

SYLLABUS

**INTERNATIONAL EUROPEAN
UNIVERSITY**



**EUROPEAN SCHOOL
OF BUSINESS**



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Course Name				
		MARKETING AND ADVERTISING		
Lecturer (s)				
		Olha Panchenko, PhD, 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		
Consultations				
online consulting		Every Wednesday from 2 p.m. to 3 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
		<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



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1 Brief discipline annotation

The study of the discipline provides an opportunity to obtain knowledge in marketing research, commodity, pricing, communication, sales policy, advertising campaign, marketing control and audit, developing skills of independent work with literature sources, deepening and expanding economic knowledge. Market conditions of economic management determine the need for advanced study and comprehensive improvement of economic activities of all sectors of the national economy. Special attention in this context should be paid to their main link – the enterprise. The aggregate of economic problems arising in the process of dynamic functioning of enterprises should be solved by specialists with a high level of knowledge, appropriate professional training and have a sufficient level of qualification.

2 Background for studying discipline

The background for studying the discipline is the basic knowledge of following disciplines: Organizational theory, Business communications, Economic analysis, Organization of entrepreneurial activity.

3 Goal and objectives of the discipline

The goal of the Marketing and advertising discipline is to develop a system of knowledge about the essence and content of marketing, in particular advertising as its component, representing the philosophy of entrepreneurial activity in the market economy and competition.

Key objectives of the Marketing and advertising discipline are to develop the following knowledge:

- theoretical and methodological foundations of marketing;
- system approach to marketing of the enterprise;
- studying particularities of micro- and macro-environment of marketing;
- organization and implementation of marketing research;
- market segmentation and selection of target segments;
- development of a set of marketing measures on commodity, pricing, and communication policy;
- strategic planning, implementation and control of marketing programs;
- the essence of the concept of advertising, its main functions.

4 Learning outcomes

According to the Standard requirements, the discipline provides students with the following competencies:

Integral competence

Ability to solve complicated specialized tasks and practical problems characterized by complexity and ambiguity of conditions in the management sector or during study, which includes the application of theories and methods of social and behavioral sciences.

General competencies

GC 3. Ability to abstract thinking, analysis and synthesis.

GC 4. Ability to apply knowledge in practical situations.

GC 9. Ability to learn and acquire contemporary knowledge.

GC 12. Ability to generate new ideas (creativity).

Specialized (professional, subject) competencies

SC 2. Ability to analyze organization operating results, compare them with impact factors of external and internal environments.

SC 3. Ability to determine organization development prospects.

SC 4. Ability to identify functional areas of the organization and their relations.

SC 12. Ability to analyze and structure organizational issues, make reasonable decisions.

Integrated final program learning outcomes provided by the academic discipline:

Program learning outcomes

PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.

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Learning outcomes

PLO 5. To describe the content of functional areas of organization operations.

PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.

PLO 11. To show skills in analyzing the situation and carrying out communications in different areas of organization activities.

PLO 15. To show the ability to act in a socially conscious manner based on ethical considerations (motives), respect of diversity and multiculturality.

PLO 16. To show skills in individual work, flexible thinking, openness to new knowledge; to be critical and self-critical.

PLO 17. To carry out research individually and/or in a group under leader's supervision.

After learning the academic discipline, students should:

know:

- marketing and advertising terms;
- classification of marketing research;
- evolution of economic theories as a factor in the emergence of marketing;
- classification and characteristics of marketing;
- marketing concepts;
- areas of optimizing the work of the marketing service;
- basics of market segmentation;
- methods of product positioning on the market;
- organization and control of marketing;
- paradigms of modern marketing: modern types.

be able to:

- apply appropriate marketing concepts depending on product specifics and market conditions;
- model consumer behavior on the market under the influence of different factors;
- determine factors influencing the price within the chosen marketing strategy of the enterprise;
- conduct marketing research on market conditions, competitive environment, consumer behavior, brands;
- analyze markets, marketing environment, assess the competitiveness of products;
- develop alternative ways of turnover.

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ECTS credits

3 ECTS credits – 90 academic hours

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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	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. Essence and elements of marketing												
Topic 1. Essence and basic provisions of marketing. System of marketing research	7	1	1	-	-	5	10	1	1	-	-	8
Topic 2. Essence, objectives of marketing pricing policy. Marketing pricing	7	1	1	-	-	5	8	-	-	-	-	8
Topic 3. Study of consumer needs and behavior and	9	2	2	-	-	5	8	-	-	-	-	8

6 Discipline structure

selection of target market segments													
Topic 4. Commodity policy in the marketing system. Distribution policy in the marketing system	9	2	2	-	-	5	9	-	1	-	-	8	
<i>Test work No. 1</i>	2	-	2	-	-	-	-	-	-	-	-	-	
Total per content section 1	34	6	8	-	-	20	35	1	2	-	-	32	
Content section 2. Marketing policy and advertising													
Topic 5. Enterprise marketing strategies. Strategic marketing	10	2	2	-	-	6	8	1	1	-	-	6	
Topic 6. Organization and control of marketing activities of the enterprise	9	2	1	-	-	6	8	-	-	-	-	8	
Topic 7. Communication policy in the marketing system	9	0	1	-	-	6	8	-	-	-	-	8	
Topic 8. The essence of advertising. Development of advertising activities	8	2	1	-	-	5	8	-	-	-	-	8	
Topic 9. Advertising and marketing in the global network	8	2	1	-	-	5	9	-	1	-	-	8	
<i>Defense of the Individual research task</i>	10	-	-	-	-	10	14	-	-	-	-	14	
<i>Test work No. 2</i>	2	-	2	-	-	-	-	-	-	-	-	-	
Total per content section 2	56	10	8	-	-	38	55	1	2	-	-	52	
Total hours	90	16	16	-	-	58	90	2	4	-	-	84	

