



## Syllabus Course Program



# Regional Management and Marketing

### Specialty

054 – Sociology

### Institute

Educational and Scientific Institute of Social and Humanitarian Technologies

### Educational program

Sociological support of economic activities

### Department

Sociology and public administration (305)

### Level of education

Master's level

### Course type

Special (professional), Elective

### Semester

2

### Language of instruction

English, Ukrainian

## Lecturers and course developers



### Kruhlov Vitalii Viktorovich

[Vitalii.Kruhlov@kxpi.edu.ua](mailto:Vitalii.Kruhlov@kxpi.edu.ua)

Doctor of Science in Public Administration, Associate Professor, Professor of the Department of Sociology and Public Administration

Academic and teaching experience - over 10 years. Experience in public administration - 20 years. Author of over 200 scientific and educational publications.

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

<https://web.kpi.kharkov.ua/sp/kruglov-vitalij-viktorovich/>

## General information

### Summary

The course "Regional Management and Marketing" provides the professional development of higher education students and is aimed at forming in them modern thinking and a complex of knowledge in the field of territory management from the point of view of a systemic approach (the study of the territory as a socio-economic system, the main parameters of which are the purpose, legal and regulatory principles of activity, resources, processes and structure, division of labor and roles, social relations that ensure a synergistic effect of activity); formation of professional competences regarding the management of strategic and tactical changes in territories, skills in managing innovations, resources, risks, processes, changes, quality in accordance with the New Public Management and Good Governance models, the distribution of power between different levels and increasing the effectiveness of territory management in Ukraine under the conditions of reforms.

### Course objectives and goals

The discipline aims to provide students with theoretical knowledge in the field of territorial management and marketing, skills and abilities to use management and marketing tools in practice in order to increase the competitiveness of a city, region or country.

### Format of classes

Lectures, practical classes, consultations. Individual calculation task. Final assessment - credit test.

## Competencies

*GC01. Ability for abstract thinking, analysis and synthesis.*

*GC03. Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activities).*

*GC05. Ability to estimate and support quality of the performed work.*

*GC06. Ability to make well-substantiated decisions.*

*SC01. Ability to analyze social phenomena and processes.*

*SC04. Ability to collect and analyze empirical data with the use of present-day sociologic research methods and digital technologies.*

*SC07. Ability to design and evaluate social projects and programs.*

## Learning outcomes

*PR01. To analyze social phenomena and processes using empirical data and present-day concepts and theories in sociology.*

*PR03. To develop and implement social and interdisciplinary projects with accounting for social, economic, legal, environmental, and other aspects of social life.*

*PR10. To develop applied projects in employees motivating at organizations of economic branches.*

## Student workload

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

## Course prerequisites

*Successful completion of the course requires knowledge and practical skills from the following disciplines: "Internet research of economic activities", "Sociological support of economic activities".*

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

*During lectures on the subject, the following teaching methods are used: explanatory-illustrative method; problem presentation method; partially exploratory.*

*During the seminars, the following methods are used: partial search, or heuristic method (when performing individual tasks) and research.*

## Program of the course

### Topics of the lectures

*Topic 1. Subject, tasks and content of regional management and marketing*

*Subject and objectives of the discipline. Content and basic concepts related to regional management and marketing (RMM). Stages of RMM formation as a science and field of practical activity.*

*Topic 2. Territory as an object of management. Regional management and marketing in the context of globalization*

*Region as the main object of RMM. The purpose and main aspects of the state's regional policy. Regional structure and regional policy. The concept of region and regional economy.*

*Topic 3. Methods, functions and tools of regional management and marketing*

*The concept and characteristics of the RMM system. Characteristics of the main components of the RMM system. The main functions of RMM.*

*Topic 4. Organization, control and regulation of the implementation of the main functions of regional management and marketing*

*The concept of organizational structure of the regional governance system, its optimality and quality.*

*Characteristics of the stages of building the organizational structure of the regional governance system.*

*Determining the feasibility of improving the organizational structure.*

*Topic 5. Marketing technologies as the main tool of regional management*

*The concept of regional marketing. Conditions for the emergence of regional marketing. Goals and objectives of regional marketing. Internal and external territorial marketing.*

*Topic 6. Territorial marketing of country, region, city*

*Internal and external image of the country. Everyday, socio-economic, business and financial image of the country. Choosing a brand in shaping the country's image. Management of the functioning and development of the region. Components of regional marketing.*

