

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS



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Course Name		
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Marketing of an industrial enterprise

Lecturer (s)		
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Roman Halenin, PhD in Economics, associate professor at the Department of Management, Finance and Business Administration

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

Consultations	
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online consulting —

offline consulting Monday 11 a.m. – 1 p.m.

Contact number		
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+380 50 690 60 60

E-mail		
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romanhalein@ieu.edu.ua

Discipline page		
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<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 activity of industrial enterprises in market conditions imposes increased requirements for business organization. The aggravation of competitive struggle and consumers' increasing requirements to the quality of products require new concepts of management. Therefore, the concept of marketing is designed to provide the real practical help in solving this problem. Its basic provisions and principles bring to the production and economic activities of the industrial enterprise brand-new aspects, focus producers on consumers, on their needs, the satisfaction of which becomes the purpose of commercial activities.

2 Background for studying discipline

Subject matter of the Marketing of an industrial enterprise discipline: relations between subjects of the industrial market in the process of marketing activities.

3 Goal and objectives of the discipline

The goal of the Marketing of an industrial enterprise discipline is to provide students with marketing approaches to the management of marketing subjects in the industrial environment.

Key objectives of the discipline:

- to introduce differences of the industrial market and the specific behavior of industrial consumers;
- to study the particularities of marketing research on the industrial market;
- to develop a product strategy, pricing strategy, distribution and promotion of industrial goods.

4 Learning outcomes

PLO 2. To analyze and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing 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 13. To be responsible for operating results, show entrepreneurial and managerial initiative skills.

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

5 ECTS credits

5 ECTS credits / 150 academic hours

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	la b.	i n d .	i. w.		1	p	la b.	ind	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content section 1. Methodological foundations of the industrial market in marketing activities												
Topic 1. The essence of industrial marketing.	6	2	-	-	-	4	7	2	-			5
Topic 2. The process of supply on the industrial market.	8	2	2	-	-	4	10	-	-			10
Topic 3. Features of marketing research in the industrial environment.	9	2	2	-	-	5	10	-	-			10
Topic 4. Market segmentation and positioning on the industrial market.	11	4	2	-	-	5	14	2	2			10
Total per content section 1	34	10	6	-	-	18	41	4	2			35
Content section 2. Components of the industrial marketing complex												
Topic 5. Marketing commodity policy	11	4	2	-	-	5	12	2	-			10
Topic 6. Pricing in industrial marketing.	9	4	2	-	-	3	10	-				10
Topic 7. Distributing products on the industrial market.	11	4	2	-	-	5	10	-	-			10
Topic 8. Strategic planning on the industrial market.	7	2	-	-	-	5	5	-	-			5
Topic 9. Organization of marketing at an industrial enterprise	9	4	2	-	-	3	7	-	2			5
Topic 10. Marketing communication policy in the industrial environment.	9	4	2	-	-	3	5	-	-			5
Total per content section 2	56	22	10	-	-	24	49	2	2			45
Total hours	90	32	16	-	-	42	90	6	4			80



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List of obligatory tasks

1. The essence of industrial marketing.
2. The process of supply on the industrial market.
3. Features of marketing research in the industrial environment.
4. Market segmentation and positioning on the industrial market.
5. Marketing commodity policy
6. Pricing in industrial marketing.
7. Distributing products on the industrial market.
8. Strategic planning on the industrial market.
9. Organization of marketing at an industrial enterprise
10. Marketing communication policy in the industrial environment.

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List of selective tasks

1. Specifics of segmentation of industrial markets (by example).
2. Global trends in the development of industrial markets.
3. The place of industrial enterprises in the infrastructure of the country.
4. The current situation and prospects for the development of industry in Ukraine.
5. Study of features of applying the marketing complex in the industrial environment.
6. Study of sources of advertising information on the industrial market.
7. Study of methods of competitive struggle in the industrial market (as an example).
8. Research of world experience in innovative marketing in the industrial environment.
9. Research of the main factors of competitiveness of industrial enterprises.
10. Research of approaches to marketing organization at enterprises and organizations (by example).

