

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



**EUROPEAN SCHOOL  
OF BUSINESS**



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Course Name				
		Marketing evolution		
Lecturer (s)				
		Olha Panchenko, PhD, associate professor at the Department of Management, Finance and Business Administration		
Lecturer's profile				
		<a href="https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu</a>		
Consultations				
online consulting		–		
offline consulting		Every Wednesday from 2 p.m. to 3 p.m.		
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Discipline page				
		<a href="https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat">https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat</a>		
Form of final control		test	def. test	exam
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## 1 Brief discipline annotation

The Marketing evolution discipline provides students with a system of theoretical knowledge of modern trends in marketing development and organization of marketing activities. The discipline allows enhancing enterprise competitiveness and economic efficiency of business entities.

## 2 Background for studying discipline

The background for studying the discipline is students' knowledge of the following disciplines: Economic theory, Introduction to Marketing specialty, Economics of enterprises of different forms of ownership, Higher and applied mathematics.

## 3 Goal and objectives of the discipline

The goal of the Marketing evolution discipline is to provide students with a scientific worldview of basic concepts and trends in marketing development in current conditions.

Key objectives of the Marketing evolution discipline:

- to study marketing as a philosophy of entrepreneurial activity in current market conditions;
- to master the knowledge of basic concepts of marketing and their evolution in the context of economic development;
- to acquire practical skills to improve marketing activities of business entities.

## 4 Learning outcomes

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

PLO 3. To apply acquired theoretical knowledge to solve practical marketing tasks.

PLO 12. To show skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

## 5 ECTS credits

4 ECTS credits / 120 academic hours

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
<b>Content module 1. History of marketing development</b>												
Topic 1. The essence of marketing and its modern concept	12	7	2	-	-	3	18	1	-	-	-	17
Topic 2. Economic system, types of economic systems, economic circulation	10	3	2	-	-	5	18	1	-	-	-	17
Topic 3. Evolution of marketing concepts	13	6	4	-	-	3	23	1	1	-	-	21
<i>Test work No. 1</i>												
<b>Total per content section 1</b>	<b>35</b>	<b>16</b>	<b>8</b>	-	-	<b>11</b>	<b>59</b>	<b>3</b>	<b>1</b>	-	-	<b>55</b>
<b>Content module 2. Marketing in enterprise activities</b>												
Topic 4. The consumer as an object of marketing.	13	2	1	-	-	10	13	-	-	-	-	13
Topic 5. Evolution of commodity production	11	2	2	-	-	7	11	1	1	-	-	9
Topic 6. Evolution of services marketing.	14	2	1	-	-	11	11	1	1	-	-	9
Topic 7. Evolution of marketing communication policy.	12	3	1	-	-	8	11	1	1	-	-	9
Topic 8. Marketing research.	10	3	1	-	-	6	5	-	-	-	-	5
Topic 9. Digital marketing.	15	3	1	-	-	11	5	-	-	-	-	5
Topic 10. Evolution of strategic marketing.	10	1	1	-	-	8	5	-	-	-	-	5
<i>Test work No. 2</i>												
<b>Total per content section 2</b>	<b>85</b>	<b>16</b>	<b>8</b>	-	-	<b>61</b>	<b>61</b>	<b>3</b>	<b>3</b>	-	-	<b>55</b>
<b>Total hours</b>	<b>120</b>	<b>32</b>	<b>16</b>	-	-	<b>72</b>	<b>120</b>	<b>6</b>	<b>4</b>	-	-	<b>110</b>

1. Stages of evolution and concepts of marketing
2. Basics of consumer behavior
3. Theoretical aspects of marketing product policy
4. Marketing of services
5. Theory of marketing communications
6. Marketing research
7. Features of digital marketing
8. Strategic marketing system



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## List of selective tasks

1. Relationships between market agents as a key strategic resource
2. Production concept.
3. Introduction of artificial intelligence.
4. Hyperreality as one of the key features of post-modern marketing. The reality of forgery.
5. Global prospects for competition.
6. Digitalization in marketing.
7. Evolution of the relationship with consumers.
8. Evolution of relations with interested parties.
9. Evolution of sales.
10. Evolution of innovations and their impact on marketing.
11. Evolution of promotion tools.
12. Evolution of concepts of a set of marketing.
13. Evolution of marketing concepts.
14. Evolution of the marketing concept of relationships.
15. Evolution of need.
16. Evolution of exchange.
17. Evolution of needs.
18. Evolution of sales.
19. Evolution of the product ordering process.
20. Evolution of the market.
21. Evolution of the role of marketing at the organization.
22. Evolution of the product.
23. Evolution of trade.
24. Evolution of packaging.
25. Evolution of prices and forms of settlement.
26. Economic validity of the development of marketing management. Marketing management and marketing management of the enterprise.
27. Economic basics of the emergence of strategic marketing.
28. Economic basics of the development of the market and services marketing.
29. The era of long-term planning. Marketing plan.
30. The era of strategic planning.
31. The era of strategic management.
32. The era of modern capitalism (Davos).
33. Objectives and functions of strategic marketing.
34. Application of computer technology in marketing.
35. Marketing concept.
36. The importance of business philosophy for manufacturers.
37. The importance of business philosophy for customers.
38. The importance of business philosophy for sellers.
39. Institutional approach to the definition of marketing.
40. Tools of marketing of services: 7P and 8P.
41. Internet marketing.
42. History of entrepreneurship and marketing.
43. History of marketing development in the USA.
44. History of entrepreneurship and marketing in ancient Rome, Egypt, China, Byzantium.
45. Culture of entrepreneurship and marketing.
46. Social media marketing.
47. Marketing of partnerships.

