

# SYLLABUS

---

INTERNATIONAL EUROPEAN  
UNIVERSITY



EUROPEAN SCHOOL  
OF BUSINESS



# SYLLABUS



Course Name				
		Introduction to Marketing specialty		
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		Every Wednesday from 2 p.m. to 3 p.m.		
offline consulting		Every Wednesday from 2 p.m. to 3 p.m.		
Contact number				
		+380679091082		
E-mail				
		olhapanchenko@ieu.edu.ua		
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
		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



# SYLLABUS



## 1 Brief discipline annotation

Introduction to Marketing specialty 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

Subject matter of the Introduction to Marketing specialty discipline: to satisfy the needs of consumers, theoretical, practical aspects of marketing in the development of marketing experts.

## 3 Goal and objectives of the discipline

The goal of the Introduction to Marketing specialty discipline is to provide knowledge of professional marketing disciplines, basic categories of marketing, as well as to train marketing specialists in current conditions of economic growth.

Key objectives of the Introduction to Marketing specialty discipline:

- to study basic concepts of marketing and modern trends in the development of marketing activities;
- to acquire knowledge of the methodology and areas of improving marketing activities at the enterprise;
- to analyze factors influencing the formation of qualification requirements of the modern marketer for employers;
- to study labor market conditions in marketing;
- to analyze marketing literature.

## 4 Learning outcomes

After learning the discipline, students should know:

- the essence and tasks of marketing as an academic discipline, an applied function of modern entrepreneurship and science;
- the role of marketers in enterprise activities;
- trends in the development of marketing concepts;
- functions and objectives of the main units of marketing services and individual employees;
- Ukrainian legislation on marketing issues;
- employers' requirements for marketing employees;
- enterprise marketing activities using traditional and digital marketing tools.

be able to:

- reveal the essence of the concept of marketing and its main categories;
- reveal the essence of the development of marketing concepts;
- apply Ukrainian legislation on marketing issues;
- analyze the labor market in marketing;
- substantiate the role of marketers in enterprise activities;
- characterize different types of marketing;
- understand employers' qualification requirements for the modern marketer.

## 5 ECTS credits

4 ECTS credits / 120 academic hours



# SYLLABUS



## 6 Discipline structure

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		1	p	sem.	ind.	i. w.		1	p	sem.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Content module 1. Genesis of marketing</b>												
Topic 1. Formation of the theory of marketing.	10	1	1	1	-	6	10	1	1	-	-	4
Topic 2. Aspects of marketing.	6	1	1	1	-	4	6	-	-	-	-	10
Topic 3. Evolution of economic theory – the basis for the emergence and development of marketing theory.	10	1	1	1	-	6	10	-	-	-	-	7
Topic 4. History of marketing development.	6	1	1	1	-	4	6	-	-	-	-	8
Topic 5. Concepts of marketing.	7	1	1	1	-	4	7	1	1	-	-	7
Topic 6. Categories of marketing.	7	1	1	1	-	4	7	-	-	-	-	8
Test work No. 1												
<b>Total per content module 1</b>	<b>46</b>	<b>6</b>	<b>6</b>	<b>6</b>	<b>-</b>	<b>28</b>	<b>46</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>44</b>
<b>Content module 2. Fundamentals of marketing</b>												
Topic 7. Set of marketing.	10	1	1	1	-	6	9	1	1	-	-	4
Topic 8. Evolution of the 4Ps concept.	8	1	1	1	-	4	9	-	-	-	-	10
Topic 9. Digital marketing.	6	1	1	1	-	4	7	-	-	-	-	7
Topic 10. Essence and structure of the marketing environment.	6	1	1	1	-	4	7	-	-	-	-	8
Topic 11. Content and methods for studying and analyzing the market situation.	7	1	1	1	-	4	5	-	-	-	-	7
Test work No. 2												
<b>Total per content module 2</b>	<b>37</b>	<b>5</b>	<b>5</b>	<b>5</b>		<b>22</b>	<b>37</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>-</b>	<b>36</b>
<b>Content module 3. Organization of the marketer's work</b>												
Topic 12. Establishment of the market economy in Ukraine. Growing competition on the market.	9	1	1	1	-	6	9	-	-	-	-	5
Topic 13. Social responsibility and ethics in marketing.	8	1	1	1	-	4	9	-	-	-	-	7
Topic 14. Professional and qualification characteristics of the marketing specialist, his/her role in all activity areas.	6	1	1	1	-	4	7	1	1	-	-	6



# SYLLABUS



## 6 Discipline structure

Topic 15. Job descriptions of a marketing specialist.	7	1	1	1	-	4	7	-	-	-	-	6
Topic 16. Information support of marketing activities.	7	1	1	1	-	4	5	-	-	1	-	6
Test work No. 3												
<b>Total per content module 3</b>	<b>37</b>	<b>5</b>	<b>5</b>	<b>5</b>	<b>-</b>	<b>22</b>	<b>37</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>-</b>	<b>30</b>
<b>Total hours</b>	<b>120</b>	<b>16</b>	<b>16</b>	<b>16</b>	<b>-</b>	<b>72</b>	<b>120</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>-</b>	<b>110</b>

## 7 List of obligatory tasks

1. Formation of the theory of marketing.
2. Aspects of marketing.
3. Evolution of economic theory – the basis for the emergence and development of marketing theory.
4. History of marketing development.
5. Concepts of marketing.
6. Categories of marketing.
7. Set of marketing.
8. Evolution of the 4Ps concept.
9. Digital marketing.
10. Essence and structure of the marketing environment.
11. Content and methods for studying and analyzing the market situation.
12. Establishment of the market economy in Ukraine. Growing competition on the market.
13. Social responsibility and ethics in marketing.
14. Professional and qualification characteristics of the marketing specialist, his/her role in all activity areas.
15. Job descriptions of a marketing specialist.
16. Information support of marketing activities.

## 8 List of selective tasks

1. General characteristics of the profession.
2. Organization of the educational process at the University.
3. Social and cultural infrastructure of the University.
4. The essence and definition of marketing.
5. Set of marketing elements.
6. Principles and functions of marketing activities of the enterprise.
7. Types of marketing.
8. The concept of marketing development of the enterprise.
9. Subjects of the enterprise's marketing.
10. Internal and external factors of marketing.
11. The market and its segmentation.
12. The essence of marketing research.
13. Plan of marketing activities of the enterprise.
14. Organizational structure of the marketing service at the enterprise.
15. Commodity policy of the enterprise.
16. Pricing policy of the enterprise.
17. Distribution and sales policy.
18. Promotion policy.
19. Development of marketing in Ukraine and the world.



# SYLLABUS



## 9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	1th semester	available	1th 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.

<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: <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.

<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 in the form of presentations, case studies, group work and practical discussion classes. 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 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.



# SYLLABUS



## 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>

## 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.



# SYLLABUS



15

## Recommended sources of information

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., Ovsiannikova 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.
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.

### Information resources:

1. Corporate Media Association. Source: <http://corpmedia.com.ua/>
2. Association of Corporate Security Professionals. Source: <https://corporatesecurity.org.ua>
3. Legislation of Ukraine: official web portal. Source: [https:// rada.gov.ua/news/zak](https://rada.gov.ua/news/zak)
4. State Statistics Service of Ukraine. Source: [https:// ukrstat.gov.ua](https://ukrstat.gov.ua)
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/>

16

## 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!**