7 List of obligatory tasks

1. Essence and basic provisions of marketing. System of marketing research
2. Essence, objectives of marketing pricing policy. Marketing pricing
3. Study of consumer needs and behavior and selection of target market segments
4. Commodity policy in the marketing system. Distribution policy in the marketing system
5. Enterprise marketing strategies. Strategic marketing
6. Organization and control of marketing activities of the enterprise
7. Communication policy in the marketing system
8. The essence of advertising. Development of advertising activities
9. Advertising and marketing in the global network

8 List of selective tasks

1. SEO: internal optimization.
2. SEO: external optimization.
3. SWOT analysis - a component of strategic marketing planning
4. Audit of marketing activities: essence, techniques, methods of carrying out.
5. Types of marketing and their characteristics



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List of selective tasks

6. Define the elements of STP set of strategic planning.
7. Measure the efficiency of digital marketing
8. Measure consumer attitudes towards the brand
9. Requirements for conducting marketing controls.
10. Characterize the concept of strategic marketing.
11. Study of the marketing environment of enterprises.
12. Evolution of marketing
13. Public relations
14. Channels of distribution of goods. Formation of distribution channels
15. Classification of goods and assortment policy
16. Marketing complex: essence, evolution, practical use
17. Comprehensive market research
18. Control of marketing plans fulfillment.
19. Marketing concepts
20. The 4 Ps concept: its emergence, advantages and disadvantages, characteristics of elements.
21. The concept of product life cycle and its characteristics
22. The concept of 4 Cs and 4 As marketing: its origin, essence.
23. Marketing concept 5P, 8P, 10P, 12P, 15P
24. The concept of advertising as a form of psychological action.
25. Social media marketing
26. Marketing information system
27. Marketing control and its types: control of fulfillment of annual plans, control of profitability, strategic control.
28. Marketing research of competitors.
29. Marketing research of the market.
30. Marketing research of consumers.
31. The BCG matrix and its application
32. Development Matrix (I. Ansoff)
33. Methods of strategic analysis and their characteristics.
34. Methods of pricing
35. Model of marketing activities
36. Model of development and management decision making based on the use of competitive environment research data.
37. Modeling of the competitive environment.
38. Organization of the marketing service at the enterprise.
39. Particularities of the psychological impact of advertising.
40. Characterize the types of advertising strategies.
41. Characteristics of marketing activities.
42. The concept of marketing environment and its characteristics
43. The concept of market as the main category of marketing. Classification of markets
44. The concept of strategic marketing and its main categories
45. Compare the functions of strategic and tactical marketing.
46. Principles of efficiency of marketing set.
47. The process of marketing strategy development and its characteristics
48. The process of new product development
49. Direct marketing and personal selling as a form of marketing communications
50. Psychological aspects of advertising perception.
51. Advertising as a tool for implementing marketing communications
52. The difference between Internet marketing and digital marketing
53. Developing a marketing budget



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8 List of selective tasks

54. Developing an advertising budget and methods of evaluating advertising efficiency
55. Extended marketing set for the 7 Ps service sector.
56. Market segmentation and product positioning
57. System of analyzing advertising information.
58. System of sales activity management
59. Strategic marketing planning based on the STP complex
60. Digital marketing communications strategy of the enterprise
61. Essence of branding as an element of advertising activity. Types of brands and trademarks
62. The essence of sales policy of the enterprise
63. The essence of distribution logistics. Factors affecting the formation of logistics systems.
64. The essence of marketing commodity policy and its structure
65. The essence of the control process in marketing.
66. The essence and principles of marketing.
67. Essence, principles of pricing policy. Types of prices. Methodology of pricing
68. The essence and concept of neuromarketing.
69. The essence and concept of digital marketing
70. Theories of constructing consumer response. Psychological particularities of consumer perception of advertising
71. Technologies of strategic analysis and methods of marketing strategic planning
72. Packaging and labeling of goods and their role in brand management
73. Forms of organization of wholesale and retail trade
74. Functions of marketing
75. Features of organizational structures.
76. Target audience of advertising messages. Portrait of the target audience.
77. Pricing strategies and their characteristics
78. Factors affecting the pricing policy.
79. What stages does the marketing strategy development process include?
80. What are the main matrix methods of marketing strategic planning in the system of methods of strategic analysis?
81. Quality and competitiveness of products.
82. Methods of collecting marketing information.

9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semester	5th semester	available	3th year or second accelerated 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>



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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.

<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 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.

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>



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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.
14. Melnyk Y., Bozhkova V. Advertising and Sales Promotion: textbook. K.: Center for Educational Literature. 2019. 230 p.
15. Balabanova L., Kholod V., Balabanova I. Strategic marketing: textbook. Kyiv: Center for Educational Literature. 2019. 612 p.
16. Karpov V., Shevchenko-Perepiolkina R., Horbachenko S. Analysis and forecasting of market conditions. K.: Condor. 2019. 320 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
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. 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.
22. Koriahina S., Koriahin M. Marketing audit: textbook. K.: Center for Educational Literature. 2017. 300 p.
23. Boichuk I.V., Muzyka O.M. Internet in marketing. K.: Center for Educational Literature. 2019. 380 p.
24. Iliashenko S. Marketing. Bachelor's course. Textbook. S.: University book. 2017. 1134 p.
25. Lytovchenko I., Pylypchuk V. Internet marketing: study guide. K.: Center for Educational Literature. 2017. 184 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. Source: <https://vrk.org.ua>
9. Marketing and Digital Technology Journal. Source: <https://mdt-opu.com.ua/index.php/mdt>

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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!**