

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



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Course Name			
		Marketing commodity policy	
Lecturer (s)			
		Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration	
Lecturer's profile			
		https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin	
Consultations			
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offline consulting		Monday 11 a.m. – 1 p.m.	
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Discipline page			
		https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat	
Form of final control			
	test	def. test	exam
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1 Brief discipline annotation

The Marketing commodity policy discipline will help students to develop a holistic system of competencies to improve the efficiency of management of planning and development of the product, packaging, brand in marketing. This course is relevant due to the need to introduce the concept of marketing commodity policy in the practice of solving production and economic problems of national industrial enterprises.

2 Background for studying discipline

Subject matter of the Marketing commodity policy discipline: theoretical and practical aspects of marketing commodity policy and its impact on enterprise operations.

3 Goal and objectives of the discipline

The goal of the Marketing commodity policy discipline is to provide students with theoretical knowledge and practical skills of marketing product planning, commodity policy optimization and development of goods and services of market novelty.

Key objectives of the discipline:

- to learn the theory of marketing commodity policy of organizations and acquire skills and abilities;
- to define competitiveness and place of goods on the market;
- to increase the efficiency of management of planning and development of the product, packaging and trademark.

4 Learning outcomes

PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.

PLO 6. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.

PLO 10. To explain information, ideas, problems and alternatives for managerial decision making to marketing specialists and non-specialists, representatives of different structural units of a market entity.

5 ECTS credits

4 ECTS credits / 120 academic hours



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Course Content

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
l		p	lab.	ind.	i. w.	l		p	lab	ind.	i. w.	
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. Theoretical approaches to the development of the enterprise commodity policy												
Topic 1. Essence, content and objectives of enterprise commodity policy	8	2	1	-	-	5	12	2	-			10
Topic 2. Goods and services in marketing activities	8	2	1	-	-	5	10	-	-			10
Topic 3. Price in the system of goods market characteristics	8	2	1	-	-	5	10	-	-			10
Topic 4. Product quality and methods of its assessment	8	2	1	-	-	5	14	2	2			10
Topic 5. Product competitiveness and its indicators	8	2	1	-	-	5	10	-	-			10
Topic 6. Goods and services market	8	2	1	-	-	5	5	-				5
Topic 7. Demand on the market for a certain product	9	2	2	-	-	5	10	-	-			10
Total per content section 1	57	14	8	-	-	35	71	4	2			65
Content section 2. Management of product planning and development												
Topic 8. Marketing research of the commodity market	10	4	1	-	-	5	12	2	-			10
Topic 9. Target product market and its selection methodology	8	2	1	-	-	5	5	-	-			5
Topic 10. Product management organization	8	2	1	-	-	5	10	-	-			10
Topic 11. Product lifecycle	8	2	1	-	-	5	5	-	-			5
Topic 12. New product planning	11	4	2	-	-	5	7	-	2			5



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6 Course Content

and product development												
Topic 13. Purpose and types of product identification	8	2	1	-	-	5	5	-	-			5
Topic 14. Packaging in the product planning system	5	2	1			2	5	-				5
Total per content section 2	58	18	8	-	-	37	49	2	2			45
Total hours	120	32	16	-	-	72	120	6	4			110

7 List of obligatory tasks

1. Essence, content and objectives of enterprise commodity policy.
2. Goods and services in marketing activities.
3. Price in the system of goods market characteristics.
4. Product quality and methods of its assessment.
5. Product competitiveness and its indicators.
6. Goods and services market.
7. Demand on the market for a certain product.
8. Marketing research of the commodity market
9. Target product market and its selection methodology
10. Product management organization
11. Product lifecycle
12. New product planning and product development
13. Purpose and types of product identification
14. Packaging in the product planning system

8 List of selective tasks

TASK 1. Assess the consumer appeal of the product (at your choice) on a ten-point scale based on the following criteria: - purpose and degree of product usefulness; - quality of the product material; - aesthetics and design of the product; - conformity with fashion, prestige; - usability and storage; - compliance of the price with the product quality, affordability of price.

TASK 2. The photo store held a trade exhibition. It introduced a novelty: an electronic camera with a device for displaying images on the TV screen. A wide range of products included ordinary cameras as well as interchangeable lenses, tripods, film, photographic paper, etc. Film processing and printing was arranged at a 25% discount by presenting a receipt for a store-bought camera. A camera for elementary school students was sold at a low price. Specify which products are in the lead product class and which are locomotive products, support products, and conscription products.

TASK 3. Classify the degree of novelty of the product (at your choice) according to the following criteria: a) the product satisfies brand-new needs, is the result of scientific and technological progress; b) the product has new functions; c) the product properties have changed slightly, the product appearance has changed; d) the product is new only for this market (market novelty product); e) only packaging has changed (cosmetic update).

8 List of selective tasks

TASK 4. Develop 2-3 new product concepts for a clothing enterprise that has decided to produce a new product – denim clothing for kids.

