



Syllabus Course Program



Regional Management and Marketing

Specialty

054 – Sociology

Institute

Institute of Socio-Humanitarian Technologies

Educational program

Sociological support of economic activity

Department

Department of 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



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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/professors-ko-vikladats-kij-sklad/>

General information

Summary

The course "Regional Management and Marketing" provides professional development of higher education students and is aimed at forming a modern thinking and a set of knowledge in the field of territory management from the point of view of a systematic approach (studying the territory as a socio-economic system, the main parameters of which are purpose, legal and regulatory framework, resources, processes and structure, division of labor and roles, social relations that provide a synergistic effect); forming professional competencies in managing strategic and tactical changes in territories, distributing power between different levels and increasing the efficiency of territorial administration in Ukraine in the context 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 90 hours (3 ECTS credits): lectures - 16 hours, practical classes - 16 hours, self-study - 58 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

Lectures are conducted interactively using multimedia technologies. The practical classes use a project-based approach to learning, game methods, focus on the use of information technology in the legal framework of public administration.

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

Information on self-study and individual assignments (reports, course projects, etc.), if it is necessary according to the plan. Also, methods of control and assessment of self-study.

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.
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.
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.
5. Vasylevska T.E. Ethics of Public Administration: textbook / T.E. Vasylevska, V.O. Salamatov, G.B. Marushevsky; edited by T.E. Vasylevska. K.: NAPA, 2015. 204 p.

6. Vdovenko S.M., Vdovenko Yu.S., Rogova O.V. *Administrative and territorial management: Textbook*. Nizhyn: TPC "Orkhidea", 2016. 212 p.
7. Gladky O.V. *Management of regional development: textbook*. "Akademvydav". 2013. 248 p.
8. *Public administration: textbook: in 2 volumes / Nat. acad. state administration under the President of Ukraine; editorial board: Yu.V. Kovbasyuk (chairman), K.O. Vashchenko (deputy chairman), Yu.P. Surmin (deputy chairman) [and others].K.; Dnipropetrovsk: NAPA, 2012.Vol. 1. 564 p.*
9. *Public administration: textbook: in 2 volumes / Nat. acad. state administration under the President of Ukraine; editorial board: Yu.V. Kovbasyuk (chairman), K.O. Vashchenko (deputy chairman), Yu.P. Surmin (deputy chairman) [and others].K.; Dnipropetrovsk: NAPA, 2012. Vol. 2. 662 p.*
10. *State and regional administration: textbook / A.F. Melnyk, A.Yu. Vasina and others.; edited by A.F. Melnyk. Ternopil, 2014. 452 p.*
11. *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.*
12. *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.*
13. *Popov S.A., Panchenko H.O. Innovative development of the public authorities system: strategic approach: textbook. Odesa: ORIDU NAPA, 2018. 220 p.*
14. *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.*
15. *Regional and administrative management: textbook / Edited by prof. V.V. Mamonova. Kh.: View of Kharkiv. reg. Institute of Public Administration "Master", 2010. 256 p.*
16. *Romat Ye.V., Havrylechko Yu.V. Marketing in public administration: monograph. Kyiv: Kyiv. nat. trade and econ. un-t, 2018. 288 p.*
17. *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.*
18. *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.*
19. *Shevchenko V.M., Mostova A.D. Territorial marketing: collection of tasks for workshops and independent work (workshop) Dnipro: Alfred Nobel University, 2017. 96 p.*

Additional literature

1. *Bachynska K.V., Marushchak V.P., Marushchak O.I. Public administration, planning, finance: monograph / K.V. Bachynska., Odesa: ORIDU NAPA, 2018. 228 p.*
2. *Vilizhynskiy V.M., Popov M.P. Reforming the system of local self-government in Ukraine taking into account national governance traditions: monograph. O.: ORIDU NAPA, 2016. 182 p.*
3. *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: Astroliabiiia, 2018. 166 p.*
4. *Letyuchyi D.M., Honcharuk N.T. Integration of management styles as a means of improving the efficiency of public service: monograph / D.M. Letyuchyi., D.: DRIDU NAPA, 2016. 164 p.*
5. *Model of delegating public services: Polish experience for Ukraine: workshop manual / team of authors: M. Dadel, S. Serohin, Ye. Borodin [and others]. D.: Hrani, 2016. 136 p.*
6. *Petroie O.M. Social dialogue as an institution of public administration: educational and methodological materials; compiled by V.V. Sviatnenko.K.: NAPA, 2013. 84 p.*
7. *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.*
8. *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

30.06.23

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30.06.23

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