

# SYLLABUS

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INTERNATIONAL EUROPEAN  
UNIVERSITY



EUROPEAN SCHOOL  
OF BUSINESS

Marketing Commodity Policy

2024



# SYLLABUS



<b>Course and educational program</b>	Marketing Commodity Policy Digital Marketing EP
<b>Course description</b>	The Marketing Commodity Policy discipline will help students to develop a holistic system of competencies to improve the efficiency of management of planning and development of the product, packaging, brand in marketing. This course is relevant due to the need to introduce the concept of marketing commodity policy in the practice of solving production and economic problems of national industrial enterprises.
<b>Prerequisites for studying</b>	Providing students with theoretical knowledge and practical skills of marketing product planning, commodity policy optimization and development of goods and services of market novelty. The Marketing Commodity Policy course is based on the knowledge of the following disciplines: Economic Theory, Marketing, Commodity Market Infrastructure, Fundamentals of Scientific Research, Logistics, Marketing Price Formation, and Marketing of Services.
<b>Number of credits/hours</b>	4 ECTS credits / 120 academic hours
<b>Learning format</b>	Blended learning
<b>Classroom location</b>	<a href="https://dist.ieu.edu.ua/course/view.php?id=690">https://dist.ieu.edu.ua/course/view.php?id=690</a>
<b>Lecturer's full name</b>	<b>Olena Vlasenko</b> , PhD in Economics, Associate Professor, Associate Professor at the Department of Management, Finance and Business Administration
<b>Department</b>	Department of Management, Finance and Business Administration: 
<b>Office location</b>	42V Akademika Hlushkova Ave., Kyiv, room 511
<b>Consulting</b>	Every Monday from 4 p.m. to 4:30 p.m. by appointment via corporate e-mail
<b>Lecturer's e-mail address</b>	<a href="mailto:vlasenkoolena@ieu.edu.ua">vlasenkoolena@ieu.edu.ua</a>
<b>Course objectives</b>	<ul style="list-style-type: none"><li>to learn the theory of marketing commodity policy of organizations and acquire skills and abilities;</li></ul>

	<ul style="list-style-type: none"> <li>• to define competitiveness and place of goods on the market;</li> <li>• to increase the efficiency of management of planning and development of the product, packaging and trademark.</li> </ul>
<b>Role of the academic discipline in achieving program learning outcomes</b>	<p>PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.</p> <p>PLO 6. To identify functional areas of marketing activities of a market entity and their relations in the management system, calculate appropriate indicators characterizing the efficiency of such activities.</p> <p>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.</p>
<b>Learning outcomes</b>	<p>After learning the discipline, students should <b>know</b>:</p> <ul style="list-style-type: none"> <li>• goals and essence of marketing commodity policy;</li> <li>• basic principles of theory and practice of formation of commodity policy of the enterprise;</li> <li>• the essence of goods and services as a category of marketing;</li> <li>• approaches to the pricing policy;</li> <li>• the essence and role of product competitiveness, its indicators;</li> <li>• the concept of product life cycle;</li> <li>• the essence, types and levels of new goods;</li> <li>• the purpose of trademark, sign and brand as a means of product identification, etc.;</li> </ul> <p><b>be able to:</b></p> <ul style="list-style-type: none"> <li>• independently determine the competitiveness and place of goods on the market;</li> <li>• develop measures to improve the efficiency of management planning and development of the product, packaging, trademark, evaluate the quality of products;</li> <li>• conduct marketing research, select the target market;</li> <li>• determine the effectiveness of product assortment policy.</li> </ul>
<b>Course content</b>	<p>Topic 1. Essence, content and objectives of enterprise commodity policy.</p> <p>Topic 2. Goods and services in marketing activities.</p> <p>Topic 3. Price in the system of goods market characteristics.</p> <p>Topic 4. Product quality and methods of its assessment.</p> <p>Topic 5. Product competitiveness and its indicators.</p> <p>Topic 6. Goods and services market.</p> <p>Topic 7. Demand on the market for a certain product.</p> <p>Topic 8. Marketing research of the commodity market.</p> <p>Topic 9. Target product market and its selection methodology.</p> <p>Topic 10. Product management organization.</p>

