

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS

Marketing and Advertising

2024



SYLLABUS



Course and educational program	Marketing and Advertising Management EP
Course description	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.
Prerequisites for studying	Subject matter of the academic discipline: marketing set in interaction with the internal and external environment, determining the prospects of enterprise development in market conditions and the strategy of their achievement. The Marketing and Advertising course expands previously acquired knowledge in the following disciplines: Organizational Theory, Business Communications, Economic Analysis, Organization of Entrepreneurial Activity, etc.
Number of credits/hours	3 ECTS credits / 90 academic hours
Learning format	Blended learning
Classroom location	https://dist.ieu.edu.ua/course/view.php?id=648
Lecturer's full name	Olha Kuzmenko , PhD in Economics, Associate Professor at the Department of Management, Finance and Business Administration
Department	Department of Management, Finance and Business Administration: 
Office location	42V Akademika Hlushkova Ave., Kyiv, room 511

Consulting	Every Monday from 3 p.m. to 4 p.m. by appointment via corporate e-mail
Lecturer's e-mail address	olhakuzmenko@ieu.edu.ua
Course objectives	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.
Role of the academic discipline in achieving program learning outcomes	<p>PLO 3. To show knowledge of theories, methods and functions of management, contemporary leadership concepts.</p> <p>PLO 5. To describe the content of functional areas of organization operations.</p> <p>PLO 6. To define skills in finding, collecting and analyzing information, calculating criteria for grounding managerial decisions.</p> <p>PLO 11. To show skills in analyzing the situation and carrying out communications in different areas of organization activities.</p> <p>PLO 15. To show the ability to act in a socially conscious manner based on ethical considerations (motives), respect of diversity and multiculturalism.</p> <p>PLO 16. To show skills in individual work, flexible thinking, openness to new knowledge; to be critical and self-critical.</p> <p>PLO 17. To carry out research individually and/or in a group under leader's supervision.</p>
Learning outcomes	<p>After learning the discipline, students should know:</p> <ul style="list-style-type: none"> - marketing and advertising terms; - classification of marketing research; - marketing concepts; - areas of optimizing the work of the marketing service; - basics of market segmentation; - methods of product positioning on the market. <p>be able to:</p> <ul style="list-style-type: none"> – 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, etc.
Course content	<p>Topic 1. Essence and basic provisions of marketing. System of marketing research</p> <p>Topic 2. Essence, objectives of marketing pricing policy. Marketing pricing</p> <p>Topic 3. Study of consumer needs and behavior and selection of target market segments</p>

	<p>Topic 4. Commodity policy in the marketing system. Distribution policy in the marketing system</p> <p>Topic 5. Enterprise marketing strategies. Strategic marketing</p> <p>Topic 6. Organization and control of marketing activities of the enterprise</p> <p>Topic 7. The essence of advertising. Development of advertising activities</p> <p>Topic 8. Advertising and marketing in the global network</p>
Books and materials	<ol style="list-style-type: none"> 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. Melnyk Y., Bozhkova V. Advertising and Sales Promotion: textbook. K.: Center for Educational Literature. 2019. 230 p. 3. Balabanova L., Kholod V., Balabanova I. Strategic marketing: textbook. Kyiv: Center for Educational Literature. 2019. 612 p. 4. Karpov V., Shevchenko-Perepiolkina R., Horbachenko S. Analysis and forecasting of market conditions. K.: Condor. 2019. 320 p. 5. Marketing and Digital Technology Journal. Source: https://mdt-opu.com.ua/index.php/mdt
Technical requirements for the course	<p>To work on the Marketing and Advertising course, you need regular access to a computer (or phone) and the Internet.</p> <p>In order to successfully study and pass the course exam, you should first explore the distance learning platform (Moodle) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.</p> <p>You can use distance platforms only using corporate e-mail.</p> <p>If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.</p>
Learning process	<p>The Marketing and Advertising course consists of lectures and practical classes.</p> <p><u>Lectures</u> use the following training methods: <i>lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.</i></p> <p><u>Practical classes</u> use the following training methods: <i>questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.</i></p>