**Topic 7. Management of country's territorial resources in changing conditions**

*Management of country's territorial resources in changing conditions (labor, financial, investment, innovation, etc.). The concept of "local economy". Objects and subjects of communal property rights.*

**Topic 8. Regional management and marketing as a means of ensuring sustainable regional development**

*Functions and methods of anti-crisis RMM. Communicative support of anti-crisis RMM. Principles of sustainable development of regions in Ukraine. Main directions of sustainable development of the territorial community. Concepts of sustainable regional development.*

## **Topics of the workshops**

**Topic 1. Subject, tasks and content of regional management and marketing.**

*Basic concepts of marketing and management: need, demand, goods, market. The essence of regional governance and marketing.*

**Topic 2. Territory as an object of management. Regional management and marketing in the context of globalization**

*Territorial product. Promotion of a territorial product. Country marketing.*

**Topic 3. Methods, functions and tools of regional management and marketing**

*Branding of regions. Brands of regions: essence, content, formation. Competitiveness and investment attractiveness of the region.*

**Topic 4. Organization, control and regulation of the implementation of the main functions of regional management and marketing.**

*Positioning and differentiation of territory. Prerequisites for the marketing orientation of the territory: development dynamics and crisis response.*

**Topic 5. Marketing technologies as the main tool of regional management**

*Goals and objectives of regional management and marketing. The main functions of regional management and marketing. Principles of territorial marketing.*

**Topic 6. Territorial marketing of country, region, city.**

*Types of territorial marketing. The concept and features of territory, characteristics of territory. Marketing of the region. City marketing. Marketing of places.*

**Topic 7. Management of territorial resources of the country in conditions of change.**

*Territorial product as a tool of regional marketing. Promoting a territorial product.*

**Topic 8. Regional management and marketing as a means of ensuring sustainable regional development.**

*Characteristics of consumers in regional management and marketing. General approaches to macro-segmentation in territorial development.*

## **Topics of the laboratory classes**

*This field is filled in the same way if the curriculum includes laboratory classes.*

## **Self-study**

*Students are also recommended additional materials (videos, articles, legal acts) for independent study and analysis. The course involves the completion of an individual task in the form of an essay and its presentation as a presentation on the subject of the course, which the student freely chooses from among the topics offered or agrees with the teacher on an initiative topic. The student conducts a bibliographic search, makes a presentation plan or asks questions to which a reasoned answer must be received, having mastered the sources on the topic, the student reveals the content of the questions and presents the completed work at the seminar. The volume of the presentation is 16-25 slides, the text of the report is 4-6 standard pages. The main content of the presentation is reported in a free form during the seminar session, and the student receives a grade (20 points), which is added to the overall rating.*

## **Course materials and recommended reading**

### **Core literature**

1. Constitution of Ukraine: adopted at the fifth session of the Verkhovna Rada of Ukraine on June 28, 1996 (with amendments). URL: [www.zakon4.rada.gov.ua](http://www.zakon4.rada.gov.ua).

