

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

ЗАТВЕРДЖЕНО
на засіданні кафедри
маркетингу
Протокол № 1 від 30.08.2023 р.

ПОГОДЖЕНО
Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО



МАРКЕТИНГ

робоча програма навчальної дисципліни (РПНД)

Галузь знань **07 Управління та адміністрування**
Спеціальність **073 Менеджмент**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Бізнес-адміністрування**

Статус дисципліни **обов'язкова**
Мова викладання, навчання та оцінювання **англійська**

Розробники:
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д.с.н., професор

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Людмила ГРИНЕВИЧ

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Гарант програми

Ольга МИРОНОВА

Харків
2023

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department
marketing
Protocol № 1 of 30.08.2023

AGREED

Vice-rector for educational and methodical work

Karina NEMASHKALO



MARKETING

Program of the course

Field of knowledge **07 "Management and Administration"**
Specialty **073 "Management"**
Study cycle **first (bachelor)**
Study programme **"Business administration"**

Course status **mandatory**
Language **English**

Developers:

Doctor in Economics
Professor

Liudmyla GRYNEVYCH

Doctor in Sociology
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Nadia LYSYTSIA

PhD (Economics),
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Head of Study
Programme

Olga MYRONOVA

Kharkiv
2023

INTRODUCTION

Marketing is a generalization of the experience of the economic activity of enterprises in the conditions of a developed, dynamic market, which, in the face of intense competition, impartially checks its effectiveness, the ability of managers to make correct and justified, from the point of view of the company's capabilities and market requirements, decisions and to achieve their implementation. It covers all aspects of the business activity of a business unit - from the idea of creating a new product and using the appropriate production technology to the delivery of the product to the customer and service. Thanks to marketing, the manufacturer identifies the current and prospective needs of the buyer, forms the transformation of purchasing power into a specific demand for this product or service, ensures that the buyer's relationship with him is stable and long-lasting. The study of the discipline involves theoretical and practical training of applicants to solve specific tasks of the marketing activity of the enterprise in the conditions of a market economy and provides the opportunity to acquire fundamental knowledge of the theoretical foundations of marketing, study the influence of the macro- and microenvironment of marketing, the organization and implementation of marketing research, market segmentation and the selection of target segments, development of a set of marketing measures for product, price, communication policy.

The purpose of the course is acquiring systematic knowledge of the theoretical foundations and organizational and methodological foundations of the formation and functioning of the marketing system at the enterprise, practical skills regarding the use of marketing in increasing the efficiency of enterprise management in market conditions.

The tasks of the course are:

acquaint applicants with the theoretical and methodological foundations of marketing;

the use of a systemic approach to the organization of the enterprise's marketing system;

mastering the basics of organizing and conducting marketing research, analyzing the impact of the macro and micro marketing environment;

acquisition of theoretical knowledge and practical skills regarding market segmentation, selection of target segments and product positioning;

development of a set of marketing measures for product, price, communication policies and product distribution policy;

definition of the main functions of marketing management of the enterprise, methods and techniques of strategic planning, organization of marketing and control of marketing programs.

The object of the course is the process of managing the marketing activities of the enterprise in order to substantiate management decisions.

The subject of the course is the study of the general laws of the development of theoretical concepts of marketing, the marketing system of the enterprise, the processes

of operational and strategic marketing management of enterprises of various forms of ownership.

The learning outcomes and competencies formed by the course are defined in table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO3	GC4
	SC7
LO5	GC3
	GC4
	GC10
	SC1
	SC3
	SC4
LO6	SC2
	SC3
	SC12
LO7	SC3
	SC4
LO8	SC2

where LO3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

LO5. Describe the content of the functional areas of an organization's activities.

LO6. Demonstrate skills in searching, collecting and analyzing information, calculating indicators to justify management decisions.

LO7. Demonstrate organizational design skills.

LO8. Implement management techniques to ensure the effectiveness of the organization.

GC3. Ability to think abstractly, analyze, and synthesize.