																	
Discipline features	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="435 450 635 568">Period of teaching</th> <th data-bbox="635 450 783 568">Semester</th> <th data-bbox="783 450 1018 568">International disciplinary integration</th> <th data-bbox="1018 450 1201 568">Year of study</th> <th data-bbox="1201 450 1509 568">Courses: general training/professional training/elective</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 568 635 618">1 semester</td> <td data-bbox="635 568 783 618">5th semester</td> <td data-bbox="783 568 1018 618">available</td> <td data-bbox="1018 568 1201 618">3rd year</td> <td data-bbox="1201 568 1509 618">Professional training</td> </tr> </tbody> </table>	Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective	1 semester	5 th semester	available	3 rd year	Professional training						
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Assessment policy	<p>You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually in the form of a comprehensive case study.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="435 913 1005 987">Activities during the semester</th> <th data-bbox="1005 913 1509 987">Maximum amount of points during the semester</th> </tr> </thead> <tbody> <tr> <td data-bbox="435 987 1005 1099">Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)</td> <td data-bbox="1005 987 1509 1099" style="text-align: center;">20</td> </tr> <tr> <td data-bbox="435 1099 1005 1133">Reports with presentation (2 pcs.)</td> <td data-bbox="1005 1099 1509 1133" style="text-align: center;">10</td> </tr> <tr> <td data-bbox="435 1133 1005 1167">Modular test work (2 pcs.)</td> <td data-bbox="1005 1133 1509 1167" style="text-align: center;">20</td> </tr> <tr> <td data-bbox="435 1167 1005 1240">Individual research task (admission to the exam)</td> <td data-bbox="1005 1167 1509 1240" style="text-align: center;">10</td> </tr> <tr> <td data-bbox="435 1240 1005 1279" style="text-align: center;">Total</td> <td data-bbox="1005 1240 1509 1279" style="text-align: center;">60</td> </tr> </tbody> </table>					Activities during the semester	Maximum amount of points during the semester	Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	20	Reports with presentation (2 pcs.)	10	Modular test work (2 pcs.)	20	Individual research task (admission to the exam)	10	Total	60
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Grading scale	<p>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.</p> <p>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 exam (at least 24).</p> <p>The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.</p> <p>The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.</p> <p>The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.</p> <p style="text-align: center;">National and ECTS grading scale</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="435 2007 635 2063"></td> <td data-bbox="635 2007 746 2063"></td> <td data-bbox="746 2007 1509 2063" style="text-align: center;">Grade according to the national scale</td> </tr> </table>							Grade according to the national scale									
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Sum of points for all types of educational activities	ECTS grade	for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	
74-81	C		
66-73	D	satisfactory	
60-65	E		
30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:



<p>How to find out your grade</p>	<p>To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle distance learning platforms. You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 511).</p>
<p>Course policy</p>	<p>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.</p>

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:



All participants in the educational process rely on the academic integrity principles.

QR Code:



Late task performance, correction of grades, making up missed classes

Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.

If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0.

If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.

	<p>Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.</p> <p>QR Code:</p> 
Lecturer's response time	Via corporate e-mail, within 24 hours.
Efficient communication	<p>Efficient communication is a two-way street!!!</p> <p>Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.</p>
Policy of publication and distribution of course materials	<p>Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.</p> <p>Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.</p> <p>Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.</p>
Expected student workload and engagement	<p>During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).</p> <p>If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.</p> <p>The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.</p>
Support services	<p>E-schedule Library Supervisor Repository</p>

Dean's Office																	
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	Topic 8. Advertising and marketing in the global network	<p>5. <i>Presentation of reports</i></p> <ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Homework tasks</i> 3. <i>Checking questions submitted for independent study</i> 4. <i>Tests</i>
<p>Tips on successful study during the course</p>	<p>If you want to succeed in this discipline, you should be:</p> <ul style="list-style-type: none"> - 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. <p>See you at classes!</p>	