	<p>Topic 11. Product lifecycle.</p> <p>Topic 12. New product planning and product development.</p> <p>Topic 13. Purpose and types of product identification.</p> <p>Topic 14. Packaging in the product planning system.</p>
<b>Books and materials</b>	<ol style="list-style-type: none"> <li>1. Holovchuk Y.O., Serednytska L.P. Marketing commodity policy as a tool for increasing the enterprise competitiveness. Agrosvit, 2020, 1: 61-68.</li> <li>2. Horokhova T.V. Marketing commodity policy as a factor of enterprise competitiveness in post-crisis conditions. Theoretical and practical aspects of the economy and intellectual property, 2018, 18: 163-173.</li> <li>3. Iliashenko S.M. Marketing commodity policy: textbook. Sumy: University Book Publishing House, 2017. 232 p.</li> <li>4. Oklander M.A.; Kirsonova M.V. Marketing commodity policy: textbook. Kyiv : Center for educational literature, 2020. 248 p.</li> <li>5. Kotler F. Kotler On Marketing. Simon &amp; Schuster. 2001. 272 p.</li> </ol>
<b>Technical requirements for the course</b>	<p>To work on the Marketing Commodity Policy 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>
<b>Learning process</b>	<p>The Marketing Commodity Policy 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> <div style="text-align: center;">  </div>

<b>Discipline features</b>	<b>Period of teaching</b>	<b>Semester</b>	<b>International disciplinary integration</b>	<b>Year of study</b>	<b>Courses: general training/professional training/elective</b>
	1 semester	5 <sup>th</sup> semester	available	3 <sup>rd</sup> year	Professional training
<b>Assessment policy</b>	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 or in a small group in the form of a student research paper.				
	<b>Activities during the semester</b>			<b>Maximum amount of points during the semester</b>	
	Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)			15	
	Reports with presentation (3 pcs.)			10	
	Tests (4 pcs.)			10	
	Modular test work (2 pcs.)			15	
	Individual research task (admission to the exam)			10	
<b>Total</b>			<b>60</b>		
<b>Grading scale</b>	<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>				
	<b>National and ECTS grading scale</b>				
	Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale		
			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

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**How to find out your grade**

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.

**Course 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. 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.

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

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**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.

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.

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<b>Lecturer's response time</b>	Via corporate e-mail, within 48 hours.	
<b>Efficient communication</b>	<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>	
<b>Policy of publication and distribution of course materials</b>	<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>	
<b>Expected student workload and engagement</b>	<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>	
<b>Support services</b>	<p>E-schedule Library Supervisor Repository Dean's Office</p>	
<b>Course schedule</b>	<b>Lecture topic</b>	<b>Practical classes</b>

	Topic 1. Essence, content and objectives of enterprise commodity policy	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Homework tasks</li> </ul>
	Topic 2. Goods and services in marketing activities	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Writing a report</li> </ul>
	Topic 3. Price in the system of goods market characteristics	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> </ul>
	Topic 4. Product quality and methods of its assessment	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Presentation of reports</li> </ul>
	Topic 5. Product competitiveness and its indicators	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Presentation of reports</li> <li>• Tests</li> </ul>
	Topic 6. Goods and services market	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Presentation of reports</li> </ul>
	Topic 7. Demand on the market for a certain product	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Presentation of reports</li> </ul>
	Topic 8. Marketing research of the commodity market	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Presentation of reports</li> </ul>

	Topic 9. Target product market and its selection methodology	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Presentation of reports</li> </ul>
	Topic 10. Product management organization	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Presentation of reports</li> </ul>
	Topic 11. Product lifecycle	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> </ul>
	Topic 12. New product planning and product development	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> </ul>
	Topic 13. Purpose and types of product identification	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Homework tasks</li> <li>• Checking questions submitted for independent study</li> </ul>
	Topic 14. Packaging in the product planning system	<ul style="list-style-type: none"> <li>• Oral questioning</li> <li>• Solving practical tasks</li> <li>• Checking questions submitted for independent study</li> <li>• Tests</li> </ul>
<b>Tips on successful study during the course</b>	<p>If you want to succeed in this discipline, you should be:</p> <ul style="list-style-type: none"> <li>- persistent, attentive and curious;</li> <li>- creative, cheerful, and open to communication and discussions;</li> <li>- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.</li> </ul> <p><b>See you at classes!</b></p>	