Selection of alternatives. Compensatory and non-compensatory models. 6. Post-purchase behavior.

Topic 5. Business markets

1. Business markets and their characteristics. Differences between consumer and business markets. 2. Buying situations in business markets. 3. The business buying process and its participants. Buying centers. 4. Nonprofit and governmental markets.

Topic 6. Creating long-term relationships with customers

1. Customer perceived value and the ways of enhancing it. 2. Measuring customer satisfaction: measurement tools and metrics. 3. Marketing funnel and its models. 4. Customer acquisition cost, customer lifetime value, customer churn rate. 5. Customer profitability analysis. 6. Customer relationship management (CRM). CRM systems.

Topic 7. Building strong brands (2 lectures)

1. The definition of a brand. The role of brands in marketing. 2. Brand equity vs. brand value. 3. International standards for brand valuation and brand evaluation. 4. The dimensions of brand equity. 5. Brand pillars. 6. Brand elements. 7. Branding strategies and brand architecture.

Topic 8. Developing product policy

1. Definitions of product. Product levels. 2. Classifications of products. 3. Product quality measurement costs: the implications for marketing. 4. Product policy decisions. 5. Product differentiation strategies. 6. Product mix and product line decisions. 7. Services and evaluation of their quality.

Topic 9. Developing pricing policy

1. Steps in setting a pricing policy. 2. Estimating demand curves. Price elasticity of demand. 3. Pricing methods. 4. Psychological pricing.

Topic 10. Developing distribution channels

1. Distribution channels: structure, functions and types of intermediaries. 2. Distribution intensity levels. 3. Digital marketing channels. 4. Multichannel vs omnichannel marketing. 5. Assessing the efficiency of distribution channels.

Topic 11. Managing marketing communications (2 lectures)

1. The marketing communication mix: types of marketing communications. 2. Digital marketing communication mix: paid, earned and owned media. 3. Content marketing. 4. Search engine optimization (SEO) vs search engine marketing (SEM). 5. Planning marketing campaigns and evaluating their results. 7. Above the line vs. Below the line marketing.

Topic 12. Marketing control and audit

1. The concept of marketing control and types of marketing control. 2. Metrics for measuring marketing performance. 3. Types of marketing KPI. 4. Marketing dashboards. 5. Marketing audit as a basis for further marketing planning.

Topics of the workshops

Topic 1. Strategic and tactical marketing planning

Topic 2. Marketing information systems. Data analysis

Topic 3. The buying behavior in consumer and business markets

Topic 4. Building customer value, satisfaction, and loyalty

Topic 5. Brand pillars and branding strategies.

Topic 6. Developing product and pricing policies.

Topic 7. Marketing communications: content marketing, SMM, SEO

Topic 8. Key performance indicators in marketing.

Topics of the laboratory classes

No laboratory classes

Self-study

Reading cases and preparing for class discussions; assignments on data analysis

Course materials and recommended reading

1. Kotler P. and Keller K. Marketing management. Global Edition (15th). Pearson, 2016. - 834 p.
2. Kotler P., Kartajaya H., Setiawan I. Marketing 4.0: Moving from Traditional to Digital. John Wiley & Sons, Inc., Hoboken, New Jersey, 2017. - 184 p.
3. Iacobucci, Dawn, Churchill Gilbert A. Marketing Research: Methodological Foundations, 12th Edition / Nashville, TN: Earlie Lite Books, Inc., 2018. - 544 p.
4. Tomczak T., Reinecke S, Kuss A. Strategic Marketing: Market-Oriented Corporate and Business Unit Planning / Springer Gabler Wiesbaden, 2018. - 253 p.
5. Gomez M., Green M., Hoffman L. Principles of Marketing / OpenStax. Rice University, Houston, Texas, 2023. - 699 p.
6. Ariely D. Predictably Irrational. New York: Harper Collins, 2008.
7. Lawson, C. Intro to social media / Stillwater, OK: Oklahoma State University Libraries, 2022. -126 p.
8. Dolbec P.-Y. Digital Marketing Strategy / Concordia University Open Textbooks, 2021. - 245 p.
9. Shields K. Customer Centric Strategy / eCampusOntario, 2021. -160 p.
10. Gartner | Delivering Actionable, Objective Insight to Executives. <https://www.gartner.com>
11. McKinsey & Company | Global management consulting. <https://www.mckinsey.com/>
12. Content Marketing Institute. <http://contentmarketinginstitute.com>

Assessment and grading

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

100% Final grade as a result of

- final exam (30 %)
- a multiple choice test (20%)
- an individual written assignment and its presentation in class (25%);
- continuous assessment: participation in class discussions (can be substituted by written assignments) (25 %)

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

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