

Syllabus
Educational Component
«Marketing»

| | |
|-------------------------------------|---|
| Subject name | Marketing |
| Higher education level | First (bachelor's degree) |
| Moodle course webpage | https://dl2022.khadi-kh.com/course/view.php?id=249 |
| Volume of the educational component | 4 credits ECTS (120 hours) |
| Form of final control | Credit Test |
| Consultation | According to the schedule |
| Department name | Economics and Entrepreneurship |
| Teaching language | English |
| Head of Course | Tetiana Dedilova, Candidate of Science (Economics), Associate Professor |
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Summary of educational component:

The goal of the course is to develop competencies in understanding the basic principles of marketing theory, organization and implementation of marketing activities in modern conditions.

Subject course: the general laws and patterns of marketing development, system of marketing interaction of business entities, marketing management processes.

The main tasks of the study of the academic discipline are:

- introducing students to the theory and modern practice of marketing;
- students' ability to analyze the marketing strategies of business entities;
- consolidation of skills of independent justification of marketing decisions;
- development of students' research and organizational skills in planning and implementing marketing activities of a modern enterprise;
- acquisition of skills of independent use of marketing tools.

Student's competences upon completion of this Course will be:

Ability to apply knowledge in practical situations.

Skills in the use of information and communication technologies.

Ability to learn and acquire modern knowledge.

Ability to generate new ideas (creativity).

Ability to define and characterize the organization from the marketing perspective.

Ability to analyze the results of the organization's activities, compare them with the factors of influence of the external and internal environment.

Ability to choose and apply modern marketing tools.

Ability to work in a team and establish interpersonal interaction in solving professional problems.

Ability to analyze and structuring the problems of the organization, to formulate reasonable decisions.

Program Learning Outcomes (PLO) will be:

To use professional argumentation to provide information, ideas, problems and ways of their solving to specialists and non-specialists in the field of economic activity.

To identify sources and understand the methodology of determining and methods of obtaining socio-economic data, collect and analyze the necessary information, calculate economic and social indicators.

To demonstrate basic skills of creative and critical thinking in research and professional communication.

To be able to think abstractly, apply analysis and synthesis to identify key characteristics of economic systems of different levels, as well as the behavior of their subjects.

Thematic Plan

| Session | Theme (Lecture Classes (LC), Practical Classes (PC), Individual Work (IW)) | Hours | |
|---------|--|--------------------|--------------------|
| | | Full-time learning | Part-time learning |
| 1 | 2 | 3 | 4 |
| 1 | LC. The essence of marketing and its modern concepts | 2 | - |
| | PC. Analysis of the basic marketing terms | 2 | - |
| | IW. The main tasks of applying marketing concepts in the current conditions of the Ukrainian economy. Marketing in the context of sustainable development goals | 2 | 4 |
| | Mid-term testing №1 | | |
| 2 | LC. Marketing classification and characteristics | 2 | - |
| | PC. - | - | - |
| | IW. Creating logical chains "need-goods". Comparison of existing marketing classifications. Factors of the marketing environment | 4 | 4 |
| | Mid-term testing №2 | | |
| 3 | LC. Marketing research | 2 | 1 |
| | PC. Marketing research at the enterprise | 2 | - |
| | IW. Modern trends and tools of marketing research. Marketing research cases (working with the Internet) | 4 | 10 |
| | Online training "Practicing marketing research". Analytical reports based on the results of the online training | | |
| 4 | Mid-term testing №3 | | |
| | LC. Marketing commodity policy | 2 | - |
| | PC. Market capacity analysis. Commodity analysis. | 2 | 2 |
| | IW. Trademarks and brands: history and modern practice. General characteristics of the commodity policy in the structure of the marketing strategy of the enterprise | 4 | 6 |
| 5 | Mid-term testing №4 | | |
| | LC. The concept of PLC and the marketing mix | 2 | 1 |
| | PC. Marketing functions and marketing mix | 2 | - |
| | IW. Development of SIVA models. Marketing complex of the company (4P, 5P, 7P, SIVA, 4C, 5C, etc.) | 4 | 6 |
| 6 | Mid-term testing №5 | | |
| | LC. Competitiveness as a marketing category | 2 | - |
| | PC. Competitiveness assessment | 2 | - |
| | IW. Competitive analysis of market participants' activities. Methods of assessing competitiveness | 6 | 8 |
| 7 | Mid-term testing №6 | | |
| | LC. Marketing pricing policy | 2 | - |
| | PC. Pricing in marketing | 2 | - |
| | IW. Features of marketing pricing. Topical issues of marketing by enterprises and organizations of the transport and road complex (TRC) | 6 | 6 |
| 7 | Mid-term testing №7 | | |

