



SYLLABUS “MARKETING”

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Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovation Technology

Semester when the course unit is delivered: 2nd

Level of course unit: Bachelor level

ECTS credits: 6

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following courses:

- Economics;
- Management.

COURSE OBJECTIVES (AIMS)

- the development of students' systemic competency in the effective organization of marketing activities and methods of conducting marketing research of markets for goods and services, the structure of markets, their main participants and development trends, the development and implementation of marketing strategies, marketing and sales management.

COURSE CONTENTS

Session 1. The process of creating and communicating values to consumers

- Definition of marketing;
- The evolution of marketing concepts;
- Areas of application of marketing;
- The new marketing paradigm.

Session 2. Marketing environment. Competitor analysis

- The structure of the marketing environment;
- External marketing environment;
- Macroenvironment;
- Microenvironment;
- Internal environment;
- Competitive markets.

Session 3. Strategic Corporate and Marketing Solutions



- Corporate marketing strategies; • Formation of a corporate model of strategic planning; • Diagnostic models and matrices (BCG, McKinsey, Ansoff, Porter); • Portfolio strategies; • Growth strategies; • Competitive strategies.

Session 4. Development and conduct of marketing research

- Marketing research; • Marketing information system; • Research methods; • The types of primary and secondary data.

Session 5. Marketing research methodology

- Qualitative and quantitative studies; • Exploratory, descriptive and casual research; • Field and desk research; • Methods of correlation and regression analysis.

Session 6. Consumer behavior

- Motivational models of consumer behavior; • Consumerism; • Consumer rights Protection.

Session 7. Target Markets. Segmentation and positioning

- The concept of the target market; • Segmentation approach; • Segmentation criteria; • Assessment of market capacity; • Positioning; • Criteria and methods of positioning; • A map of perception.

Session 8. Marketing in industries and fields of activity

- International market; • Export marketing; • Global marketing; • Marketing services organizations; Non-profit marketing.

Session 9. Product Marketing Solutions

- Multi-attribute product model; • Classification of goods; • New products; • Using innovation; • Technology for creating a brand; • The use of a trademark; • Branding, brand management; • Product packaging; • Packing function; • Service maintenance.

Session 10. Price Marketing Solutions

- Pricing policy; • Pricing for new products; • Price discrimination; • Pricing methods.

Session 11. Distribution Marketing Solutions



- Marketing functions of distribution channels;
- Criteria for the formation of distribution channels;
- Types and participants of the channels;
- Marketing logistics;
- Sales organization;
- Merchandising;
- Franchising;
- Direct marketing;
- Internet marketing;
- E-commerce.

Session 12. Communications and Relationship Marketing Solutions

- Communicative model;
- Communicative tools;
- Integrated marketing communications;
- Marketing solutions for advertising;
- Organization of public relations.;
- MPO technology. CRM system.

LEARNING OUTCOMES

Knowledge:

- content marketing approach;
- goals and objectives of marketing research;
- marketing analysis tools;
- techniques for evaluating the effectiveness of marketing activities;

Skills:

- conduct an analysis of the marketing environment;
- collect and interpret marketing information;
- calculate the performance of marketing activities;
- conduct a marketing audit;
- to predict the dynamics of indicators of the macro environment in marketing;
- to predict changes in marketing expenses;

Learning Outcomes:

- to be skilled in carrying out comparative studies of innovative systems and national characteristics of the knowledge-based economy;
- to operate modern methods to measure the indicators characterizing the knowledge-based economy and innovation;
- to know the methodology studies of the affective behavior of companies in the transition to the knowledge-based economy.
- to conduct an analysis of the marketing environment;
- to collect and interpret marketing information;
- to calculate the performance of marketing activities;
- to conduct a marketing audit;



- to predict the dynamics of indicators of the macro environment in marketing;
- to predict changes in marketing expenses;

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Each session lecturing accounts for about 60% of time, students' participation in discussion accounts for 40%. Specifically, the lecturer will invite students to speak during the lecture. At the end of each session, questions are presented for discussion.

During the seminars, students will have an opportunity to analyze some knowledge processes, to work with open source software for knowledge management and recognize how to deal with linguistic values (as knowledge) by using information technologies.

Comprehensive development of student discipline involves:

- students involvement in problem-based presentation;
- students self-guided reading of the further literature;
- students participation in case studies;
- written essay;
- interview and testing.

ASSESSMENT METHODS AND CRITERIA

Criteria for evaluation:

Interview

- 10 points to the students demonstrating a thorough understanding of the problem comprehensively, consistently, correctly and logically presenting the theoretical material; correctly formulating the definition of 3 questions; completion of a test assignment;
- 7 points to the students demonstrating considerable understanding of the problem, knowledge of the basic theoretical concepts; fairly consistently, correctly and logically presenting the material of 2 questions; completion of a test assignment;
- 5 points to the students demonstrating considerable understanding of the problem, knowledge of the basic theoretical concepts; fairly consistently, correctly and logically presenting the material of 2 questions; not completion of a test assignment;



- 3 points to the students demonstrating a partial understanding of the problem, a general knowledge of the material being studied by 1 question; not completion of a test assignment;
- 0 points to the students not demonstrating the possession of the conceptual apparatus of the discipline; not answering a single question; not completion of a test assignment.

Case studies

- Evaluation of "passed" is given to the students if the decision is consistent formulated, if there is a deeper problem conceived, if he demonstrates an original approach (innovation, creativity); registered alternatives, if there is the possibility of the result use;
- Assessment of "not passed" is given to the students if the decision does not meet the ideas of modern HRM, is not adequate to HR market; is not sound and doesn't predict difficulties; is not applicable in practice.

Essay

- Assessment of "excellent" (10 points) is given to the student if he introduces a clear thesis or a clear statement of the position consistently settled into a well-organized essay; presents a balanced argument supported with information; raises important questions; analyzing and convincing conclusions; there are no conceptual errors.
- Assessment of "good" (8 points) is given to the students if he introduces basic requirements for the essay, but permit shortcomings. In particular, there are inaccuracies in the presentation of the material; there is no logical sequence in the judgment.
- Evaluation of "satisfactory" (6 points) is given to the students if the essay's topic is disclosed not enough; specific position are not given; information is inaccurate, mechanical errors seriously impedes understanding.
- Evaluation of "unsatisfactory" (less than 6 points) is given to the students if the essay topic does not match, reveals a significant lack of understanding of the problem, arguments are scattered, inconsistent, many dubious or erroneous facts, the text is untidy and hard to read, a lot of grammatical and spelling errors.



1. Davydenko, E.A. Marketing v informacionnom obshchestve=MARKETING IN THE INFORMATION SOCIETY (<http://biblioclub.ru/index.php?page=book&id=498917>);
2. Cahaev, R.K. Marketing (<http://biblioclub.ru/index.php?page=book&id=573172>);
3. The Marketing of Sport D. Bich, S. CHedvik, YU. Bystrova (<http://biblioclub.ru/index.php?page=book&id=428025>);
4. Ulickaya, N.YU. Land marketing: theory, methodology, tools (<http://biblioclub.ru/index.php?page=book&id=499131>);
5. CHernikov, S.YU Global retail networks (<http://biblioclub.ru/index.php?page=book&id=445842>).