

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**



**УПРАВЛІННЯ МАРКЕТИНГОМ І ЗБУТОМ
робоча програма навчальної дисципліни**

Галузь знань **07 "Управління та адміністрування"**
Спеціальність **073 "Менеджмент"**
Освітній рівень **другий (магістерський)**
Освітня програма **"Бізнес-адміністрування"**

Статус дисципліни **вибіркова**
Мова викладання, навчання та оцінювання **англійська**

Завідувач кафедри
менеджменту та бізнесу



Тетяна ЛЕПЕЙКО

Харків
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APPROVED

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Compiled by:

O. Myronova, PhD, Associate professor

A. Kotlyk, PhD, Associate professor

**Sheet of renewal and re-approval
syllabus of the academic discipline**

Academic year	Date of the department meeting – developer of the syllabus	Protocol number	Sign of the Head of the department

Abstract of the educational discipline

During the last two decades, the marketing function occupies an increasingly significant place in the management system of both Ukrainian and foreign enterprises. Today, no enterprise or even a non-profit organization can act effectively without taking into account the needs of consumers, prompt response to changes in the marketing environment, and the formation and implementation of a competent competitive strategy.

"Marketing and sales management" is a selective discipline of the educational program "Business Administration" of the second (master's) level of higher education, specialty 073 "Management".

The discipline "Marketing and sales management" considers the theoretical basis for increasing the degree of validity of decision-making in marketing and sales, to make fuller use of available and involved resources.

The purpose of the discipline "Marketing and sales management" is formation of students' competencies regarding the system of theoretical knowledge and applied skills in the use of principles and methods of management of marketing activities and sales at enterprises.

Tasks of the discipline are: to consider essence of the marketing process at an enterprise; to get skills for developing marketing program; to analyse different types of organizing the marketing activities; to consider the content of the company's sales policy; to study methods and system of sales; to get knowledge for selection effective distribution policy.

The subject of the discipline "Marketing and sales management" is laws, regularities and principles, methodological recommendations, methods and rules in the management of marketing and sales activities.

Characteristics of educational discipline

Course	1M
Semester	1
Number of credits ECTS	5
Form of final control	Exam

Structural and logical scheme of studying the discipline:

Prerequisites	Postrequisites
Marketing	Technology of the business development management
Management	Technology of the business analysis and planning

Competences and learning outcomes in the discipline

Competences	Learning outcomes
1	2
Ability to conduct research at an appropriate level	Identify problems in the organization and justify methods of solving them
Skills in using information and communication technologies	
Ability to generate new ideas (creativity)	
Ability to abstract thinking, analysis and synthesis	
Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation	
Ability to generate new ideas (creativity)	To plan the activities of the organization in strategic and tactical sections
Ability to establish values, vision, mission, goals and criteria by which the organization determines further directions of development, develop and implement appropriate strategies and plans	

	Continuation of the table
1	2
Ability to conduct research at an appropriate level	Have the skills to make, justify and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility
Ability to generate new ideas (creativity)	
Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards	
Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation	
Ability to substantiate management decisions based on quantitative and qualitative risk assessment	Organize and implement effective communications within the team, with representatives of various professional groups and in an international context
Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity)	
Skills in using information and communication technologies	
Ability to create and organize effective communications in the management process	
Organize and carry out effective communications within the team, with representatives of various professional groups and in an international context	Apply and create complex management technologies, methods and tools for effective and efficient business management in risk conditions
Ability to generate new ideas (creativity)	
Ability to abstract thinking, analysis and synthesis	
Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards	
Ability to analyze and structure organizational problems, make effective management decisions and ensure their implementation	
Ability to substantiate management decisions based on quantitative and qualitative risk assessment	
Ability to develop and apply methods and technologies of complex management of the organization	

The program of the educational discipline

Content module 1. *Theoretical foundations and organization of marketing management*

Topic 1. The process of marketing management

The essence, purpose and task of marketing management. The essence of marketing management. Tasks of Marketing Management. The main functions of marketing management. Marketing management in the general management system of the enterprise.