| 1 | 2 | 3 | 4 |
|-------|--|-----------|------------|
| 8 | LC. Marketing policy of sales. Sales promotion | 2 | 1 |
| | PC. Market segmentation and product positioning | 2 | - |
| | IW. Market segmentation and its impact on marketing Project work "Tools and methods of sales promotion" Mid-term testing №8 | 6 | 8 |
| | | | |
| 9 | LC. Advertisement as the main channel of marketing communications | 2 | - |
| | PC. - | - | - |
| | IW. Interactive block "Interesting about advertisement". Marketing communication channels: features and current trends in their use Mid-term testing №9 | 4 | 8 |
| 10 | LC. Marketing organization | 2 | - |
| | PC. - | - | - |
| | IW. The place of marketing departments in the organizational structure of the enterprise. Development of a "goal tree" for marketing activities of automobile service stations Mid-term testing №10 | 4 | 6 |
| 11 | LC. Marketing planning and control | 2 | - |
| | PC. Strategic marketing analysis | 2 | 2 |
| | IW. The place and role of marketing strategy in the functional strategies of the enterprise. Marketing principles of business planning Marketing principles of developing a business canvas for automobile service stations Mid-term testing №11 | 4 | 6 |
| | | | |
| 12 | LC. General issues of digital marketing | 2 | - |
| | PC. - | - | - |
| | IW. Modern trends in e-commerce development. Online course "Digital Marketing" on the Prometheus platform Mid-term testing №12 | 8 | 14 |
| 13 | LC. SEO website optimization | 2 | 1 |
| | PC. - | - | - |
| | IW. Online simulations from Diia.Osvita "SEO specialist" Online simulations from Diia.Osvita "Basic steps of website promotion" Mid-term testing №13 | 4 | 6 |
| 14 | LC. PPC as a digital marketing channel | 2 | 1 |
| | PC. - | - | - |
| | IW. Online simulator from Diia.Osvita "Manager in Google Ads" Mid-term testing №14 | 4 | 6 |
| 15 | LC. SMM marketing | 2 | 1 |
| | PC. - | - | - |
| | IW. Online simulator from Diia.Osvita "SMM-specialist" Online simulator from Diia.Osvita "Targetologist" Mid-term testing №15 | 4 | 6 |
| 16 | LC. Digital marketing analytics tools | 2 | - |
| | PC. - | - | - |
| | IW. Indicators for evaluating the effectiveness of digital advertising campaigns Online simulator from Diia.Osvita "Email marketer" Mid-term testing №16 | 4 | 6 |
| Total | Lecture Classes (LC) | 32 | 6 |
| | Practical Classes (PC) | 16 | 4 |
| | Individual Work (IW) | 72 | 110 |

Individual educational and research task (if available): -.

Teaching methods: lectures, explanations, storytelling, forums, surveys; presentations, diagrams, sheets, infographics; videos; practical classes, essays, simulations, cases; interactive whiteboards, online game Kahoot; project method.

Grade policy:

Formative Assessment

1 The current success of applicants for the performance of educational types of work in training sessions and for the performance of independent work tasks is evaluated using a four-point rating scale with subsequent transfer to a 100-point scale. During the evaluation of the current academic performance, all types of work stipulated in the training program are taken into account.

