



Syllabus Course Program



Marketing Management

Specialty

073 – Management

Institute

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

Educational program

Business administration (in English)

Department

Management (204)

Level of education

Master's level

Course type

Mandatory, professional training

Semester

1

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)

SC 11. The ability to identify the needs of target market segments and find the most effective ways to satisfy consumers.

Learning outcomes

LO04. To justify and manage projects, generate entrepreneurial ideas

LO05. To plan an organization's activities from both strategic and tactical perspectives

LO06. To possess the skills in making, justifying, and ensuring the implementation of managerial decisions under unpredictable conditions, taking into account the requirements of the current legislation, ethical considerations and social responsibility

LO14. To be able to design products and services that best meet the needs of target market segments

Student workload

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

Course prerequisites

The prerequisites for this course are knowledge and practical skills, demonstrated by successfully passing the Unified Professional Entrance Exam in Management and Administration (Order of the Ministry of Education and Science of Ukraine No. 157 dated February 11, 2022)

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 analysis and 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. Marketing concepts. Holistic marketing

Discussing differences between marketing and selling. Assessing the applicability of different marketing concepts (philosophies) in today's business. Discussing the usefulness and importance of the holistic marketing concept. Identifying the total benefits and costs of ownership for a given category of products and possible ways of increasing the value of such products.

Topic 2. Strategic and tactical marketing planning (2 workshops)

Discussing the role of marketing thinking in strategic planning. Assessing the missions of real-world companies. Practicing the use of different strategic management tools. Discussing the ways of identifying marketing opportunities. Practicing the use of consumption chain for identifying marketing opportunities. Comparing different models of marketing mix. Practicing the application of marketing mix models as frameworks for marketing analysis of given organizations. Discussing the components of a marketing plan. Calculating a break-even point.

Topic 3. Marketing information systems. Data analysis (2 workshops)

Discussing the components of marketing information systems. Explaining the role of marketing research as a component of marketing information system. Discussing the methods of estimating future demand. Practicing an RFM-analysis using Excel spreadsheets. Discussing the methods of data mining. Performing

correlation and regression analyses using a given set of data. Identifying anomalies and outliers using Excel functions. Explaining the role of big data and artificial intelligence in marketing.

Topic 4. Buying behavior in consumer markets

Discussing the model of buying behavior and its components. Identifying rational and emotional motives of buying behavior in the provided list of motives. Discussing the reading assignment on irrational consumer behavior. Practicing the use of compensatory and non-compensatory models for selecting alternatives. Explaining the idea of constructing and using buyer personas in marketing.

Topic 5. Buying behavior in business markets

Discussing the reading assignment and the differences between consumer and business markets. Discussing the stages of the buying process in business markets and the possible roles of members of a buying center.

Topic 6. Marketing funnel. Building customer value, satisfaction, and loyalty

Discussing the reading assignment on personalizing marketing offers based on the use of big data. Practicing the calculation of Net Promoter Score for the set of data using Excel spreadsheets and developing recommendations on improving customer satisfaction. Discussing the use of different communication channels at different levels of a marketing funnel and metrics showing the effectiveness of marketing efforts at each level of the funnel. Calculating the customer lifetime value and customer acquisition cost.

Topic 7. Dimensions of brand equity and branding strategies

Discussing the difference between brand equity and brand value. Discussing the BrandAsset Valuator model of brand equity and its dimensions. Describing brand pillars as brand equity drivers. Case study on branding strategies. Discussing different brand architectures and considering examples. Explaining the difference between brand reinforcement and brand revitalization.

Topic 8. Brand positioning

Discussing the role of positioning in building strong brands. Explaining the meaning of points of difference and points of parity in brand positioning and approaches to choosing them. Discussing differentiation strategies. Practicing the use of perceptual maps for brand positioning. Discussing brand personalities and brand archetypes.

Topic 9. Product policy decisions.

Discussing different levels of products and providing examples. Explaining how marketing instruments and tactics may differ for search, experience and credence goods. Case study on changes in a company's product. Explaining the dimensions of a product mix and providing examples. Discussing the traditional model of product life cycle and providing examples of possible deviations from this model for different categories of products. Explaining the inherent characteristics of services. Discussing methods of measuring the quality of services.