GC4. Ability to apply knowledge in practical situations.

GC10. Ability to conduct research at the appropriate level.

SC1. Ability to identify and describe organizational characteristics.

SC2. Ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment.

SC3. Ability to determine the prospects for the development of the organization.

SC4. Ability to identify the functional areas of the organization and the connections between them.

SC7. Ability to select and use modern management tools.

SC12. Ability to analyze and structure organizational problems, to form reasonable decisions.

COURSE CONTENT

Content module 1. Theoretical foundations of marketing. Methodological and informational bases of marketing

Topic 1. The essence of marketing and the development of its concepts

Historical prerequisites for the emergence of marketing as a method of effective management of activities. Definition and essence of concepts that constitute the theoretical basis of marketing: need, demand, exchange, agreement, market, market segment, marketing complex (goods, price, communications, distribution). The basics of goals and principles of marketing as a program-target concept of market-oriented management. Evolution of marketing concepts in world practice and in Ukraine: improvement of production, improvement of goods, intensification of commercial efforts, marketing, social and ethical marketing. The main factors that determined their development. Marketing strategy and tactics.

The environment of the organization. Internal and external environment of marketing. Controlled and uncontrollable factors of the macro- and micro-environment, which are under the constant influence of the enterprise's marketing system. Marketing functions: analytical, planning and management, production and sales, control.

Classification features: sales markets, activity goals, marketing application objects, demand volume, market coverage strategy. Marketing models: internal, external, international; commercial, non-commercial; marketing of goods, services, organizations, places, ideas; conversion, stimulating, developing, remarketing, synchromarketing, sustaining, demarketing, counteracting, differentiated, undifferentiated, concentrated.

Topic 2. Formation of a marketing information system based on marketing research

The essence of marketing research. The purpose and tasks of marketing research. Basic requirements for marketing research. Scales and nature of marketing research: descriptive, causal, prognostic. Types of marketing research: primary and feedback, systematic and special, office and field. Objects, subjects and forms of marketing research organization. The content of the stages of conducting marketing research: defining the problem and formulating the goal of the research, drawing up a plan, collecting marketing information, analyzing and interpreting data, preparing and submitting a report based on the results obtained (development of recommendations).

Value of information for making marketing decisions. Definition and specificity of marketing information. Sources and types of marketing information: primary and secondary. Methods of obtaining marketing information: analysis of documents, observation, survey, experiment, sample survey. Quantitative and qualitative methods of marketing research. The expediency of their use. Toolkit used during marketing research. Creating survey letters. The practice of conducting marketing research at domestic and foreign enterprises.

Topic 3. Study of consumer needs and behavior and selection of target segments. Market research

Classification of needs of market subjects. Modeling of consumer behavior. Factors affecting behavior: needs, motivational factors of the marketing mix, factors of the macro environment, psychological and personal characteristics of the buyer. The process of making decisions regarding the purchase of goods for production and non-production purposes.

Peculiarities of making decisions about procurement by intermediaries. Procurement of budget organizations, their needs and satisfaction technology.

The essence and principles of market segmentation. Signs of segmentation of the market of consumer goods and the market of industrial goods. Concept of "market niche", target market. Selection of the most attractive market segments for the enterprise and market coverage strategies: differentiated, undifferentiated, concentrated marketing. Product positioning.

The concept of the commodity market. Classification of markets. Market capacity and saturation. The purpose and objectives of market research. A systematic approach to research and its elements. The concept of market conditions. Basic concepts of research of demand and supply in the market of goods and services. Economic overview: features and trends of market development, analysis of causal relationships, micro- and macro-indicators, their dynamics.

Topic 4. Analysis of competition

Reasons for competition. Types of competition. Subject and object of competition. The main stages of competition research. Sources of information about competitors. Methods of competition analysis: comparative assessments, associative survey, expert assessments. Assessment of the company's competitive position and competitive advantages.

Content module 2: Content module 2. Development and implementation of the marketing complex

Topic 5. Product in the marketing mix

The essence, goals and objectives of commodity policy. Components of the product complex. The main components that provide for changes in the product mix. Technical research and production development.

