

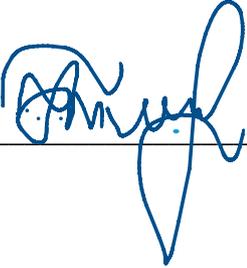
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY
Faculty of Economics and Management
Department of Marketing and Logistics

PROJECT

MODULE SYLLABUS
EC 15 MARKETING
(Compulsory)

Speciality	073 MANAGEMENT
Educational programmer	Management
Level of Higher Education	At the first (bachelor's) level

Sumy

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Department of Marketing and Logistics

Module syllabus agreed at the Department of Marketing and Logistics	protocol dated 16. 06. 2024 roky, № 18
	Head Department of Marketing and Logistics  <u>Nataliya</u> MAKARENKO

Approved by:

Guarantor of the Academic program  **Nataliya STOYANETS**

1. MODULE OVERVIEW

1.	Title	MARKETING		
2.	Faculty/Department	Faculty of Economics and Management , Department of Marketing and Logistics		
3.	Type (compulsory or optional)	Обов'язковий		
4.	Program(s) to which module is attached	Educational and professional program "Management" in specialty 073 (D3) "Management"		
5.	NRK level	National framework of qualifications of Ukraine – level 6, FQ-EHEA – first cycle, EQF-LLL – Level 6.		
6.	Semester and duration of study,	3rd course, 5 Semester, 15 weeks (Full-time education)		
7.	Number ECTS	5 ECTS		
8.	Total workload and time allotment	Contact work (class)		Independent work
		Lectures	Practical /seminars	Lab
		46	30	-
9.	Language of education	Ukrainian		
10.	Teacher / Coordinator of the educational component	Tetiana Ustik Doctor .Sc. (Economics), Professor of the Department Marketing and Logistics		
11.	Contact Information	Sumy, st. G. Kondratieva, 160, Faculty of Economics and Management, Department Department of Marketing and Logistics (room 214e); E-mail tanya_ustik@ukr.net 068-119-72-80, 050-407-04-70 Consultation hours: every Tuesday 11.00-12.15		
12.	General description of the educational component	<p>The educational component "Marketing" is a component of the curriculum, a cycle of disciplines that form professional competencies. Students receive theoretical knowledge and acquire competence in the areas of marketing and communication activities, in the field of management and business.</p> <p>The main task of higher education applicants is to learn how to make effective decisions in conditions of competition and a changing market environment. Marketing is the foundation of any business, knowledge of this educational component allows a future specialist to use digital tools, conduct data analytics and implement the psychology of choice in the field of management and business.</p>		
13.	The purpose of the educational component	<p>The purpose of the educational component "Marketing" is to form knowledge among higher education students about the essence and possibilities of marketing, as a philosophy of entrepreneurial activity in business and competition, mastering classical and innovative marketing models, acquiring practical skills in working with digital technologies in the field of management and business, and obtaining new knowledge necessary for successful professional activity and further career growth.</p> <p>Introducing higher education applicants to the basic virtues of academic integrity, acquiring basic competencies that allow preventing manifestations of academic dishonesty and ensuring that applicants carry out their educational activities at a high level of academic and scientific integrity. system formation Today, it is important to prepare a specialist who is able to integrate market needs into the business processes of enterprises to ensure their competitive advantages</p>		

14.	Prerequisites for studying OK, connection with other educational components of OP	<ol style="list-style-type: none"> 1. The educational component is based on such courses as: "Statistics", "Economics", "International Agribusiness", "Sustainable Development in the Digital Age", "Organizational Theory". 2. The educational component is the basis for such courses as "Self-management", "Analysis of economic activity", "Innovation management", "Leadership and communication in management"
15.	Policy of academic integrity	In case of violation of academic integrity - response in accordance with the Regulations on Academic Integrity of Participants in the Educational Process. Copying answers (copying text) during written tests, writing other than one's own versions of tasks at tests are prohibited. It is not allowed to purchase from other persons or organizations with subsequent submission as one's own results of educational and scientific activities (abstracts, projects, tests, calculation works, essays, etc.). Independent works in the form of abstracts, reports, presentations must have correct text links to the information sources used.
16.	Link to the course at the Moodle system	Course "Marketing" in the MOODLE system URL: https://cdn.snau.edu.ua/moodle/course/view.php?id=596
17.	Key words	Marketing complex, modern marketing, management, business, marketing environment, marketing research, SWOT analysis of the enterprise, marketing pricing policy, marketing product policy, marketing communications, marketing distribution policy

2. LEARNING RESULTS UNDER THE EDUCATIONAL COMPONENT AND THEIR RELATIONSHIP WITH THE PROGRAM LEARNING OUTCOMES

MLOs: On successful completion of the module the learner will be able to:	Programmatic Learning Outcomes that the OC aims to achieve (indicate the number according to the numbering given in the OP)			How assessed
	PLO ₄	PLO ₅	PLO ₆	
	Demonstrate skills in identifying problems and justifying management decisions.	Describe the content of the functional areas of the organization.	Describe the content of the functional areas of the organization.	
Learning Outcomes for the Educational Component LOEC 1. Identify the features of marketing, its concepts, specifics, and levels of its use.	x		x	Theoretical knowledge section – testing, checking basic terms in the field of marketing and business
Learning Outcomes for the Educational Component LOEC 2. Analyze the marketing environment and its attractiveness for implementing marketing activities.		x	x	Solving situational problems, working on the platform https://tilda.cc/ua/ creating a website, running your own business