Toolkit of marketing management. Evolution of marketing management concepts. Basic management concepts and requirements for marketing as one of the important aspects of management. The current level of development of marketing in the global market economy. Evolution of domestic marketing.

Modern trends in the development of marketing management. Development of concepts and specific tools of marketing management. Modern problems of marketing management. Basic trends in the management of marketing activities of enterprises.

Marketing activity of the enterprise as a process. Concept of process and business process. Marketing activity of the enterprise as a process. Interrelationship of marketing management processes with enterprise activity management processes. Stages of the marketing management process: analysis of market opportunities, selection of target markets, development of a marketing strategy, development of a marketing mix, implementation of marketing measures, control and analysis of the process of implementation of measures. Principles of organization of the marketing management process at the enterprise.

Principles of successful marketing management of the enterprise. Commandments of marketing activity of the enterprise. "Deadly sins" of the marketing manager.

Topic 2. Marketing programs

The essence and purpose of marketing programs. The concept of the enterprise's marketing program. Designation of the marketing program. Principles of drafting marketing programs. Stages of creating a marketing program. Composition of the enterprise's marketing program.

Classification of marketing programs. Types of marketing programs. Integrated and partial marketing programs. Product marketing programs. The structure and procedure of drawing up the company's marketing program. Content and structure of the company's marketing program.

The procedure for developing a marketing program.

Topic 3. Creating marketing organizational structures

The evolution of the role of the marketing function at the enterprise. The role of the marketing function at the enterprise. Evolution of the role of marketing.

The manager of the marketing service as a manager, his role at various stages of the formation of the enterprise. The essence and tasks of the organization of marketing management at the enterprise. Interaction of the marketing subsystem with other subsystems of the enterprise.

The task of organizing marketing activities at the enterprise. Stages of marketing management organization. Content and sequence of marketing management organization stages. Recommendations on the organization of marketing management

The logic of forming a marketing organizational structure. The main stages of the formation of the marketing structure. Development of "Regulations on the Marketing Department". Requirements for organizing the work of employees of the marketing service.

Organizational structure of a marketing-oriented enterprise. Basic conditions for the practical implementation of the marketing orientation of the enterprise. Vertical and horizontal structure of a marketing-oriented enterprise. The main steps of building an organizational structure of a marketing-oriented enterprise.

Content module 2. Marketing and sales management

Topic 4. The essence and concept of sales policy

Sales process. The essence, meaning and functions of sales activity. Characteristics of the main elements of sales activity. Strategic and tactical tasks of sales activities. Subjects of the process of sales activity of enterprises. Indicators characterizing the sales system. Details of sales flows. Differences in the sales policy of the manufacturer and the intermediary. Stages of sales planning.

Formation of the company's sales policy. Methods for development sales policy. Setting goals and sales policy tasks.

Topic 5. Basic methods and sales systems

Designing sales channels. Characteristics of methods of assessment and selection of sales channels. Audit of channel participants' relationships. Calculation of "supplier-retailer" efficiency loops. Marketing analysis of costs for the organization of the sales system.

The essence of the analysis of costs for the organization of the sales system. Components of sales costs. Analysis of territorial sales.

Topic 6. The essence and meaning of distribution channels

Peculiarities of the formation of the sales policy of enterprises on the domestic and foreign markets. Prerequisites for the use of sales channels by the manufacturer. Advantages of selling through intermediaries.

The structure of sales channels of manufacturing companies and intermediary sales companies. Types of sales channels in the services market. Types of sales channels in the markets of products of special demand. Types of competition in sales channels and their characteristics. Characteristics of the functioning of trade channels: channel length, width, sales speed, sales price of a unit (lot) of goods.

Strategies of intensive, selective and exclusive sales. Advantages and disadvantages of product sales strategies. Quantitative characteristics of sales strategies.

The list of laboratory classes, as well as questions and tasks for independent work for topics is given in the table «Rating-plan of the educational discipline».

