

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"

Заступник керівника

(проректор з науково-педагогічної роботи)



М.В. Афанасьєв

МАРКЕТИНГ ІННОВАЦІЙ

робоча програма навчальної дисципліни

Галузь знань	усі галузі
Спеціальність	усі спеціальності
Освітній рівень	другий (магістерський)
Освітня програма	усі програми

Вид дисципліни	вибіркова
Мова викладання, навчання та оцінювання	іноземна(англійська)

Завідувач кафедри менеджменту,  
логістики та економіки

Ястремська О.М.

Харків  
ХНЕУ ім. С. Кузнеця  
2019

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2019

APPROVED

at the meeting of the management, logistic and economics  
Minutes No. 1 dated August 27, 2018

Developers: T.Sigaieva

Update and re-approval letter  
syllabus

Academic year	Date of the department`s meeting	Minute`s number	Head of department signature

## 1. INTRODUCTION

**Abstract of the discipline:** In modern conditions the main criteria for the effective development of enterprises is the quality and speed of implementation of new information systems with an emphasis on maximum satisfaction of consumer preferences. In such circumstances, the need arises in the use of marketing innovation that is key to the success of businesses because it allows you to identify and control the factors that determine the conditions for long-term survival and development (innovation) on the market. However, a characteristic feature of the domestic economy is the fragmentation of the innovation cycle, when there is organizational inconsistency between marketing research and direct commercialization of innovations, which significantly prevents the formation of innovative models of business management leads to the need for operational adjustments of their activities or the formation of specific governance mechanisms that allow us to predict future innovations.

But during the activation of innovation activity there are a number of marketing issues, such as: how to develop the range of innovative products; how to determine the pricing strategy in relation to the goods; what promotion tools to choose; how to choose the best distribution channel in relation to the goods and many others. To resolve these issues by using an efficient system of marketing of innovations.

**The purpose** of the discipline is to let students form a combination of knowledge on marketing innovation, development methods of marketing innovation, the acquisition of practical skills in the use of techniques in the process of formation of marketing of innovations at the enterprise.

**The main objectives** the study of this discipline is: formation of students ' scientific world outlook and expertise in the theory and methodology of marketing innovation, the ability to make decisions based on marketing innovation to meet the needs of consumers and ensure effective development of business areas of the company.

Year	1M	
Semester	1	
Number of credits ECTS	3	
Auditory studies	lectures	20
	practical	20
Independent work	110	
Form of final checking	credit	

### Structural-logical scheme of studying the discipline:

Previous disciplines	The following disciplines
Marketing	International Marketing
Innovation management	Relationship Management
Management of innovative project	
Brand Management	

### 2. Competences and results of studying a discipline:

Competency	Learning results
Ability to determine the essence of marketing innovation	Mastering and use of methods for collecting, analyzing and assessing marketing information

Ability to justify the expediency of entering foreign markets, analysis of the marketing innovation environment	Skills to develop methods for diagnosing the state of the internal and external environment of the international business of the enterprise, analysis and identification of key factors of marketing innovation interaction
Ability to use the results of marketing innovation research	Experience of analysis of trends and changes in target foreign markets, which can affect enterprise marketing
Ability to use the promotion of international services on the market	Experience in analyzing the trends of marketing innovation that are characteristic of developed and developing countries;
Ability to organize effective communication in marketing	Habits to assess the competitive behavior of foreign market actors, their resource capabilities, level of marketing activity and state mechanisms of support of foreign economic activity;
Ability to use advertising as a way of forming loyalty of consumers in international markets	Identification of socio-cultural peculiarities of consumer behavior in foreign markets
Ability to organize marketing innovation activities	Analysis of the existing system of enterprise marketing organization, development of recommendations for improving the system functioning
Ability to determine the way in which an enterprise moves to a foreign market and justifies the criteria for choosing foreign markets.	Ability to control and assess the level of implementation of management actions and decisions at individual stages of the marketing innovation process.
Ability to identify the specifics of marketing innovation research, groups of countries according to various criteria, justify the strategy of covering market segments.	Ability to initiate monitoring market research in foreign markets, analyze primary and secondary marketing information.
Ability to develop (adapt to the international market) the marketing innovation complex.	Skills to offer adaptation models of marketing innovation for the enterprise;
	Ability to develop pilot marketing innovation programs to promote the product

### 3. PROGRAM OF THE DISCIPLINE

#### Content module 1.

#### Theoretical principles of marketing innovation

##### Topic 1. The nature and objectives of marketing innovation

##### 1.1. Theoretical foundations of the concept of "marketing innovation"

The concept of marketing innovation and its contemporary interpretation. The role of marketing innovation in a market economy. Principles and functions of marketing innovation. Objectives of marketing innovation. The result of scientific and technological activities as a commodity. Innovation as a commodity. The change in the concept of goods in the information society. Classification of innovations. The concept of scientific-technical and scientific products. High-tech products. Classification of knowledge-intensive services. The life cycle of technologies and new products. The essence of the concept "technology" and its commercialization.

