

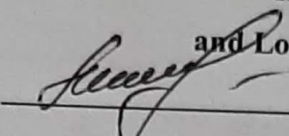
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
SUMY NATIONAL AGRARIAN UNIVERSITY

*Marketing and Logistic Department*

APPROVED BY  
Head of Marketing

and Logistic Department

Lyshenko M.O.

  
" 06 " 07 2020y.

**SYLLABUS FOR EDUCATIONAL DISCIPLINE (SYLLABUS)**  
**МНІІІ 2.04 "MARKETING RESEARCH AND INVESTMENT PROJECT  
MANAGEMENT"**

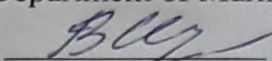
**Direction of training:** 181 "Food Technologies"

**Educational program:** Food Technologies

**Faculty:** Food Technology

**2020-2021 academic year**

Syllabus of the educational discipline "Marketing research and investment project management" for students of direction training 181 "Food Technologies".

Compiled by: PhD Senior Lecturer of Department of Marketing and Logistic  
Shumkova V.I. 

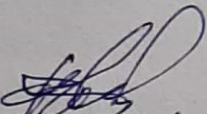
Syllabus endorsed by *Marketing and Logistic Department*

Protocol № 15 from 23.06.2020

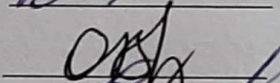
Head of Department  Lyshenko M.O.

**AGREED:**

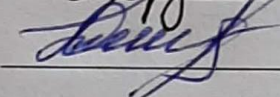
Voucher of the educational program

 (F.V. Pertsevoi)

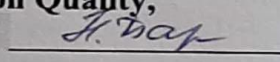
Dean of the Faculty

 (O.V. Radchuk)

Dean of the Faculty

 (N.I. Strochenko)

Methodist of the Department of Education Quality,  
Licensing and Accreditation

 (J. M. Yarovani)

Registered in the electronic database: date: 06.07, 2020 y.

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## 1. Description of the discipline

<b>Indicators</b>	<b>Direction of training, education level</b>	<b>Characteristics of discipline</b>
		<b>daily form</b>
Amount of credits - <b>3</b>	Field of knowledge: <b>18 Production and technology</b>	<i>Normative</i>
	Direction of training: <b>181 Food Technologies</b>	
Modules – <b>2</b>		<b>Year of training:</b>
Content modules: <b>2</b>		2020-2021
Individual task:		<b>Course</b>
		2
Total amount of hours - <b>90</b>		<b>Semester</b>
	3	
Hours for week: classes – <b>3</b> individual work - <b>3</b>	Educational and qualification level: master	<b>Lectures</b>
		14 h
		<b>practical classes</b>
		10 h
		<b>Laboratory</b>
		-
		<b>Individual work</b>
66 h		
<b>Individual tasks:</b>	-	
Type of control:	<i>test</i>	

Ratio amount of hours of classes to individual work (%):  
for daily form - 26,6/73,4 (24/66)

## 2. The purpose and objectives of the discipline

**2.1. Purpose:** providing knowledge about the system, methods and algorithms for analyzing the internal and external business environment of enterprises, ways and reserves of their marketing development and obtaining skills for work in the field of investment, learning to plan, substantiate, organize and directly implement the investment process in the industrial sphere.

**2.2. Objective:** studying the principles of organization and skills development of the process of marketing research, analyzing received information, implementing investment activity of enterprises.

### **2.3. Following the completion of discipline a student:**

**must know:** main stages of marketing research; the process of determining the problem of marketing research; basic methods of marketing research; sources of information for making managerial decisions; typical errors during the compilation of questionnaires and rules for their compilation; approaches to the definition of the process and sample size in marketing research; requirements for conducting field work, the principles of selection, training and control of field personnel, basic methods for analyzing research data, the procedure for submitting a marketing research report and its design; theoretical and methodological foundations of investment; main concepts of investment activity; classification of investments on various grounds; legal and regulatory framework of investment activity; methods of state regulation of investment activity; methods of evaluating the effectiveness of investing in the light of the value of money in time and inflation processes; the essence of investment design as a form of organization and management of investment activity; stages of the investment process.

**will be able to:** plan activities for marketing research; determine the research problem; choose the method of research according to the problem, tasks and capabilities of the organization; to process secondary sources; to compile a survey questionnaire; choose the sampling process and determine the sample size of the study; to organize field work during marketing researches; to carry out an analysis of the results of marketing research using the tables of signs of connectivity, with the use of computer equipment; to prepare a marketing research report and make a presentation; distinguish investment categories, calculate the performance indicators of investment projects; to make an analysis of real investment in an enterprise; to select effective forms of real investment; own methods of investment planning and design.