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Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	6th semester	available	3rd year	Professional training

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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://ieu.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://ieu.edu.ua/docs/pol-mark-esb.pdf>



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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://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>



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Recommended sources of information

Primary (basic) literature:

1. Zhukov, S. Industrial marketing management at enterprises: monograph. NAU, 2017. 345 p.
2. Kotler F. Marketing 4.0. Moving from Traditional to Digital / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan; translated from English by K. Kunytska and O. Zamaieva - K.: KM-BOOKS Publishing Group, 2018. — 208 p.
3. Mohylevska O.Y. Marketing system in ensuring sustainable development of industrial enterprises: theory, methodology, practice: monograph. Kyiv. KyIU. 2020. 505 p.
4. Romanova, L.V. Marketing activity of advertising enterprises: monograph / L.V. Romanova, V.I. Zolotariova. – K. : IAPM, 2021. – 236 p.
5. Jonathan Gordon. Golden Age of Marketing: Return [Electronic resource] // J. Gordon, Jesko Perrey: <http://www.mana>
6. Development of industry to ensure the growth and renewal of the Ukrainian economy: scientific and analytical report / edited by Deineko L.V., Doctor of Economics, NAS of Ukraine, Institute for Economics and Forecasting of the National Academy of Sciences of Ukraine. Kyiv, 2018. 158 p.

Additional literature:

1. Boichuk I.V., Dmytriv A.Y. Marketing of the industrial enterprise: study guide. Kyiv: Center for educational literature. 2014. 360 p.
2. Nechaiev V. P., Industrial marketing: Study guide for self-study of the discipline. Kryvyi Rih: MINERAL. 2016. 185 p.
3. Osnach O.F. Industrial marketing: study guide. 2nd ed. / O.F. Osnach, V.P. Pylypchuk, L.P. Kovalenko. – K.: Center for educational literature, 2016. – 364 p.
4. Starostina A.O. Industrial marketing: Theory, world experience, Ukrainian practice: textbook / A.O. Starostina, A.O. Dlihach, V.A. Kravchenko; edited by A.O. Starostina. – K.: Znannia, 2015. – 764 p.
5. Vachevskyi M.V. Industrial marketing. Fundamentals of theory and practice / M.V. Vachevskyi. – K.: Center for educational literature, 2008. – 254 p.
6. Yevhen Krykavskyi, Nataliia Chukhrai. Industrial marketing and logistics. Study guide. – K824 Lviv: Lviv Polytechnic State University, 2004. – 472 p.
7. Pylypchuk V.P., Osnach O.F., Kovalenko L.P. Industrial marketing: Study guide for students of higher education institutions. – K.: Center for educational literature, 2005. – 264 p.
8. Industrial marketing: theory, world experience, Ukrainian practice. Textbook / Edited by A.O. Starostina. – K.: Znannia, 2005. – 764 p.
9. Industrial marketing: study guide for students of higher education institutions. – Kharkiv – K.: Scientific and Methodical Center for Higher Education of the Ministry of Education and Science of Ukraine, 2002. – 432 p.
7. Customers 2020: The Future of B-to-B Customer Experience [Electronic resource]. URL: <https://www.walkerinfo.com/Customers2020>.

17. INFORMATION RESOURCES:

1. Data of the Ministry of Industrial Policy of Ukraine [Electronic resource]. – available at: - <http://industry.kmu.gov.ua/control/uk/index>
2. State Statistics Service of Ukraine: [Electronic resource]. – available at: - <http://www.ukrstat.gov.ua>
3. <http://www.president.gov.ua>
4. <http://www.rada.gov.ua>
5. <http://www.kmu.gov.ua>
6. <http://www.me.gov.ua>
7. <http://minfin.kmu.gov.ua>



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15 Recommended sources of information

8. <http://www.mon.gov.ua>
9. <http://www.ukrstat.gov.ua>
10. <http://uam.in.ua/>
11. <https://www.ama.org>
12. <http://www.marketing-research.in.ua>
13. <http://pidruchniki.com/1371042562424/marketing/>
14. <http://studme.com.ua/12250719/marketing/>
15. http://uchebnikionline.com/menedgment/menedzhment_organizatsiy
16. www.rynok.biz

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!