## 8 List of selective tasks

48. Marketing of post-modernism.
49. Marketing as a business philosophy.
50. Marketing concept of relationships.
51. Marketing concept of internal marketing.
52. Marketing concept of integrated marketing.
53. Marketing concept.
54. Network marketing.
55. New types of marketing.
56. New technologies of sales and purchases, outsourcing.
57. Approaches to marketing research.
58. The concept and essence of entrepreneurial activity.
59. Problems and contradictions of post-modern marketing.
60. Market and marketing as the main universities of modern culture.
61. The difference between business and entrepreneurship.
62. Service jobs.
63. Manufacturing jobs.
64. Development of sources of information.
65. Brand development.
66. Development of the Internet as an information system.
67. Development of information and marketing communications.
68. Development of entrepreneurship and marketing in Ukraine. Cossack times.
69. Development of payment systems and their impact on marketing.
70. Development of advertising and advertising media.
71. Development of artificial intelligence.
72. Development of fairs and exhibitions.
73. System approach to the definition of marketing.
74. Social and ethical marketing.
75. Establishment of services marketing.
76. The essence of marketing.
77. The essence of post-modernism. Development of post-modernism in marketing and its features.
78. Theories of utilitarian, economic and social exchange based on ideas of economic and sociological human beings.
79. Technological leap in the development of direct marketing.
80. Commodity concept.
81. Commodity approach to the study of marketing.

## 9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	3rd semester	available	2nd year (second) or second accelerated year	Professional training



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## 14 Academic integrity policy

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

## 15 Recommended sources of information

### Primary literature:

1. Balabanova L.V., Kholod V.V., Balabanova I.V. Marketing of the enterprise: study guide. Kyiv: Center for educational literature, 2019. 612 p.
2. Bilovodska O.A. Marketing policy of distribution of innovative products of industrial enterprises: monograph. Kyiv: Center for educational literature, 2018. 462 p.
3. Bedrynets M.D., Dovhan L.P. Enterprise finance: study guide. Kyiv: Center for educational literature, 2018. 292 p.
4. Beskvit H. Selling the invisible. The guide to modern service marketing. Kharkiv: Family Leisure Club, 2018. 192 p.
5. Boichuk I.V., Dmytriv A.Y. Marketing of an industrial enterprise: study guide. Kyiv: Center for educational literature, 2017. 620 p.
6. Brarhava R. The Unobvious. How to predict the future by analyzing trends. Kyiv: Vivat, 2019. 288 p.
7. Budnikevych I.M. Marketing in industries and activity areas: study guide. Kyiv: Center for educational literature, 2017. 536 p.
8. Holiday R. Marketing of the future. Kyiv: Nash Format, 2018. 104 p.
9. Dib Alla. One page marketing plan. Kyiv: Vivat, 2020. 288 p.
10. Dooley R. Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing. Kyiv: Potpourri, 2018. 336 p.
11. Yoon E. Superconsumers: A Simple, Speedy, and Sustainable Path to Superior Growth. Kyiv: Nash Format, 2019. 160 p.
12. Kaplunov D. How to write a commercial offer. Fabula Publishing House, 2019. 352 p.

### Additional literature:

1. Mann I. Marketing without a budget. 50 efficient tools. Kyiv: Monolith-Bizz, 2018. 320 p.
2. Mann I. 100% Marketing. Remix. Kharkiv: Family Leisure Club, 2018. 240 p.
3. Marketing: study guide / M. V. Malchyk et al. Rivne: NUWEE, 2014. 444 p.
4. Marketing and management of innovative development: monograph / S.M. Illiashenko et al. Sumy: University book, 2015. 728 p.
5. Marketing management: study guide / Y.V. Krykavskiy et al. Lviv: Lviv Polytechnic Publishing House, 2014. 380 p.
6. Marketing research: textbook / N.S. Kosar et al. Lviv: Lviv Polytechnic Publishing House, 2018. 457 p.
7. Marketing planning: study guide / O.A. Oviechkina et al. 2013. 352 p.
8. David Ogilvy. On Advertising. Kharkiv: Family Leisure Club, 2019. 288 p.
9. Oklander M.A., Kirnosova M.V. Marketing commodity policy: study guide. Kyiv: Center for educational literature, 2017. 200 p.
10. Oklander M.A., Chukurna O.P. Marketing pricing policy: study guide. Kyiv: Center for educational literature, 2017. 240 p.
11. Hirchenko T.D., Ovsianikova Y. Digital marketing and its role in modern business processes. European Cooperation International Collection of Scientific Papers. 2016. No. 11 (18). P. 24 – 33.
12. Hirchenko T.D., Panchenko O.V. Digital marketing: the future of marketing communications in the bank. European Cooperation International Collection of Scientific Papers. 2018. No. 7 (38). P. 36 – 56.
13. Zakharenko D.S. Client-oriented enterprise: essential characteristics. Economics. Management. Business. 2017. No. 4 (22). P. 187-194.