### **3. The program of the course**

*(Approved by the Academic Council of SNAU,  
Protocol № 3 from 26.10.2019)*

#### **Content module 1. Methodological basis for organization of marketing researches**

**Theme 1. Marketing research and information support.** Marketing information, its types. The essence of marketing information. Sources of marketing information. Marketing information system. Marketing intelligence: goals, sources and methods of obtaining information.

**Theme 2. Methods of marketing research.** Quantitative and qualitative research. General classification of methods for collecting information in marketing research. Approaches to the classification of marketing research methods. Analysis of marketing documents. Types of documents used in marketing research. Observations and methods of their organization. Survey in marketing research. Experiment in marketing research.

**Theme 3. Measuring, processing and analyzing information in marketing research.** Measurement technologies in marketing research. Quantization, ranking, scaling. Technologies of processing information, results of marketing research. Analysis of marketing research information. Report on research and presentation of its results.

#### **Content module 2. Carrying out marketing researches to assess the feasibility of implementing investment projects**

**Theme 4. Research of competitive environment and competitors.** Main directions of marketing research: firm, market, marketing environment, demand formation and sales promotion system. The essence of the marketing environment. Research of competitors.

**Theme 5. Research of markets, products and customers.** Market research. Product research. Consumer research.

**Theme 6. Investment planning.** The essence of investment planning. The concept of an investment project. Classification of investment projects. Procedure for development of investment projects. Business planning. Management of investment planning.

**Theme 7. Methods of assessing the effectiveness of investment projects.** Concept of investment efficiency. Methods of assessing the effectiveness of investment projects. Key indicators of the effectiveness of real investment projects. Monitoring of implementation of investment projects. The concept and essence of investment risks. Methods of reducing investment risks.

#### 4. Structure of the course

Numbers and names of themes	Amount of hours				
	daily form				
	total	including			
l		p	l	in	iw
<b>Module 1. Theoretical foundations of marketing research</b>					
<b>Content module 1. Methodological basis for organization of marketing researches</b>					
Theme 1. Marketing research and information support	12	2			10
Theme 2. Methods of marketing research	12	2			10
Theme 3. Measuring, processing and analyzing information in marketing research	12	2	2		8
<b>Total for content module 1</b>	<b>36</b>	<b>6</b>	<b>2</b>		<b>28</b>
<b>Total for module 1</b>	<b>36</b>	<b>6</b>	<b>2</b>		<b>28</b>
<b>Module 2. Features of marketing research</b>					
<b>Content module 2. Carrying out marketing researches to assess the feasibility of implementing investment projects</b>					
Theme 4. Research of competitive environment and competitors	14	2	2		10
Theme 5. Research of markets, products and customers	14	2	2		10
Theme 6. Investment planning	14	2	2		10
Theme 7. Methods of assessing the effectiveness of investment projects	12	2	2		8
<b>Total for content module 2</b>	<b>54</b>	<b>8</b>	<b>8</b>		<b>38</b>
<b>Total for module 2</b>	<b>54</b>	<b>8</b>	<b>8</b>		<b>38</b>
<b>Total</b>	<b>90</b>	<b>14</b>	<b>10</b>		<b>66</b>

#### 5. Themes of lectures and their plans

№	Names of themes	Amount of hours
1	<b>Theme 1. Marketing research and information support</b> 1. The essence of marketing research and their main functions. 2. Marketing information and its types. 3. Sources of marketing information. 4. Marketing information system.	2
2	<b>Theme 2. Methods of marketing research</b> 1. Quantitative and qualitative methods. General classification of methods for collecting information in marketing research. 2. Analysis of documents in marketing. 3. Observation and the methodology of their organization. 4. Survey in marketing research. 5. Method of expert assessments in marketing research. 6. Experiment in marketing research.	2
3	<b>Theme 3. Measuring, processing and analyzing information in marketing research</b> 1. Cvanticization, ranking, scaling. Special measuring scales in marketing research. 2. Technologies of processing information, results of marketing research. 3. Analysis of information marketing research. 4. Report and presentation of results of research.	2

4	<b>Theme 4. Research of competitive environment and competitors</b> 1. Substantiation of approaches to the analysis of the main directions of marketing research. 2. Research of micro- and macro- marketing environment. 3. Research of competitors.	2
5	<b>Theme 5. Research of markets, products and customers</b> 1. Market research. 2. Product research. 3. Consumer research.	2
6	<b>Theme 6. Investment planning</b> 1. The essence of investment planning. The concept of an investment project. 2. Classification of investment projects. 3. Procedure for development of investment projects. 4. Business planning.	2
7	<b>Theme 7. Methods of assessing the effectiveness of investment projects</b> 1. The concept of investment efficiency. 2. Methods of assessing the effectiveness of investment projects. 3. Key indicators of the effectiveness of real investment projects. 4. Static and dynamic evaluation methods.	2
<b>Total</b>		<b>14</b>