1.1 Lecture classes are evaluated by determining the quality of performance of specified tasks.

1.2 Practical classes are evaluated by the quality of performance of a control or individual task, performance and design of practical work.

1.3 Seminar classes are evaluated by the quality of the performance of an individual task/abstract.

2 Evaluation of the current performance of higher education applicants is carried out at each practical session on a four-point scale ("5", "4", "3", "2") and entered in the log of academic performance:

- «excellent»: the applicant flawlessly mastered the theoretical material, demonstrates in-depth knowledge of the relevant topic or academic discipline, the main provisions;

- «good»: the applicant has mastered the theoretical material well, possesses the main aspects from primary sources and recommended literature, presents it in a reasoned manner; has practical skills, expresses his thoughts on certain problems, but certain inaccuracies and errors are assumed in the logic of the presentation of theoretical content or in the analysis of practical material;

- «satisfactory»: the applicant has mainly acquired theoretical knowledge of the educational topic or discipline, orients himself in primary sources and recommended literature, but answers unconvincingly, confuses concepts, answers additional questions uncertainly, does not have stable knowledge; when answering questions of a practical nature, reveals inaccuracy in knowledge, does not know how to evaluate facts and phenomena, connect them with the future profession;

- «unsatisfactory»: the applicant has not mastered the educational material of the topic (discipline), does not know scientific facts, definitions, hardly orients himself in primary sources and recommended literature, lacks scientific thinking, practical skills are not formed.

3 The final score for the current activity is recognized as the arithmetic mean sum of points for each lesson, for individual work, current control works according to the formula:

$$K_{current} = (K_1 + K_2 + \dots + K_n) / n ,$$

where $K_{current}$ – final evaluation of success based on the results of current control;
 K_1, K_2, \dots, K_n – evaluation of the success of the current control measure; n – number of measures of current control.

Grades are converted into points according to the calculation scale (table 1).

Table 1 – Recalculation of the average grade for the current activity into a multipoint scale

| 4-point scale | 100-point scale | 4-point scale | 100-point scale | 4-point scale | 100-point scale | 4-point scale | 100-point scale |
|---------------|-----------------|---------------|-----------------|---------------|-----------------|-------------------|-----------------|
| 5 | 100 | 4.45 | 89 | 3.90 | 78 | 3.35 | 67 |
| 4.95 | 99 | 4.4 | 88 | 3.85 | 77 | 3.3 | 66 |
| 4.9 | 98 | 4.35 | 87 | 3.80 | 76 | 3.25 | 65 |
| 4.85 | 97 | 4.3 | 86 | 3.75 | 75 | 3.2 | 64 |
| 4.8 | 96 | 4.25 | 85 | 3.7 | 74 | 3.15 | 63 |
| 4.75 | 95 | 4.20 | 84 | 3.65 | 73 | 3.1 | 62 |
| 4.7 | 94 | 4.15 | 83 | 3.60 | 72 | 3.05 | 61 |
| 4.65 | 93 | 4.10 | 82 | 3.55 | 71 | 3 | 60 |
| 4.6 | 92 | 4.05 | 81 | 3.5 | 70 | from 1.78 to 2.99 | from 35 to 59 |
| | | | | | | retaking | |
| 4.55 | 91 | 4.00 | 80 | 3.45 | 69 | from 0 to 1.77 | from 0 to 34 |
| 4.5 | 90 | 3.95 | 79 | 3.4 | 68 | retaking | |

Summative Assessment

1 An applicant of higher education receives a credit in the last lesson in the discipline based on the results of the current evaluation. The average score for the current activity is converted into points on a 100-point scale, according to the conversion table (Table 1).

Applicants of higher education who have an average current score in the discipline lower than "3" (60 points) can increase their current score in the last session by taking tests in the discipline.