Teaching and instruction methods

The main method of teaching the discipline is an explanatory-illustrative method, which is a tool for studying theoretical material, all lectures are presented in the form of presentations using Microsoft PowerPoint. In the process of teaching the academic discipline "Marketing and sales management" for the implementation of the defined competencies of the educational program and the activation of the educational process in lecture/practical classes the teaching methods are used: mini-lectures (Topic 2, 5), group work (Topic 3, 6), case technologies (Topic 2), , situational tasks (Topic 2, 3, 5, 6).

During lectures and laboratory classes, the following teaching methods are used: explanatory and illustrative, reproductive, problem-based teaching, partially research-based, research teaching methods.

Assessment system of learning outcomes

Simon Kuznets KhNUE is using a 100-point accumulation system.

Assessment is carried out on the following types of control:

current control – is carried out during the semester during the lectures, practical classes and estimated by the amount of points scored (maximum score – 100 points, minimum score that allows the student to get credit – 60 points);

final/semester control – is conducted in the form of a semester credit in accordance with the schedule of the educational process.

Current control includes assessment of students' knowledge during lectures, practical classes, performance of competency-oriented tasks, presentation, written test, express tests is carried out according to the following criteria:

competence-oriented task on the topic – the ability to combine theory with practice when considering situations; logic, structure, style of presentation of the material when performing in the audience, the ability to justify their position (maximum score – 10 points (one competence-oriented task during the semester, total maximum number of points – 10));

presentation – the ability to generalize information and draw conclusions; ability to plan and evaluate certain problematic issues; logic, structuring and validity of conclusions on a specific problem; literacy of the material (maximum score – 20 points (one presentation during the semester, the total maximum number of points – 20));

express test – application of analytical approaches; quality and clarity of reasoning; style of presentation of material in written works; independence of work performance; use of methods of comparison, generalization of concepts and phenomena; registration of work (maximum score – 10 points (two express tests during the semester, the total maximum number of points – 20));

written test – degree of assimilation of actual material; logic, structure of material presentation; the presence of their own point of view, position on a particular issue. Ability to

substantiate it; quality and clarity of reasoning (maximum score that a student can receive – 10 points (one written test during the semester, the total maximum number of points – 10)).

The general criteria for assessment non-auditing **independent work** of students are: the depth and strength of knowledge, the level of thinking, the ability to systematize knowledge on individual topics, the ability to draw sound conclusions, the possession of categorical apparatus, skills and techniques for performing practical tasks, the ability to find necessary information, to carry out its systematization and processing, self-realization at seminars and practical classes. The results of the independent are checked and evaluated during the classroom current control – oral interviews, presentation reports and written works.

The final score for the current control is defined as the sum of points for the results of student success in the all tasks. The maximal score is 60 points; the minimal score for getting permission for an exam is 35 points.

Final / semester control of students' knowledge and competencies in the discipline is carried out in the form of a semester differentiated test, the task of which is to check the student's understanding of the program material as a whole, logic and relationships between individual sections, ability to creatively use accumulated knowledge, problems of academic discipline, etc.

During the semester control in the form of a differentiated test, the final number of points in the discipline (maximum – 100 points) is defined as the sum of (simple) points for the results of student success in the current control.

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

The total score in points for the semester is: «60 or more points are passed», «59 and less points are failed», and entered in the «Statement of learning achievement» of the academic discipline.

Forms of assessment and distribution of points are given in the table «Rating-plan of the educational discipline».

Rating-plan of the educational discipline

Topic	Forms and types of education	Forms of evaluation	Max points
1	2	3	4
Topic 1	<i>Classroom work</i>		
	Lectures 1 on the questions: 1. The essence, purpose and task of marketing management 2. Toolkit of marketing management 3. Modern trends in the development of marketing management 4. Marketing activity of the enterprise as a process	Active work in the classroom	-
	Practical class 1. Solving practical problems on the organization of the marketing activity process	Active work in the classroom	-
	<i>Individual work</i>		
	Studying the lecture material, task analysing		-
Topic 2	<i>Classroom work</i>		
	Lectures 2 and 3 on the questions: 1. The essence and purpose of marketing programs 2. Classification of marketing programs	Active work in the classroom	-
	Practical class 2 and 3. Practical cases of marketing management	Active work in the classroom	-
	<i>Individual work</i>		
	Studying the lecture material, case study		