### *1.2. Technology and tools of marketing innovation*

Technological process and marketing innovation, the relationship between them. The innovation market and its peculiarities. Marketing of intellectual property. Interaction marketing and innovation. The impact of new technologies on the competitiveness of enterprises in the conditions of consumer market of Ukraine. The most important marketing tools for the implementation of total innovation. Ensuring a balanced portfolio of innovation. Adaptation of the organizational model of the enterprise management perception of marketing innovation. Ukraine's integration into European and world space: challenges, opportunities, traditions, innovations.

## **Topic 2. Marketing market research innovation**

### *2.1. Information support of market research innovation*

Features methods of marketing research of consumers of innovative products. Study of needs and responses of consumers on innovation. The motivation of consumer behavior consumer innovation. Polymorphism and monomorphism. Marketing information system within innovation. Testing innovations on the market. The study of the reaction of buyers to a new product.

### *2.2. Methods of marketing research innovation*

Predicting the behavior of competitors in the process of tracking and implementing strategies of marketing innovation. Use bench marketing to optimize planning methods strategies of marketing innovation.

## **Topic 3. Strategy in marketing innovation**

### *3.1. Target marketing strategies innovations*

The definition of the goals of strategic development and marketing of innovations. Quality criteria goals. The impact of strategic marketing of innovative solutions on the market position and potential of the enterprise. The strategy development process of marketing innovation. Strategic marketing analysis. The influence of factors of marketing environment on marketing innovation. Method of analysis of the portfolio of activities of the enterprise with the use of matrices and the use of various indicators of underlying market attractiveness and competitiveness of the enterprise. Scenarios for the future development of the business units as a basis for developing strategies of marketing innovation.

### *3.2. Strategic development of marketing innovation*

Types of marketing strategies of innovation in respect of goods, services, markets. Strategic planning of marketing innovation. Inter-relationship between policies and programs of marketing innovation. The most important marketing tools for the implementation of total innovation. Competitive strategy and marketing innovation. Market segmentation innovation. Targeting. Positioning innovation on the market. The innovative expansion of market boundaries. Protection technology innovations from competitors.

## **Content module 2.**

### **Strategic decisions of marketing innovation**

#### **Theme 4. Marketing decisions in product innovation policy**

##### *4.1. Creation, evaluation and positioning of innovative product*

Levels of product and value for the buyer. Management of product range and innovation. Innovation lifecycle. Quality innovations in marketing. The process of creating, evaluating, and positioning a new product. The generation of new product ideas. Selection of ideas. Concept development of a new product and its validation. Evaluation of high-tech products from the point of view of marketing. The novelty of the product and its classification. Scientific and technical level (str) the innovations and methods of its assessment. The commercial value of the increase in STD products. Competitiveness innovation. The use of range charts for the positioning of new products (map consumer preferences).

#### *4.2. Creating market conditions for the perception of innovation*

Testing a new product in market conditions. The process of perception of the goods by the consumer. Barriers of perception of a new product. Stages of process of perception of innovations. Factors influencing the adoption process of innovations. The consumer behavior of consumers of Ukraine regarding new products. Effective organization of developing new products. Mark and trademark. The role of the trademark in the promotion of innovation. Stages of development of the trademark. Innovations in packaging. Types of service. Pre-sale service. Guarantee service. Post-warranty service. Forms of organization of the service. The value of the service for promotion of innovative products.

### **Topic 5. Marketing pricing decisions in breeding innovation the market**

#### *5.1. Pricing for innovations*

The role of the price factor in the innovation strategy of the enterprise. Strategy and pricing models for new products-simulators. Strategy and pricing models for brand new goods. Especially pricing on goods are substitutes.

#### *5.2. Methods of pricing innovation*

Pricing under the commodity nomenclature. Parametric methods for pricing high-tech products. Retail pricing for the new product based on comparative scientific and technical level. The pricing policy with regard to desiderata market, customer satisfaction, signs of new products and the competitiveness of enterprises.

### **Topic 6. Marketing and logistics solutions in distribution innovation**

#### *6.1. The essence of distribution innovation*

Characteristics of the innovation market and its participants. The nature and components of distribution innovation. The formation of channels of sales of innovative products. Coordination of marketing and logistics solutions in the development of a new product on the market. Affiliate marketing in the innovative activity of enterprises, the creation and commercialization of innovations. Coordination and innovative marketing solutions. Domestic partnership in innovation.