Evaluation of knowledge of applicants by means of testing is carried out according to a scale:

- «Excellent»: not less than 90% of correct answers;
- «Very good»: from 82% to 89% of correct answers;
- «Good»: from 74% to 81% of correct answers;
- «Satisfactory»: from 67% to 73% of correct answers;
- «Satisfactory enough»: from 60% to 66% of correct answers;
- «Unsatisfactory»: less than 60% of correct answers.

2 The conditions for receiving a credit are:

- making up all missed lessons;
- average current grade in the discipline not lower than "3" (60 points).

3 For performing individual independent work and participating in scientific events, applicants are awarded additional points.

3.1 Additional points are added to the sum of points scored by the student of higher education for the current educational activity.

3.2 The number of additional points awarded for different types of individual tasks depends on their volume and importance:

- prize places in the discipline at the international / all-Ukrainian competition of scientific student works – 20 points;
- prize places in the discipline at the all-Ukrainian Olympiads – 20 points;
- participation in the international / all-Ukrainian competition of scientific student works – 15 points;
- participation in international / all-Ukrainian scientific conferences of students and young scientists – 12 points;

- participation in all-Ukrainian Olympiads in the discipline – 10 points;
- participation in Olympiads and scientific conferences of the KhNAHU in the discipline – 5 points;
- performance of individual scientific and research (educational and research) tasks of increased complexity – 5 points.

3.3 The amount of additional points may not exceed 20 points.

4 The learning result is evaluated:

- on a two-point scale (passed/failed) according to Table 2;
- on a 100-point scale according to Table 3.

Table 2 – The scale for transferring points to the national evaluation system

| 100-point scale | National Scale |
|------------------------------|----------------|
| from 60 points to 100 points | credited |
| less than 60 points | not credited |

Table 3 – The scale for evaluating the knowledge of students based on the results of the final control of the academic discipline

| Score in points | Evaluation on a national scale credit | Evaluation according to the ECTS scale | |
|-----------------|---------------------------------------|--|--|
| | | Grade | Criteria |
| 90-100 | Credited | A | The theoretical content of the course is fully mastered, without gaps, the necessary practical skills for working with the mastered material are formed, all educational tasks stipulated in the training program have been completed, the quality of their performance was evaluated with a number of points close to the maximum |
| 80–89 | | B | The theoretical content of the course is fully mastered, without gaps, the necessary practical skills for working with the mastered material are mainly formed, all educational tasks stipulated in the training program have been completed, the quality of performance of most of them was evaluated with a number of points close to the maximum |
| 75-79 | | C | The theoretical content of the course is fully mastered, without gaps, some practical skills of working with the mastered material are insufficiently formed, all educational tasks stipulated in the training program have been completed, the quality of performance of none of them has been evaluated with the minimum number of points, some types of tasks have been completed with errors |
| 67-74 | | D | The theoretical content of the course is partially mastered, but the gaps are not of a significant nature, the necessary practical skills for working with the mastered material are basically formed, most of the educational tasks stipulated in the training program have been completed, some of the completed tasks may contain errors |
| 60–66 | | E | The theoretical content of the course is partially mastered, some practical work skills have not been formed, many educational tasks stipulated in the training program have not been completed, or the quality of some of them has been evaluated with a number of points close to the minimum |

| Score in points | Evaluation on a national scale credit | Evaluation according to the ECTS scale | |
|-----------------|---------------------------------------|--|---|
| | | Grade | Criteria |
| 35–59 | Not credited | FX | The theoretical content of the course is partially mastered, the necessary practical work skills have not been formed, most of the educational tasks stipulated in the training program have not been completed, or the quality of their performance has been evaluated with a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the performance of educational tasks (with the possibility of re-compilation) |
| 0–34 | | F | The theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed educational tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of the performance of educational tasks (with a mandatory repeat course) |

Course policy:

