

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



**EUROPEAN SCHOOL  
OF BUSINESS**



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Course Name				
		Marketing of innovative activity of the enterprise		
Lecturer (s)				
		Roman Halenin, PhD in Economics, 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#galenin">https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu#galenin</a>		
Consultations				
online consulting		Thursday 4 p.m. – 5 p.m.		
offline consulting		Third Friday of the month 4 p.m. – 5 p.m.		
Contact number				
		+380 50 690 60 60		
E-mail				
		romanhalenin@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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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## 1 Brief discipline annotation

Marketing of innovative activity of the enterprise is a compulsory discipline that provides students with knowledge of the methodology of marketing innovations, the ability to make decisions based on marketing innovations to meet the needs of consumers and ensure the efficient development of business areas of the enterprise.

## 2 Background for studying discipline

Subject matter of the Marketing of innovative activity of the enterprise discipline: modern theoretical and practical approaches to planning, organization and implementation of marketing activities aimed at developing and promoting innovations at all levels of economic activities.

## 3 Goal and objectives of the discipline

The goal of the Marketing of innovative activity of the enterprise discipline is to provide future specialists with a systematic set of knowledge of methods of developing innovation marketing and skills in applying methods of innovation marketing in real and virtual space using integrated marketing communications, abilities and practical skills in applying techniques in the process of developing innovation marketing at the enterprise.

Key objectives of the Marketing of innovative activity of the enterprise discipline:

- realization of the essence and structure of the scientific worldview and special knowledge of the theory, methodology of innovation marketing;
- the ability to apply and integrate knowledge, skills and abilities and use them effectively in the conditions of rapid adaptation of organizations to the requirements of the external environment;
- the ability to use innovation marketing strategies and the ability to assess the efficiency of marketing innovations;
- the ability to make decisions in innovation marketing to meet the needs of consumers and ensure the effective development of business areas of the enterprise;
- methods of applying modern approaches to integrated marketing communications using Internet technologies, social networks;

## 4 Learning outcomes

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

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 8. To apply innovative approaches to marketing activities of a market entity, adapt flexibly to changes in the marketing environment.

## 5 ECTS credits

3 ECTS credits / 90 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	lab.	ind.	i. w.	1		p	lab.	ind.	i. w.	
1	2	3	4	5	6	7	8	9	10	11	12	13
<b>Content section 1. Theoretical foundations of innovation marketing</b>												
Topic 1. The content of innovation activity at the enterprise.	4	1	-			3	7	2				5
Topic 2. Innovation activity as an object of marketing.	4	1	1			2	5	-				5
Topic 3. External and internal environment in innovation marketing.	4	1	-			3	5	-				5
Topic 4. Essence characteristics of innovations and processes.	4	1	1			2	5	-				5
Topic 5. Classification of advertising innovations depending on their market focus.	5	1	1			3	5	-				5
Topic 6. Interaction of marketing and innovation activities.	5	1	1			3	5	-				5
Topic 7. Particularities of methods of marketing research of consumers of innovative products.	6	2	1			3	7	2				5
Topic 8. Planning and organization of new product creation.	5	2	1			2	7	-	2			5
<i>Test work No. 1</i>	2	-	2			-	-	-				-
<b>Total per content section 1</b>	<b>39</b>	<b>10</b>	<b>8</b>			<b>21</b>	<b>46</b>	<b>4</b>	<b>2</b>			<b>40</b>
<b>Content section 2. Particularities of marketing solutions</b>												
Topic 9. Particularities of innovation development and formation of demand for them.	4	2	-			2	5	-				5
Topic 10. Innovative development of the enterprise.	6	2	1			3	5	-				5
Topic 11. Modern organizational forms of innovation implementation.	5	2	1			2	5	-				5
Topic 12. Quality and competitiveness of innovative products.	6	2	1			3	5	-				5
Topic 13. Determination of commercial potential of innovations.	5	2	1			2	5	-				5
Topic 14. Strategies and business models of innovative development of the enterprise.	8	4	1			3	5	-				5
Topic 15. Marketing pricing solutions for bringing innovations to the market.	8	4	1			3	5	-				5
Topic 16. Evaluation of innovation efficiency.	7	4	-			3	9	2	2			5
<i>Test work No. 2</i>	2	-	2			-	-	-				-
<b>Total per content section 2</b>	<b>51</b>	<b>22</b>	<b>16</b>			<b>21</b>	<b>44</b>	<b>2</b>	<b>2</b>			<b>40</b>
<b>Total hours</b>	<b>90</b>	<b>32</b>	<b>16</b>	-		<b>42</b>	<b>90</b>	<b>6</b>	<b>4</b>			<b>80</b>