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## Recommended sources of information

14. P. Kotler. Marketing 4.0. From traditional to digital; translated from English by K. Kunytska and O. Zamaieva. K.: KM-Books Group Publishing House, 2018. 208 p.
15. P. Kotler. Marketing 4.0. Shift from traditional to digital: Internet promotion technology; [translated from English by M. Khoroshylova]. Kyiv: Force Ukraine, 2020. 224 p.
16. Marketing: study guide / edited by Prof. Starostina A.O. K.: Interservice SPE, 2018. 216 p.
17. Panchenko O.V. Digital marketing: the role and features of use in the context of establishing the digital economy. Digital economy as a key trend in the development of post-industrial society; monograph edited by N.M. Pantelieieva. – Kyiv: University of Banking. 2019. Chapter 3, paragraph 3.3 p. 263-275.
18. Panchenko O.V. Marketing communications in the context of the development of the concept of relationship marketing. Bulletin of Odesa National University. 2013. Vol. 18, Edition 3/3, P. 17-20.
19. Panchenko O.V. Features of the impact of advertising on consumer consciousness. International Scientific Conference on Relevant Problems of Science, Education and Technology: collection of abstracts of the international scientific conference (Poltava, July 23, 2022). Poltava: Center for Financial and Economic Research, 2022. P.15-16. URL: [http://www.economics.in.ua/2022/08/blog-post\\_3.html](http://www.economics.in.ua/2022/08/blog-post_3.html)
20. Marketing indicators: more than 50 indicators that every manager needs to know / Ferris Paul W., Bendle, Neil T., Pfeiffer Philip I., Reibstein David J. Dnipropetrovsk: Balance Business Books, 2009. 480 p.
21. Balabanova L., Kholod V., Balabanova I. Strategic marketing: textbook. Kyiv: Center for educational literature, 2021. 612 p.
22. Kosar N.S., Mnykh O.B., Krykavskiy Y.V. Marketing research: textbook. L.: Lviv Polytechnic. 2018. 460 p.
23. Dibrova T.H., Solntsev S.O., Bazherina K.V. Advertising management: theory and practice: textbook. K.: Igor Sikorsky Kyiv Polytechnic Institute, Polytechnic Publishing House, 2018. 300 p.
24. Koriahina S., Koriahin M. Marketing audit: textbook. K.: Center for educational literature. 2017. 300 p.
25. Boichuk I.V., Muzyka O.M. Internet in marketing. K.: Center for educational literature. 2019. 380 p.

### Information resources:

1. Analytical media portal about the advertising market, marketing, advertising and PR. Source: <https://sostav.ua/>
2. Corporate Media Association. Source: <http://corpmedia.com.ua/>
3. Association of Corporate Security Professionals. Source: <https://corporatesecurity.org.ua>
4. Legislation of Ukraine: official web portal. Source: [https:// rada.gov.ua/news/zak](https://rada.gov.ua/news/zak)
5. Ukrainian Marketing Association. Source: <https://uam.in.ua/rus/>
6. Marketing and Digital Technology Journal. Source: <https://mdt-opu.com.ua/index.php/mdt>
7. Marketing Media Review. Source: <https://mmr.ua/>
8. All-Ukrainian Advertising Coalition (VRK). Source: <https://vrk.org.ua>

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## Tips on successful study during the course

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

- **define your goal**
- **draw up a precise schedule**
- **work hard**
- **be confident and conscious**
- **be creative and active.**

**Thus, I wish you insistence, goal commitment and optimism. And you'll definitely succeed! See you at classes!**



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## 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 credit grade is given according to the total rating of students.

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: <https://ieu.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 exam (at least 24). The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale. <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, case studies, group work and discussion seminars. The study of the discipline includes teamwork and individual group work. The classroom atmosphere is friendly, polite and creative. Students should be honest and responsible. It is important to remember that attendance at lectures and practical classes is a prerequisite for the assessment of knowledge. 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 development, develop young people's respect for parents, women, older people, colleagues, and classmates.

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