The concept of product nomenclature, product assortment, evaluation indicators (depth, width, saturation, harmony, stability, renewal rate).

Types of service, its principles. Criteria for assessing the level of service development.

The concept of product quality. The quality loop. The value of the product certification system in increasing the level of their quality. Indicator of comprehensive assessment of product quality, taking into account its specifics.

Trademark, its components, requirements for vintage goods. Concept and meaning of branding, problems of creating corporate symbols, brands. Protection of trademark rights. Product packaging: types, functions, problems.

Topic 6. Price in the marketing mix

The essence and task of price policy in the marketing system of the enterprise. Pricing goals: maximizing profit, increasing market share, ensuring the survival process of the enterprise.

Determining factors affecting the formation of the company's price policy: costs, business conditions, level of competition, state regulation of prices, features of the distribution system. Peculiarities of setting prices in different types of markets. Trends in changing roles of price and non-price competition.

Types of price strategies: high, low prices, prices for fundamentally new goods, prices for imitation goods, non-rounded prices; uniform prices, flexible prices, strategies within the range of goods (price lines, prices for complementary goods, for components).

Pricing methods. Price structure. Setting the price taking into account the quality of products, studying consumer demand, economic and psychological capabilities of buyers, calculating costs, comparing with prices for similar products of competitors, determining the stage of the product life cycle, the price ratio between products and their modifications, the season and region of product sales. Dependence of prices on relations between partners. Types of discounts, mark-ups, allowances. Choosing an economically justified price.

Topic 7. Distribution in the marketing mix

Meaning, goals, tasks and place of the distribution policy in the marketing system of the enterprise. The concept of the distribution system and its constituent elements. Distribution channels, levels, characteristics of distribution channels of different levels. Functions of distribution channels.

Types of distribution marketing systems: traditional, multi-channel, horizontal, vertical. Development of vertical marketing sales systems, their varieties (managed, corporate, contractual). Features of contractual vertical marketing sales systems. Marketing decisions regarding the structure of the distribution channel and the scheme of their adoption: determination of the main options of the channel, determination of the number of intermediaries, selection of channel participants, motivation of intermediaries and evaluation of their activity. Characteristics of intensive, selective and exclusive distribution. Types of wholesale and retail trade enterprises.

Methods of distribution of services. Types and features of intermediaries in production industries. Marketing logistics approach in the organization of product distribution.

Topic 8. Communications in the marketing mix

The value, place, goals and objectives of the marketing communications system in the enterprise's marketing mix. Characteristic features of the elements of the

marketing communications system: types of advertising, sales promotion methods, direct marketing, public relations (public relations). Factors determining the structure of communication activities: type of product, stage of the life cycle of the product, market, type of sales strategy, degree of consumer awareness.

The essence and role of advertising. Planning and development of an advertising campaign. Content, scheme, form and structure of the advertising appeal. Selection of advertising and information media and criteria for evaluating the effectiveness of advertising. The concept of "brand style".

Areas of sales promotion: consumers, company employees, sales agents. Peculiarities of using sales promotion tools.

Personal selling process. Types of presentation. Possibilities of complications during personal selling and ways to avoid them.

Public relations and their role in increasing trust in the company's goods and services. Traditional and new tools of public relations events: publicity, presentations, anniversary events, organization of consumer and intermediary consultations.

The list of practical (seminar) and laboratory studies in the course is given in table 2.