Topic 10. Pricing policies and methods.

Explaining how business digitalization has changed the pricing environments for both buyers and sellers. Practicing the use of the concept of price elasticity of demand. Discussing different approaches to setting price for a product or service. Explaining the idea of target costing. Discussing different pricing strategies.

Topic 11. Creating distribution channels. Omnichannel marketing.

Discussing the major decisions related to designing distribution channels. Discussing the role and functions of intermediaries at different levels of a distribution channel. Discussing the difference between multichannel marketing and omnichannel marketing. Explaining how the print-on-demand and dropshipping business models work, what are their advantages and disadvantages.

Topic 12. Marketing communications mix.

Discussing different elements of marketing communication mix and providing examples. Case study on cross-cultural mistakes in marketing communications. Explaining possible deficiencies and mistakes in marketing communications based on the model of the communication process. Discussing the approaches to setting marketing communications budget.

Topic 13. Content marketing, SMM, SEO

Discussing advertising as a form of marketing communications and approaches to planning advertising campaigns. Discussing the importance of content marketing in today's business. Discussing the difference between owned, earned and paid media. Considering examples of forms of content used in content marketing. Discussing the role of search marketing and considering its main forms. Case study on a company's responses to stakeholders' dissatisfaction.

Topic 14. Marketing control. Key performance indicators in marketing.

Discussing the types of marketing control. Practicing cohort analysis. Classifying key performance indicators (KPIs) into lagging and leading and showing their role in marketing control. Discussing possible KPIs for marketing dashboards for given types of companies. Practicing the use of Excel spreadsheets for data presentation and visualization.

Topics of the laboratory classes

No laboratory classes

Self-study

Reading cases and articles and preparing for class discussions; tasks on data analysis

An individual written assignment: a comprehensive marketing analysis of a company. The paper size is 25-27 pages. Students are expected to make a 7 to 10 minute presentation of their paper in class.

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. Kotler P., Armstrong G., Opresnik M. O. Principles of Marketing, 17th Global Edition / Pearson, 2018. - 734 p.
4. Iacobucci, Dawn, Churchill Gilbert A. Marketing Research: Methodological Foundations, 12th Edition / Nashville, TN: Earlie Lite Books, Inc., 2018. - 544 p.
5. Tomczak T., Reinecke S, Kuss A. Strategic Marketing: Market-Oriented Corporate and Business Unit Planning / Springer Gabler Wiesbaden, 2018. - 253 p.
6. Gomez M., Green M., Hoffman L. Principles of Marketing / OpenStax. Rice University, Houston, Texas, 2023. - 699 p.
7. Ariely D. Predictably Irrational / New York: Harper Collins, 2008.
8. Lawson C. Intro to social media / Stillwater, OK: Oklahoma State University Libraries, 2022. -126 p.
9. Dolbec P.-Y. Digital Marketing Strategy / Concordia University Open Textbooks, 2021. - 245 p.
10. Solomons D., Kliphuis T., and Wadley M. eMarketing: The Essential Guide to Marketing in a Digital World. 7th Edition / Red & Yellow, 2022. - 758 p.
11. Grayson R. Foundations in Digital Marketing: Building Meaningful Customer Relationships and Engaged Audiences / BCCAMPUS, 2023. - 247 p.
12. Diamond S. Digital Marketing All-in-One For Dummies / John Wiley & Sons, Inc., 2019. - 785 p.
13. Gartner | Marketing and communications. URL: <https://www.gartner.com/en/marketing>
14. McKinsey & Company | Global management consulting. URL: <https://www.mckinsey.com/>
15. Content Marketing Institute. URL: <http://contentmarketinginstitute.com>

Assessment and grading

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

100% final grade consists of

- the final exam (20 %)
- two multiple choice tests (40 %)
- an individual written assignment (paper) and its presentation in class (30%)
- continuous assessment (case studies, tasks on data analysis) (10%)

A regular meaningful participation in class discussions can substitute for the final exam (20%)

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



August 28, 2024

Head of the department
Olena PROKHORENKO



August 28, 2024

Guarantor of the educational
program

Pavlo BRIN