- the course involves working in a team where the environment is friendly, creative, open to constructive criticism;
 - mastering the discipline involves mandatory attendance at lectures and practical classes, as well as independent work;
 - independent work involves the study of certain topics of the discipline that are made in accordance with the program for independent processing, or were considered briefly, providing answers to theoretical questions and test tasks;
 - all the tasks stipulated in the training program must be completed in due time;
 - if the student is absent from the classes for good reason, he or she presents the tasks completed during the independent preparation and consultation of the teacher;
 - while studying the course, students must adhere to the rules of academic integrity set forth in the following documents: "Rules of academic integrity of participants in the educational process of the KhNAHU" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_dobroch_1.pdf), "Academic integrity. Checking the text of academic, scientific and qualification works for plagiarism" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_85_1_01.pdf), "Code of ethics for participants in the educational process at KNADU" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_MEK_1.pdf).
 - in the case of detection of plagiarism, the applicant receives 0 points for the task and must re-perform the tasks provided for in the syllabus;
- write-offs during control work are prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing.

Recommended literature:

Basic

1. J. Burnett (2011). Introducing Marketing. BCcampus. 291. URL: <http://solr.bccampus.ca:8001/bcc/file/ddbe3343-9796-4801-a0cb-7af7b02e3191/1/Core%20Concepts%20of%20Marketing.pdf>
2. M. G. Albrecht, M. Green, L. Hoffman (2022). Principles of Marketing. OpenStax. 713. URL: <https://open.umn.edu/opentextbooks/textbooks/principles-of-marketing-2022>

3. D. Solomons, T. Kliphuis, M. Wadley (2022). eMarketing: The Essential Guide to Marketing in a Digital World - 7th Edition. Red & Yellow. 767. URL: https://www.redandyellow.co.za/wp-content/uploads/2022/11/RY_eMarketing_ed7.pdf
4. P.-Ya. Dolbec (2021). Digital Marketing Strategy. Concordia University Open Textbooks. URL: <https://opentextbooks.concordia.ca/digitalmarketing/>

Additional sources

1. Dedilova T. Distance course "Marketing". KhNAHU. URL: <https://dl2022.khadi-kh.com/course/view.php?id=249>
2. R. Grayson (2023). Foundations in Digital Marketing. BCcampus. URL: <https://collection.bccampus.ca/textbooks/foundations-in-digital-marketing-building-meaningful-customer-relationships-and-engaged-audiences-bccampus-404/>
3. Ch. Lawson (2022). Introduction to Social Media. Oklahoma State University. DOI: <http://dx.doi.org/10.22488/okstate.22.000007>
4. K. Shields (2021). Customer Centric Strategy. eCampusOntario. 166. URL: <https://open.umn.edu/opentextbooks/textbooks/customer-centric-strategy>
5. The Marketing Book – 5-th Edition. Edited by Michael J. Baker. Butterworth-Heinemann. URL: <https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf>
6. Wes Bush (2019). Product-Led Growth: How to Build a Product That Sells Itself (Product-Led Growth Series Book 1). Kindle Edition. 280. URL: <https://productled.com/book/product-led-growth>

Information sources

1. "Digital Marketing". Online course on the MOOC platform "Prometheus". URL: https://prometheus.org.ua/course/course-v1:Prometheus+DM101+2021_T1
2. Online simulator "Email marketer". *Diia.Osvita.* URL: <https://osvita.diia.gov.ua/simulators/email-marketing-simulator>
3. Online simulator "SEO specialist". *Diia.Osvita.* URL: <https://osvita.diia.gov.ua/simulators/seo-specialist-simulator>
4. Online simulator "SMM-specialist". *Diia.Osvita.* URL: <https://osvita.diia.gov.ua/simulators/smm-specialist-simulator>
5. Online simulator "Manager in Google Ads". *Diia.Osvita.* URL: <https://osvita.diia.gov.ua/simulators/manager-ga-simulator>
6. Online simulator "Basic steps of website promotion". *Diia.Osvita.* URL: <https://osvita.diia.gov.ua/simulators/basic-steps-of-website-promotion-simulator>
7. Online simulator "Targetologist". *Diia.Osvita.* URL: <https://osvita.diia.gov.ua/simulators/targetologist-simulator>

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