Table 2

The list of practical (seminar) and laboratory studies

Name of the topic and/or task	Content
Topic 1. The essence of marketing and the development of its concepts	"Outstanding marketers of the world"
Practical (seminar) task 1.	"Marketing studies of consumer satisfaction"
Topic 2. Formation of a marketing information system based on marketing research.	"Volume of the potential structure and analysis of the dynamics of the market fate"
Laboratory task 2.	"Evaluation of Product Competitiveness"
Topic 3. Study of consumer needs and behavior and selection of target segments. Market research	"Three-level analysis of consumer properties of the product"
Laboratory task 3.	"Pricing based on ensuring target profit"
Topic 4. Analysis of competition	"Determining the optimal volume of the order"
Practical task 4.	"Development of the company's communication policy"
Topic 5. Product in the marketing mix	"Development of the marketing mix model"
Practical task 5.	"Outstanding marketers of the world"
Topic 6. Price in the marketing mix	"Marketing studies of consumer satisfaction"
Laboratory task 6.	"Volume of the potential structure and analysis of the dynamics of the market fate"
Topic 7. Distribution in the marketing complex	"Evaluation of Product Competitiveness"

The list of self-studies in the course is given in table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-8	Studying lecture material
Topic 1-8	Preparation for practical and laboratory classes
Topic 1-6	Performance of individual educational and research tasks
Topic 1, 5, 8	Preparation of presentations on a given topic
Topic 1-8	Preparation for the exam

The number of hours of lectures, practical (seminar), laboratory classes and hours of self-study are given in the working plan (technological card) for the course.

TEACHING METHODS

The main method of teaching by course is the explanatory and illustrative method, which is a tool for studying theoretical material, all lectures are presented in the form of presentations using Microsoft PowerPoint. In order to study the course, it is also provided for the use of active, game and interactive methods of learning and teaching - problem-based and mini-lectures (topics 1-8), group and game discussions (topics 1, 3, 8), work in small groups (topic 2 -3), case studies (topic 3,4,6,7), presentations (topic 1,5,8), brainstorming (topic 2,4), etc.

FORMS AND METHODS OF ASSESSMENT

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

The final control includes current control and an exam.

Semester control is carried out in the form of a semester exam.

The maximum amount for an exam is 40 points. The minimum amount required for passing an exam is 25 points.

The final grade in the course is determined:

– for disciplines with a form of exam, the final grade is the amount of all points received during the current control and the exam grade.

During the teaching of the course, the following control measures are used:

Current control: homework (20 points), modular control work (16 points), testing (24 points).

Semester control: Grading including Exam (40 points).

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria are given below.

Example of an exam card

Simon Kuznets Kharkiv National University of Economics

First (bachelor's) level of higher education

Specialty "Management"

Study programme "Business Administration".

Course "Marketing"

EXAM CARD № 1

Task 1 (stereotypical) test (20 points)

1. Choose the right definition of marketing strategy.

Marketing strategy is:

A. Plan and program of marketing actions.

B. Targeted direction of the company's development, determined by its internal capabilities, as well as the arrangement and balance of forces in the external environment.

C. A set of measures that allow the company to conduct business activities on the market.

2. A perfectly competitive market is characterized by (choose the most):

A. A large number of independent firms

B. The ability to fully or partially control prices on the market

C. Regarding easy market entry and exit

3. In order to determine the planned results, the following is carried out:

A. Performance control

B. Profitability control

C. Control of implementation of annual plans

4. Obtaining information directly from the research object is carried out in the process of:

A. Research offices

B. Field research

C. Experienced studies

5. What is the main goal of the company's communication policy:

A. Increasing the number of real buyers

B. formation of demand and stimulation of product sales

C. Carrying out measures to agree the conditions of the act of sale and registration of this act in the form of a contract

6. Coordinated vertical marketing sales system includes:

A. The manufacturer, one or more wholesalers, one or more retail enterprises acting as a single entity;

B. The manufacturer and the sole distributor acting independently of each other;

C. The manufacturer and several sales intermediaries who promote the product to the final consumer.

7. The product nomenclature is:

A. The totality of all assortment groups of goods offered by a specific seller

B. The totality of all assortment groups and product units that are offered for sale

C. A group of goods that have similar consumer characteristics or are intended to satisfy a specific need

8. What is the essence of the diversification strategy:

- A. In expanding the range of goods and their sales markets
- B. In developing new market segments
- C. In the application of aggressive marketing methods