## 6. Themes of practical classes

№	Names of themes	Amount of hours
1	Practical class 1. Development of questionnaires and interviews.	2
2	Practical class 2. Conducting research on marketing environment and competitors. Conducting a SWOT-analysis.	2
3	Practical class 3. Research of market, product and consumer.	2
4	Practical class 4. Study investment planning.	2
5	Practical class 5. Evaluating the effectiveness of investment projects.	2
<b>Total</b>		<b>10</b>

## 7. Individual work

№	Names of topics	Amount of hours
1	Theme 1. Basic concepts of investment activity.	10
2	Theme 2. Legal regulation of investment activity.	10
3	Theme 3. Investment attractiveness of regions, branches.	8
4	Theme 4. Management investment planning.	10
5	Theme 5. Tenders, concepts, documentation.	10
6	Theme 6. Methods of reducing investment risks.	10
7	Theme 7. Investigation of investment risks	8
<b>Total</b>		<b>66</b>

## 8. Training methods

During the teaching of discipline “Marketing research and investment project management” are used illustration, Information, problematic and interactive teaching methods with the use of:

- lectures accompanied by the multimedia program;
- solving the tasks;
- drafting matrices and graphic schemes;
- self-esteem of knowledge;
- use of training and control tests;
- use of basic abstracts of lectures.

## 9. Methods of control

1. Rating control on 100-point scale assessment ECTS
2. Conducting of intermediate control during the semester (intermediate attestation)
3. Assessment of the current work of students:

- level of knowledge that has been demonstrated in practical classes;
- activity during the discussion issues submitted to classes;
- express- control during the practical classes;
- independent study of the topic as a whole or specific issues;
- perform of analytical and computational tasks;
- writing of abstracts;
- testing results;
- test results in Moodle for distance learning;
- writing assignments during the control works;
- industrial situations, case studies etc.

## 10. Distribution of points

Current testing and individual work							Individual work	Total for modules and individual work	Attestation	Total
Module 1 - 35 points			Module 2 - 35 points							
T1	T2	T3	T4	T5	T6	T7				
10	10	15	8	9	9	9	15	85 (70+15)	15	100

## Grading scale: national and ECTS

Total points for all educational activities	Assessment ECTS	Assessment on the national scale
		for test
90 – 100	<b>A</b>	Accepted
82-89	<b>B</b>	
75-81	<b>C</b>	
69-74	<b>D</b>	
60-68	<b>E</b>	
35-59	<b>FX</b>	Not accepted with the possibility of re-assembly
1-34	<b>F</b>	Not accepted with compulsory re-examination of discipline



## 11. Methodical maintenance

1. Methodical complex of the discipline "Marketing research and investment project management"
2. Marketing research and investment project management. Tutorial for English-speakers students' 1 course direction training 181 "Food Technologies".
3. Multimedia support program of lectures.
4. Moodle discipline "Marketing research and investment project management". URL: <https://cdn.snau.edu.ua/moodle/enrol/index.php?id=4057>

## 12. Recommended Literature

### Basic:

1. Creswell, J. & Clark, V. 2011. Designing and Conducting Mixed Methods Research. 2nd edition. SAGE Publications.
2. Kotler Marketing Group. Dr. Philip Kotler Answers Your Questions on Marketing. WWW-publication. Available: [www.kotlermarketing.com/phil\\_questions.shtml](http://www.kotlermarketing.com/phil_questions.shtml)
3. Kotler, P., Kartajaya, H., Setiawan, I. 2015. Marketing 3.0: From Products to Customers to the Human Spirit. John Wiley & Sons.
4. Krishnaswami, O. & Satyaprasad, B. 2010. Business Research Methods. Himalaya Publishing House.
5. Thompson, J. & Martin, F. 2010. Strategic Management: Awareness & Change. Cengage Learning.
6. Tikkanen, H., Aspara, J. & Parvinen, P. 2017. Strategisen markkinoinnin perusteet. Talentum Media Oy.

## 13. Information resources

1. <http://www.mr.com.ua>
2. <http://udc.com.ua/>
3. <http://www.i2.com.ua>
4. <http://www.profibook.com.ua>
5. <http://www.bdo.com.ua>
6. <http://www.univest-group.com/propoz/>
7. <http://bredmarketing.bigmir.net>
8. <http://www.glecsys.kiev.ua/promo.shtml>
9. <http://www.sebso.com.ua/>