Topic 3	<i>Classroom work</i>		
	Lectures 4 on the questions: 1. The role of the marketing function at the enterprise 2. The organizing marketing activities at the enterprise 3. Organizational structures of a marketing-oriented enterprise	Active work in the classroom	-
	Practical class 4. Construction of marketing organizational structures	Active work in the classroom	-
	<i>Individual work</i>		
	Studying the lecture material, tasks calculation, case studies		
Topic 4	<i>Classroom work</i>		
	Lecture 5 on the questions: 1. The essence, meaning and functions of sales activity 2. Stages of sales planning 3. Sales policy	Express test	10
	Practical class 5. Practical cases of sales activities	Active work in the classroom	-
	<i>Individual work</i>		
		Studying the lecture material, case studies, the tasks performing, preparation to the express test	
Topic 5	<i>Classroom work</i>		
	Lectures 6 and 7 on the questions: 1. Designing sales channels 2. Marketing analysis of costs for the organization of the sales system 3. Components of sales costs	Active work in the classroom	-
	Practical classes 6 and 7. Solving practical tasks related to building a sales system	Competence-oriented task	10
	<i>Individual work</i>		
	Studying the lecture material, case studies, the tasks performing		
	<i>Classroom work</i>		
	Lectures 8 and 9 on the questions: 1. Formation of the sales policy of enterprises on the domestic and foreign markets 2. The structure of sales channels of manufacturing companies and intermediary sales companies 3. Strategies of intensive, selective and exclusive sales	Active work in the classroom	-
		Express test	10
	Practical classes 8 and 9. Solving practical tasks regarding the choice of distribution channels	Presentation	20
Topic 6	Practical classes 10 and 11. Solutions to cases related to management of marketing and sales activities	Active work in the classroom	-
		Written test	10
<i>Individual work</i>			
	Studying the lecture material, case studies, preparation for written test, preparing the presentation “The analysis of marketing and sales activities at the enterprise”		
Exam			40

Recommended books and resources

Main

1. Loudon D. Marketing management : text and cases / David Loudon, Robert Stevens, Bruce Wrenn. – New York, London, Oxford : Best Business Books, 2015. – 373 (XIII) p.

Additional

2. Mazorenko O. V. Modern aspects of organizing the marketing activity / O. V. Mazorenko, O. M. Myronova. // Економічний розвиток і спадщина Семена Кузнеця : матеріали V науково-практ. конф., 26–27 лист. 2020 р. : тези допов.– Одеса : «Гельветика», 2020. – С. 212–213.

3. Myronova O. M. Justification of marketing activity organization at an enterprise / O. M. Myronova, Kaabar Nour el Houda // Сучасні проблеми управління підприємствами: теорія і практика – матеріали міжнар. наук.-практ. конф., Харків – Торунь, 16 квіт. 2021 р. – Дніпро: Середняк Т.К., 2021. – С. 17-18.

4. Myronova O. Marketing plan as an important tool of the business development / O. Myronova // Сучасні проблеми управління підприємствами: теорія та практика: матер. міжнар. наук.-практ. конф., м. Харків, 29-30 березня 2018 р. — Х.: Вид-во «НТМТ», 2018. — С. 30–31.

5. Ptashchenko O. Marketing policy for management of economic development in globalization / O. Ptashchenko, O. Afanasieva, Ye. Morozova // Вісник Східноукраїнського нац. ун-ту ім. В. Даля : наук. журнал. – Северодонецьк : СУНУ, 2019. - Вип. 4.(252). – С. 23-26.

6. Rodionov S. O. Current trends in industry and features of marketing activities / S. O. Rodionov // Вісник Східноукраїнського нац-го універ-ту ім. В. Даля. – Северодонецьк, 2021. – № 3 (267). – С. 132-136.

Information resources

7. Marketing and sales management / Myronova O.M. // S. Kuznets PES website [Electronic resource]. – Access mode: <https://pns.hneu.edu.ua/course/view.php?id=9103>.

8. American Marketing Association website [Electronic resource]. – Access mode : <http://www.marketingpower.com>.