2. *On Local Self-Government in Ukraine [Electronic resource]: Law of Ukraine of May 21, 1997 No. 280/97-BP.* URL: [www.zakon4.rada.gov.ua/laws/show/280/97-ep](http://www.zakon4.rada.gov.ua/laws/show/280/97-ep).
3. *On Local State Administrations: Law of Ukraine of April 9, 1999 No. 586-XIV // Official Bulletin of Ukraine.* 1999. No. 18. Art. 774
4. *On Central Executive Bodies: Law of Ukraine of March 17, 2011 No. 3166-VI (with amendments and supplements.)*. URL: [www.zakon4.rada.gov.ua/laws/show/3166-17](http://www.zakon4.rada.gov.ua/laws/show/3166-17).
5. *Basics of regional governance in Ukraine: textbook / compilation authors: V.M. Vakulenko, M.K. Orlaty, V.S. Kuibida and others.; edited by V.M. Vakulenko, M.K. Orlaty.* K.: NAPA, 2012. 576 p.
6. *Vdovenko S.M., Vdovenko Yu.S., Rogova O.V. Administrative and territorial management: Textbook.* Nizhyn: TPC "Orkhideya", 2016. 212 p.
7. *Gladky O.V. Management of regional development: textbook.* "Akademvydav". 2013. 248 p.
8. *Forecasting and management of socio-economic processes in the region: monograph / team of authors; edited by V.S. Zahorsky.* L.: LRIDU NAPA, 2016. 240 p.
9. *Fundamentals of Public Administration: textbook / Yu.P. Bytyak, N.P. Matyukhina, M.S. Kovtun [and others]; edited by N.P. Matyukhina.* Kh.: Pravo, 2018. 172 p.
9. *Philip, K., Hermawan, K., & Iwan, S. Marketing 5.0: Technology for humanity.* Wiley, 2021.
10. *Popov S.A., Panchenko H.O. Innovative development of the public authorities system: strategic approach: textbook.* Odesa: ORIDU NAPA, 2018. 220 p.
11. *Public administration system in a decentralized authorities environment: mechanisms of horizontal interaction: monograph / L.L. Prykhodchenko, S.Ye. Sakhanenko, P.I. Nadolishnyi and others; edited by L.L. Prykhodchenko.* Odesa: ORIDU NAPA, 2017. 332 p.
12. *Romat Ye.V., Havrylechko Yu.V. Marketing in public administration: monograph.* Kyiv: Kyiv. nat. trade and econ. un-t, 2018. 288 p.
13. *Shevchenko V.M., Mostova A.D. Territorial marketing: collection of tasks for workshops and independent work (workshop) Dnipro: Alfred Nobel University, 2017. 96 p.*
14. *Territorial organization of power in Ukraine: textbook / Yu.O. Kuts, V.V. Mamonova, V.V. Nakonechnyi, O.V. Olshansky; edited by d. state administration, prof. V.V. Mamonova.* 2nd ed., Rev. and add. Kh.: View of Kharkiv. reg. Institute of Public Administration "Master", 2017. 260 p.
15. *Vasylevska T.E., Salamatov V.O., Marushevsky G.B. Ethics of Public Administration: textbook; edited by T.E. Vasylevska.* K.: NAPA, 2015. 204 p.

#### *Additional literature*

1. *Bachynska K.V., Marushchak V.P., Marushchak O.I. Public administration, planning, finance: monograph.* Odesa: ORIDU NAPA, 2018. 228 p.
2. *Hanushchak Yu.I. Territorial organization of power: areas of change: monograph; edited by V.S. Kuibida; Lviv. reg. Institute of Public Administration of the Nat. Academy of Public Administration under the President of Ukraine.* Lviv: Astroliabiia, 2018. 166 p.
3. *During lectures on the subject, the following teaching methods are used: explanatory-illustrative method; problem presentation method; partially exploratory.*  
*During the seminars, the following methods are used: partial search, or heuristic method (when performing individual tasks) and research.*
4. *Kruhlov V., Dvorak J., Moroz V., Tereshchenko D. Revitalizing Ukrainian Cities: The Role of Public-Private Partnerships in Smart Urban Development. Central European Public Administration Review.* 2024. №22(1). P. 85–107.
5. *Kruhlov V., Dzhyhora O., Trubakov Y., Kotsur V. Buryk Z. The Strategic Role of the State in Stimulating and Supporting Economic Growth: Tools, Policies and Influence on the Modern Economic Paradigm. Economic Affairs (New Delhi).* 2023. № 68(04). P. 2289-2304.
6. *Regional administration: textbook / M.M. Izha, L.L. Prykhodchenko, S.Ye. Sakhanenko and others; edited by L.L. Prykhodchenko.* Odesa: ORIDU NAPA, 2020. 652 p.
7. *Development of human resources in the field of entrepreneurship: theory and practice of state regulation: monograph / N.V. Stativka, O.V. Zhadan, V.L. Minenko, Tereshchenko D.A. and others.; edited by d. state administration, prof. N.V. Stativka, d. state administration, prof. O.V. Zhadan.* Kh.: View of Kharkiv. reg. Institute of Public Administration "Master", 2017. 200 p.

## Assessment and grading

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

100% of the final grade consists of the results of the assessment in the form of credit (20%) and current assessment (80%). Assessment: completion of a calculation task and an oral report. Current assessment: 8 online tests on topics (40%), individual assignment (20%) and test (20%)

### Grading scale

<i>Total points</i>	<i>National</i>	<i>ECTS</i>
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

27.08.24



*Head of the department*  
Volodymyr MOROZ

Date, signature

27.08.24



*Guarantor of the educational program*  
Nadiia SHANIDZE