TASK 5. Interholod has been manufacturing refrigeration equipment for 9 years. It has a wide range of products and a lot of clients. Interholod does not have its own service department, but the very notion of service is not completely strange to the enterprise. The following service activities are traditional for the company: 1) delivery; 2) installation of the refrigeration equipment; 3) repair of the refrigeration equipment during the warranty period. One employee, formally part of the marketing department, is responsible for the organization of service production at the enterprise. Direct technical work is performed by a team of highly qualified workers at the repair and production departments. It means that the team itself as an organizational unit appears only while the service is being performed. Delivery of refrigeration equipment can be carried out on a paid or free of charge basis depending on the distance. Installation and repair of the equipment is free of charge during the warranty period. Breakdowns are usually repaired on site. If necessary, the equipment is transported to the enterprise for repair, and the consumer is either paid a forfeit for the lost time or is provided with used equipment of the same type from the company's reserve for some time. The marketing employee keeps records of breakdowns, but the causes are not always analyzed, because he/she is also busy with other duties at the department. 1. Evaluate the approach to the implementation of the existing service at the enterprise. Is it worth changing? 2. Recommend an additional set of services. Explain your choice.

TASK 6. The company is planning to produce wrist watches. Four characteristics with two gradations each are used for market segmentation: age (children, adults), gender (male, female), income (high, low), occupation, more precisely the type of work (mental, physical). Define the number of segments, taking into account the blurring of boundaries between inarticulate groups.

9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	5th semester	available	3rd year	Professional training

10 Assessment system and requirements. General system of discipline assessment

As part of discipline teaching, one carries out current and final control of students' knowledge. The final grade in the form of an exam is given according to the total rating of students.

QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: QR Code: <https://ie.u.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the test (at least 24).



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11 Admission to final control

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.

During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying.

Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

QR Code: <https://ieu.edu.ua/docs/050.pdf>

14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles QR Code: <https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Holovchuk Y.O., Serednytska L.P. Marketing commodity policy as a tool for increasing the enterprise competitiveness. Agrosvit, 2020, 1: 61-68.
2. Horokhova T.V. Marketing commodity policy as a factor of enterprise competitiveness in post-crisis conditions. Theoretical and practical aspects of the economy and intellectual property, 2018, 18: 163-173.

15 Recommended sources of information

3. Iliashenko S.M. Marketing commodity policy: textbook. Sumy: University Book Publishing House, 2017. 232 p.
4. Iliashenko S.M., Peresadko H.O. Marketing commodity policy of an industrial enterprise: management of diversification strategies: monograph. Sumy: University book, 2015. 328 p.
5. Levkiv H.Y., Podra O.P., Leskiv H.S., Hynda S.M. Marketing activity management: situational exercises: study guide. Lviv: Lviv State University of Internal Affairs, 2019. 190 p.
6. Marketing: study guide / N. Ivanechko, T. Borysova, Y. Protsyshyn [et al.]; edited by N.R. Ivanechko. Ternopil: WUNU, 2021. –180 p.
7. Oklander M.A.; Kirsonova M.V. Marketing commodity policy: textbook. Kyiv : Center for educational literature, 2020. 248 p.

Additional literature:

1. Krykavskiy Y.V. Marketing commodity policy: study guide. Lviv: Lviv Polytechnic Publishing House, 2008. 276 p.
2. Krykavskiy Y., Deineha I., Deineha O., Patora R. Marketing commodity policy: textbook. Lviv: Lviv Polytechnic Publishing House, 2012. 360 p.
3. Krykovtseva N.O., Sarkisian L.H., Bilenyki O.Y., Kortieliova N.V. Marketing commodity policy: textbook. K.: Znannia, 2012. 183 p.
4. Oklander M.A., Kirsonova M.V. Marketing commodity policy: study guide. K.: Center for educational literature, 2014. 208 p.
5. Raiko D.V., Fedorenko I.A., Sokol K.M., Lanko O.V. Strategic management of marketing activities of the enterprise in terms of the development and implementation of the product policy. Bulletin of NTU "KhPI": Economic Sciences, 2021, 3. C.49-58.
6. Cherep O.G., Kotseruba A.V. Formation of a system of marketing commodity policy. Bulletin of Khmelnytsky National University. Economic Sciences, 2021, 1: 320-323.
7. Kotler F. Kotler On Marketing. Simon & Schuster. 2001. 272 p.

17. INFORMATION RESOURCES:

1. Ministry of Economic Development and Trade of Ukraine [Electronic resource]. – Available at: <http://www.me.gov.ua/?lang=uk-UA>.
2. State Statistics Service of Ukraine [Electronic resource]. – Available at: <http://www.ukrstat.gov.ua/>.
3. Information resources in the digital repository of the NUWEE scientific library [Electronic resource]. – Available at: <http://ep3.nuwm.edu.ua>.
4. Cabinet of Ministers of Ukraine [Electronic resource]. – Available at: <http://www.kmu.gov.ua/>.
5. Vernadsky National Library of Ukraine [Electronic resource]. – Available at: <http://www.nbu.gov.ua/>.
6. Rivne State Regional Library [Electronic resource]. – Available at: <http://www.lib.rv.ua/>.

16 Tips on successful study during the course

If you want to succeed in this discipline, you should be:

- **persistent, attentive and curious;**
- **creative, cheerful, and open to communication and discussions;**
- **ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.**

See you at classes!