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## List of obligatory tasks

1. Learn marketing aspects of strategic innovation management.
2. Develop measures to motivate personnel and overcome resistance to innovation.
3. Develop an innovation project as a form of implementation of strategic alternatives.
4. Resource rationing and labor rationing in the innovative activity of the enterprise.
5. Factors of corporate culture and the efficiency of the enterprise.
6. Particularities of management of innovation activity of enterprises.

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## List of selective tasks

1. The impact of market environment factors on innovation marketing.
2. Strategies and pricing models for new imitation goods.
3. Strategies and models of pricing of brand-new goods.
4. Particularities of pricing of substitute goods.
5. The essence and components of innovation distribution.
6. Formation of sales channels for innovative goods.
7. Methods of forecasting sales of knowledge-intensive products.
8. Resource rationing and labor rationing in the innovative activity of the company.
9. Factors of corporate culture and the efficiency of the enterprise.
10. Particularities of Internet marketing of innovations.

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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	3st year	Elective

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## 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. Law of Ukraine On Innovation Activity [Electronic resource]. – Available at: <http://zakon1.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=40-15>
2. Vyshnivska B.V. HR management in innovative activity: study guide / compiled by: B.V. Vyshnivska. – K.: COPRINT Printing Center LLC. 2017. – 250 p.
3. Vyshnivska B.V. Assessment of the dependence of enterprise competitiveness on innovative activity / B.V. Vyshnivska // AIC Economics. - 2017. No. 8. – P. 33-37
4. Kosenko O.P., Kobieliava T.O., Dolyna I.V., Matrosova V.O., Kobieliav V.M. Marketing and cost evaluation of innovations and intellectual potential in international projects. Bulletin of the Kharkiv Polytechnic Institute National Technical University (Economic Sciences). Kharkiv: NTU KHPI, 2020. No. 6. P. 77-83.

### Additional literature:

1. Kysliuk L. Strategic marketing. – K.: Kondor. - 2020. - 172 p.
2. Kotler F. Marketing from A to Z. 80 concepts that every manager should know. - Alpina Publisher Ukraine. - 2021. - 252 p.
3. Savchenko, S., Abliazova, N., & Sukach, O. (2021). Innovative marketing in the enterprise management system. Entrepreneurship and innovations, (17), 46-49. <https://doi.org/10.37320/2415-3583/17.9>

### INFORMATION RESOURCES:

1. <http://www.autosystems.com.ua> – information and search system on enterprises, firms and organizations operating on the Ukrainian market (Marketing Terminal-2000);
2. <http://barhan.poll/ava,ua/marek/> – Marketing and advertising section: theory, practical tips;
3. <http://www.customs.gov.ua> (State Customs Service of Ukraine);
4. <http://www.dssu.gov.ua> (State Committee of Ukraine for Technical Regulation and Consumer Policy);
5. <http://www.obriy-marketing.kiev.ua> – marketing for efficient promotion of goods and organizations on the market (Horizon Marketing);
6. <http://www.mr.com.ua> – Marketing and Advertising - Ukrainian professional magazine;

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## 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!**