#### *6.2. Modeling techniques of marketing high technology products*

Methods of forecasting sales of high technology products. The forecast for final consumption. Expert forecast. Method of correlation models.

### **Topic 7. Marketing policy of communications on the marketplace**

#### *7.1. Integrated marketing communications in the market of innovations*

Features of the communication process in the market of innovations. Diffusion of innovations. The factors that determine the structure of the complex of marketing communications with market innovation. Strategy and tactics of marketing communications on the market of innovations.

#### *7.2. Advertising features of scientific-technical innovations*

Development of advertising links for new goods. The choice of the optimal channel of distribution of advertising a new product. Publicity in innovative marketing. To promote scientific ideas. Promotion of research centers and nonprofit innovation projects. The use of CRM systems in high-tech marketing.

## **4. EVALUATION OF THE RESULTS OF TEACHING**

The system of evaluation of the developed competencies of students takes into account the types of classes, which according to the curriculum include lectures, seminars, practical classes, as well as independent work. Evaluation of the developed competencies of students is carried out using a 100-point accumulation system. In accordance with the Provisional

Regulations "On the Procedure for Evaluation of the Results of Students' Learning Based on the Accumulated Point-Rating System" of S. Kuznets KhNUE., control measures include:

current control carried out during the semester at lectures, practical, seminars and is evaluated by the sum of the points scored (maximum amount - 100 points);

modular control carried out in the form of a colloquium as an intermediate mini-exam on the initiative of the teacher, taking into account the current control over the relevant content module and aims to get an integrated evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline - content module;

final / semester control, conducted in the form of a credit, according to the schedule of the educational process.

The procedure for carrying out the current evaluation of students' knowledge.

Evaluation of student's knowledge during seminars, practical and laboratory classes and doing individual tasks is carried out according to the following criteria

understanding, degree of mastering of the theory and methodology of the problems under consideration; the degree of mastering of the actual material of the discipline; acquaintance with the recommended literature, as well as contemporary literature on the issues under consideration; the ability to combine theory with practice when considering production situations, solving tasks, performing calculations in the process of performing individual tasks and tasks submitted for consideration in an audience; logic, structure, style of presentation of the material in written works and speaking in the audience, ability to substantiate their position, generalize information and draw conclusions; arithmetic correctness of doing an individual and complex calculation task; the ability to conduct a critical and independent assessment of certain problem issues; the ability to explain alternative views and the presence of their own point of view, the position on a certain problematic issue; application of analytical approaches; quality and clarity of reasoning; logic, structuring and substantiation of conclusions on a specific problem; independence of work; literacy of presentation of the material; use of comparison methods, generalizations of concepts and phenomena; registration of work.

The general criteria for evaluating extracurricular independent work of students are as follows: depth and strength of knowledge, level of thinking, ability to systematize knowledge on specific topics, ability to make sound conclusions, possession of categorical apparatus, skills and techniques for doing practical tasks, ability to find necessary information, carry out its systematization and processing, self-realization at practical studies and seminars.

**The final control of knowledge** and competences of students in the discipline is carried out on the basis of a credit, the task of which is to check the student's understanding of the program material in general, logic and interrelations between the individual sections, ability to use the accumulated knowledge creatively, ability to formulate their attitude to a particular problem of the discipline etc.

The result of the credit is shown in the corresponding column of the exam's "Information on the record of success".

A student should be **considered certified** if the sum of the points obtained on the basis of the results of the final / semester credit of academic performance is equal to or exceeds 60.

The total score of the points for the semester is: "60 and more points are credited", "59 and less points are no credit" and entered in the "Record of Success" of the academic discipline.



**Distribution of points by weeks**  
(specify means of evaluation according to the technological card)

Themes of the content module			Lecture classes	Practical classes	Creative task	Presentation	Written control work	Colloquium	Total
<b>Content module 1.</b>	<b>Theme 1</b>	week1	1	1					2
	<b>Theme 1</b>	week 2	1	1					2
	<b>Theme 2</b>	week3	1	1					2
	<b>Theme 2</b>	week 4	1	1	10				12
	<b>Theme 3</b>	week 5	1	1					2
<b>Content module</b>	<b>Theme 4</b>	week 6	1	1					2
	<b>Theme 5</b>	week 7	1	1					2
	<b>Theme 6</b>	week 8	1	1			5		7
	<b>Theme 6</b>	week 9	1	1	10				12
	<b>Theme 7</b>	week 10	1	1		15		40	57
<b>Total</b>			10	10	20	15	5	40	100

**SCALE OF GRADING: NATIONAL AND ECTS**

Total score for all types of educational activities	Score ECTS	Score on a national scale	
		for exam, course project (work), practical studies	for credit
90 – 100	A	excellent	credited
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	no credit
1 – 34	F		

## 5. Recommended literature

### Main

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