9. The market is:

A. Social Wednesday, in which the company is engaged in the sale of goods

B. The place where the consumer and the producer meet for the purchase, sale, exchange of goods

C. The system of economic relations between buyers and sellers regarding the purchase, sale, exchange of goods, which reflects the relationship between subjects of market relations

10. Effectiveness control consists of (choose more than one):

A. Estimators are used by the enterprise of opportunities in the field of goods, markets, distribution channels

B. Estimates of the effectiveness of spending funds

C. Finding better directions for marketing expenses

Task 2 (diagnostic) (6 points)

Determine the capacity of the domestic coal market, if the level of its average annual yield is 95,000 tons, coal consumption by thermal power plants is 97,000 tons per year. Coal is also used by metallurgical plants. It is also known that some types of coal are imported and some are exported. The volume of imports is 21,000 tons per year. The volume of exports is 2,000 tons per year. Calculate what percentage of coal consumption is accounted for by metallurgical plants.

Task 3 (heuristic) (14 points)

In September 2024, a new Mazda showroom is planned to open in Kharkiv on Gagarin Ave., which has a large exhibition area and is equipped with modern equipment for car diagnostics and repair. Develop a detailed plan for promoting the car dealership in the market.

Protocol №. ____ dated " ____ " _____ 20__ was approved at the meeting of the Marketing Department.

Examiner,
PhD (Economics), Associate Professor

Natalia BOIKO

Head of Marketing Department, Prof.

Liudmyla GRYNEVYCH

Assessment criteria

The final points for the exam consist of the sum of the points for all tasks, rounded to the nearest whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, labor intensity, and importance for solving the task. Therefore, individual tasks and stages of their solution are evaluated separately from each other in the following way:

Task 1 (stereotypical) test (20 points)

For each correct answer – 2 points.

Task 2 (diagnostic) (6 points)

5 -6 points are given for complete mastery of the program material and the ability to navigate it, conscious application of knowledge to solve practical situations. When completing the task, the student must draw the correct conclusions about the proposed production situation and formulate their own recommendation for improving the problem. The design of the completed task should be neat.

3 -4 points are given for complete mastery of the program material and the ability to navigate it, conscious application of knowledge to solve the problem. The design of the completed task should be neat.

2 points are assigned for partial ability to apply theoretical knowledge to solve practical problems, if the task is partially completed; the student's answers demonstrate an understanding of the basic material provisions of the discipline.

1 point are assigned for mastering a significant amount of material, however, if the student performs the task without sufficient understanding of how to use the

0 points are assigned for failure to complete the assignment as a whole.

Task 3 (heuristic) (14 points)

13 – 14 points are given for in-depth knowledge of the program material, use of not only recommended but also additional literature and creativity, clear mastery of the concepts, methods, techniques, tools of financial science, the ability to use them to solve specific practical problems, and resolve production situations. When performing a heuristic task, the student must provide a production version of the proposed solution to the situation and draw appropriate conclusions. The wording of questions should be clear, logical and consistent.

11 – 12 points are given for complete mastery of the program material and the ability to navigate it, conscious application of knowledge to solve a heuristic problem if all the requirements are met, minor errors are allowed (i.e., the approach to solving the problem is correct, but there are inaccuracies in the calculation of certain parameters), or not quite complete presentation of the results obtained in solving the problem. The design of the completed task should be neat.

9 – 10 points are assigned for the ability to apply theoretical knowledge to solve a heuristic problem if most of the tasks are completed and the student's answer demonstrates an understanding of the conceptual material of the discipline.

5 – 8 points are assigned for mastering a large amount of material, however, if the student performs a heuristic task without sufficient understanding of the application of educational materials and cannot correctly complete all tasks.

2 – 4 points are given for partial ability to apply theoretical knowledge to solve practical problems, for not mastering a large amount of material, if the student cannot complete the task correctly, and faces many difficulties in analyzing economic phenomena and processes.

0 – 1 point are assigned for failure to complete the assignment as a whole.

RECOMMENDED LITERATURE

Main

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Additional

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Information resources

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