

SYLLABUS

INTERNATIONAL EUROPEAN
UNIVERSITY



EUROPEAN SCHOOL
OF BUSINESS

Marketing

2024



SYLLABUS



Course and educational program	Marketing Management EP Digital Marketing EP
Course description	Marketing 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.
Prerequisites for studying	The prerequisites for studying the academic discipline are theoretical, methodical and informational foundations of marketing and marketing research; commodity, pricing, sales, and communication policy; organization and control of marketing activities. The Marketing course expands previously acquired knowledge in such disciplines as Organizational Theory, Business Communications, Economic Analysis, Organization of Entrepreneurial Activity, etc.
Number of credits/hours	<i>Specialty: 075 Marketing</i> 6 ECTS credits / 180 academic hours <i>Specialty: 073 Management</i> 4 ECTS credits / 120 academic hours
Learning format	Blended learning
Classroom location	https://dist.ieu.edu.ua/course/view.php?id=647
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 4:30 p.m. by appointment via corporate e-mail
Lecturer's e-mail address	olhakuzmenko@ieu.edu.ua
Course objectives	To provide future specialists with a systematized set of knowledge of basic categories of marketing, methodological aspects of organizing marketing activities and their priorities in current conditions

<p>Role of the academic discipline in achieving program learning outcomes</p>	<p style="text-align: center;"><i>Specialty: 073 Management</i></p> <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> <p style="text-align: center;"><i>Specialty: 075 Marketing</i></p> <p>PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.</p> <p>PLO 3. To apply acquired theoretical knowledge to solve practical marketing tasks.</p> <p>PLO 4. To collect and analyze necessary information, calculate economic and marketing indicators, substantiate managerial decisions based on the use of appropriate analytical and methodical tools.</p> <p>PLO 5. To identify and analyze the key characteristics of marketing systems of different levels, as well as the particularities of their entities.</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> <p>PLO 12. To show skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.</p> <p>PLO 14. To perform functional responsibilities in a team, suggest sound marketing solutions.</p> <p>PLO 17. To show written and oral professional communication skills in state and foreign languages, as well as the appropriate use of professional terms.</p> <p>PLO 18. To show a responsible attitude to moral, cultural, scientific values and social achievements in professional marketing activities.</p>
<p>Learning outcomes</p>	<p>After learning the discipline, students should know:</p> <ul style="list-style-type: none"> - the essence, objectives, principles, and functions of marketing; - systems of marketing research and marketing information;

	<p>theoretical principles of managing advertising activities of enterprises and institutions;</p> <p>be able to:</p> <ul style="list-style-type: none"> - freely operate with the conceptual and categorical apparatus; define the marketing environment of the enterprise; - segment the market for products and services; - apply methods for obtaining and processing marketing information on the product and service market; - apply pricing methods and pricing systems for products and services; - determine the rationality and efficiency of applying products and service marketing.
Course content	<p>Topic 1. The essence of marketing and its modern concept.</p> <p>Topic 2. Classification of marketing.</p> <p>Topic 3. Marketing environment.</p> <p>Topic 4. Structure of the marketing system and particularities of its functioning.</p> <p>Topic 5. Study of consumer needs and behavior, and selection of target market segments.</p> <p>Topic 6. Marketing research.</p> <p>Topic 7. Marketing commodity policy</p> <p>Topic 8. Marketing pricing policy</p> <p>Topic 9. Marketing sales policy</p> <p>Topic 10. Marketing communication policy</p> <p>Topic 11. Planning of marketing activities of the enterprise</p> <p>Topic 12. Anti-crisis financial management at the enterprise.</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. Dib Alla. One page marketing plan. Kyiv: Vivat, 2020. 288 p. 3. Marketing research: textbook / N.S. Kosar et al. Lviv: Lviv Polytechnic Publishing House, 2018. 457 p. 4. O.S. Senyshyn, O.V. Kryveshko. Marketing: Study Guide. Lviv: Ivan Franko National University of Lviv, 2020. 347 p. 5. A.V. Sofiienko. Theoretical Marketing: Study Guide / A.V. Sofiienko, V.V. Shuklina, R.M. Naboka. 2nd ed., revised and supplemented. Kherson: FOP Vyshemyrskyi Book Publishing House, 2021. 494 p.
Technical requirements for the course	<p>To work on the Marketing 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. 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 course consists of lectures and practical classes. <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> <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>				
Discipline features	Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
	1 semester	4 th semester	available	2 nd year	Professional training
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 or in a small group in the form of a student research paper.</p>				
	Activities during the semester			Maximum amount of points during the semester	
	Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)			30	
	Reports with presentation (3 pcs.)			10	
	Tests (4 pcs.)			10	
	Individual research task (admission to the exam)			10	
Total			60		

Grading scale

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 exam (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.

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.

National and ECTS grading scale

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	satisfactory	
66-73	D		
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:

**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 (room 511).

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.

QR Code:



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

QR Code:

	
<p>Late task performance, correction of grades, making up missed classes</p>	<p>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.</p> <p>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.</p> <p>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> <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> <div style="text-align: center;">  </div>
<p>Lecturer's response time</p>	<p>Via corporate e-mail, within 24 hours.</p>
<p>Efficient communication</p>	<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>
<p>Policy of publication and distribution of course materials</p>	<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>										
<p>Expected student workload and engagement</p>	<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>										
<p>Support services</p>	<p>E-schedule Library Supervisor Repository Dean's Office</p>										
<p>Course schedule</p>	<table border="1"> <thead> <tr> <th data-bbox="437 1137 949 1189">Lecture topic</th> </tr> </thead> <tbody> <tr> <td data-bbox="437 1189 949 1263">Topic 1. The essence of marketing and its modern concept</td> </tr> <tr> <td data-bbox="437 1263 949 1480">Topic 2. Classification of marketing</td> </tr> <tr> <td data-bbox="437 1480 949 1727">Topic 3. Marketing environment</td> </tr> <tr> <td data-bbox="437 1727 949 1975">Topic 4. Structure of the marketing system and particularities of its functioning</td> </tr> </tbody> </table>	Lecture topic	Topic 1. The essence of marketing and its modern concept	Topic 2. Classification of marketing	Topic 3. Marketing environment	Topic 4. Structure of the marketing system and particularities of its functioning	<table border="1"> <thead> <tr> <th data-bbox="949 1137 1530 1189">Practical classes</th> </tr> </thead> <tbody> <tr> <td data-bbox="949 1189 1530 1480"> <ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i> </td> </tr> <tr> <td data-bbox="949 1480 1530 1727"> <ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i> </td> </tr> <tr> <td data-bbox="949 1727 1530 1975"> <ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i> </td> </tr> </tbody> </table>	Practical classes	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Writing a report</i> 6. <i>Tests</i> 	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i> 	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
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	Topic 5. Study of consumers' needs and behavior and selection of target market segments	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
	Topic 6. Marketing research	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Test work</i>
	Topic 7. Marketing commodity policy	
	Topic 8. Marketing pricing policy	
	Topic 9. Marketing sales policy	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical and situational tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
	Topic 10. Marketing communication policy	
	Topic 11. Planning of marketing activities of the enterprise	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical and situational tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <i>Tests</i>
	Topic 12. Organization and controlling of marketing activities of the enterprise.	<ol style="list-style-type: none"> 1. <i>Oral questioning</i> 2. <i>Solving practical and situational tasks</i> 3. <i>Homework tasks</i> 4. <i>Checking questions submitted for independent study</i> 5. <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>	