

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



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Course Name 

 Marketing

Lecturer (s) 

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Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin>

Consultations

online consulting



offline consulting

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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

Marketing is a compulsory discipline that provides students with knowledge of basic categories of marketing, methodological aspects of organizing marketing activities and their priorities in current conditions.

2 Background for studying discipline

The background for studying the academic discipline: theoretical, methodical and informational foundations of marketing and marketing research; commodity, pricing, sales, and communication policy; organization and control of marketing activities.

3 Goal and objectives of the discipline

The goal of the Marketing discipline is to provide future specialists with a systematized set of knowledge of basic categories of marketing, methodological aspects of organizing marketing activities and their priorities in current conditions

Key objectives of the Marketing discipline:

- to learn the concept and essence of marketing of goods and services;
- to clarify the place and role of marketing in practical activities;
- to analyze the market of goods and services;
- to master the specifics of marketing methodology;
- to learn marketing methods and tools in business activities;
- to master methods of obtaining and processing marketing information;
- to learn methods and models of making marketing decisions.

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 4. To collect and analyze necessary information, calculate economic and marketing indicators, substantiate managerial decisions based on the use of appropriate analytical and methodical tools.

PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.

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.

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

PLO 14. To perform functional responsibilities in a team, suggest sound marketing solutions.

PLO 17. To show written and oral professional communication skills in state and foreign languages, as well as the appropriate use of professional terms.

PLO 18. To show a responsible attitude to moral, cultural, scientific values and social achievements in professional marketing activities.

5 ECTS credits

6 ECTS credits / 180 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					
		1	p	lab.	ind.	i. w.		1	p	lab.	ind.	i. w.	
1	2	3	4	5	6	7	8	9	10	11	12	13	
Content section 1. Theoretical and methodological foundations of marketing													
Topic 1. The essence of marketing and its modern concept	13	2	1	-	-	10	17	2				15	
Topic 2. Classification of marketing	9	2	1	-	-	6	10					10	
Topic 3. Marketing environment	14	2	2	-	-	10	15					15	
Topic 4. Structure of the marketing system and particularities of its functioning	16	4	2	-	-	10	16	2	2			12	
Topic 5. Study of consumers' needs and behavior and selection of target market segments	16	4	2	-	-	10	15					15	
Topic 6. Marketing research	16	4	2	-	-	10	15					15	
<i>Test work No. 1</i>	2	-	2	-	-	-							
Total per content section 1	86	18	12	-	-	56	88	4	2			82	
Content section 2. Creation of a marketing complex and organization of marketing activities of the enterprise													
Topic 7. Marketing commodity policy	16	4	2	-	-	10	19	2	2			15	
Topic 8. Marketing pricing policy	16	4	2	-	-	10	12					12	
Topic 9. Marketing sales policy	14	2	2	-	-	10	15					15	
Topic 10. Marketing communication policy	14	2	2	-	-	10	15					15	
Topic 11. Planning of marketing activities of the enterprise	16	4	2	-	-	10	12					12	
Topic 12. Organization and controlling of marketing activities of the enterprise.	16	4	2	-	-	10	19	2	2			15	
<i>Test work No. 2</i>	2	-	2	-	-	-							
Total per content section 2	94	20	14	-	-	60	92	4	4			84	
Total hours	180	38	26	-	-	116	180	8	6			166	



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List of obligatory tasks

1. The essence of marketing and its modern concept.
2. Classification of marketing.
3. Marketing environment.
4. Structure of the marketing system and particularities of its functioning.
5. Study of consumer needs and behavior, and selection of target market segments.
6. Marketing research.
7. Marketing commodity policy
8. Marketing pricing policy
9. Marketing sales policy
10. Marketing communication policy
11. Planning of marketing activities of the enterprise
12. Organization and controlling of marketing activities of the enterprise.

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List of selective tasks

1. The use of modern concepts and systems of marketing in enterprise operations.
2. The use of elements of the marketing complex in competitive policy of the enterprise.
3. Marketing as an open mobile system in the context of economic globalization.
4. The role and place of the marketing information system in the establishment of communication relations.
5. Research of needs and features of consumer behavior in separate segments of the market.
6. Characteristics of marketing research in Ukraine.
7. Basic operators in marketing research.
8. Marketing mechanisms of adaptation of the national manufacturer to conditions of the global competitive environment.
9. The state impact on formation of the marketing price strategy.
10. Branding as efficient technology of conquest and retention of the buyer.
11. Creation of the image of the enterprise, its evaluation and ways to improve.
12. Franchising in the system of marketing activities.
13. Development and implementation of corporate marketing strategies at the enterprise.
14. The study of consumer behavior in the development and promotion of the brand on the market.
15. Features of marketing management at different stages of the life cycle of goods.
16. System maintenance of creative marketing.
17. Marketing assessment of commercial prospects of commodity innovations.
18. Strategic marketing planning: drawing up a business portfolio of the enterprise.

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Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	4th semester	available	2nd year	Professional training



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10 Assessment system and requirements

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).

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://ie.u.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://ie.u.edu.ua/docs/050.pdf>



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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. 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.

INFORMATION RESOURCES:

1. Verkhovna Rada of Ukraine: official web portal. URL: https://rada.gov.ua/news/zak_37.
2. State Statistics Service of Ukraine. URL: <https://ukrstat.gov.ua>
3. Marketing in Ukraine Journal. URL: <http://uam.in.ua/rus/projects/marketing-in-ua/arhive.php>
4. Marketing and Advertising Journal. URL: <https://mr.com.ua>
5. Marketing and Management of Innovations Journal. URL: <http://mmi.fem.sumdu.edu.ua/>



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15 Recommended sources of information

6. Marketing and Digital Technology Journal. URL: <http://mdt-opu.com.ua/index.php/mdt>
7. Marketing and Marketing Research Journal. URL: <http://www.marketingandresearch.ru>
8. Sociology: Theory, Methods, Marketing Journal. URL: <http://stmm.in.ua>.
9. Marketing Communications Journal. URL: <https://grebennikon.ru/journal-1.html#volume2019-4>
10. The World of Packaging Journal. URL: <http://packaging.com.ua/magazine-list>
11. The World of Products Journal. URL: <https://journals.ua/prof/mir-produktov/>
12. Business Weekly. URL: <http://advertising.ua/mass-media/1918/rus/>
13. Ukrainian Association of Marketing. URL: <https://uam.in.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!