Learning Outcomes for the Educational Component LOEC 3. Be able to form a consumer portrait for the B2C and B2B segments, identify aspects of the impact of digital marketing on consumer behavior		x	x	Completing tasks in your personal Business Manager Meta account, social networks Facebook, Instagram
Learning Outcomes for the Educational Component LOEC 4.. To form elements of the marketing complex for the enterprise (product, pricing, communication and sales policy).	x	x	x	Implementation of an individual (independent) business project on a specific topic, obtaining a certificate on the Prometheus platform,

PLO₄. Demonstrate skills in identifying problems and justifying management decisions.

PLO₅ Describe the content of the functional areas of the organization.

PLO₆ Describe the content of the functional areas of the organization.

3. MODULE INDICATIVE CONTENT

Topic. List of issues to be considered within the topic	Distribution within the general time budget				Recommended literature
	Auditory work			Independent work	
	Lectures	Practicals	Laboratory		
Topic 1. Theoretical foundations of marketing: essence and concepts of development Marketing as a business philosophy. Areas of application of marketing. Evolution of concepts of marketing activities. Characteristics of the main categories and tools of marketing.	4/2	4/2	-	6/8	Main sources: 1,2,3,4,10,12 Additional sources: 1,4, 8,11
Topic 2. System and characteristics of modern marketing Key trends in modern business processes. New elements of the classic 4P model (Product, Price, Place, Promotion) in the era of digitalization. Transactional marketing" and "relationship marketing", which is key for business 2026. Big Data in marketing management: opportunities and challenges	4/-	2/2	-	2/12	Main sources: 1,4,7,8,10,11 Additional sources: 2,4, 7,9
Topic 3. Marketing Management The concept of marketing management. Stages of the marketing management process. How to create a unique value proposition (UVP). Features of a niche without competition, the war for market share in the "Red Ocean".	4/-	2/2	-	4/10	Main sources: 1,2,3,4,9,10,12 Additional sources: 1, 2,4, 6,11
Topic 4. The concept and content of the marketing information system. Methodology for conducting marketing research. SWOT and PEST - analysis of the enterprise's activities. Characteristics	4/-	4/2	-	6/12	Main sources: 2,3,4,5. 7,9,10 Additional sources: 1, 2,5, 8,10

of the consumer portrait for the B2C and B2B segments					
Topic 5. Marketing product policy The concept of the product in the marketing system. Decisions regarding the product range and assortment. Stages of new product development. Marketing at different stages of the product life cycle. Determination and assessment of product quality., diversification of product policy. Product competitiveness.	4/2	4/-		8/12	Main sources: 1,4,6,9,10,11,12 Additional sources: 2, 3,5, 7,8,11
Topic 6. Marketing pricing policy The role of price as a tool of competitive struggle and a source of profit. Pricing methods and strategies. The place of pricing policy in the marketing mix (7P): the relationship of price with the product, distribution and promotion, and the consumer.	4/2	4/-		8/10	Main sources: 1,2,3,4,6,9,10 Additional sources: 1, 3,4, 9,10
Topic 7. Marketing distribution policy The concept of a distribution channel and its functions. Determining the level of intensity of a distribution channel. . Defining a distribution channel management system. The concept of goods movement. Characteristics of intermediaries.	4/2	4/-		8/10	Main sources: 1,2,3,4,7,10,12 Additional sources: 1, 2,6, 8,11
Topic 8. Marketing communications policy Components of the incentive complex. Elements of the communication model. Methods for calculating the complex incentive budget. Advertising as a driving force of the enterprise's commercial activity. The role of personal selling. Sales promotion.	4/2	4/-		8/10	Main sources: 1,2,3,7,9,10 Additional sources: 1,2, 3,5,8
Topic 9. Modern trends and digital tools in management and business New digital economy and sales channels: creator management, the impact of metaverses and AR technologies. Digital resilience of the enterprise: a security model in the management architecture of a modern enterprise, risk minimization and multi-cloud solutions. CRM systems as the core of the marketing information system of a modern enterprise. Key performance indicators (KPI) system in digital marketing	2/-	2/-		10/18	Main sources: 2,3,4,9,10 Additional sources: 1,2, 3,5,8
Topic 10. Neuromarketing in management and business Key tools of neuromarketing. Features of neuromarketing in business strategies. Branding, loyalty and emotional connection. Characteristics of pricing	4/2	-/2	-	4/4	Main sources: 1,4,7,9,10,12 Additional sources: 2,3,4,7,11

components (neuropricing)					
<p>Topic 11. Psychology of the "green" consumer: what guides people when choosing eco-friendly products and the integration of the Sustainable Development Goals in the business model of modern enterprises</p> <p>The Triple Bottom Line (TBL) concept: how to balance profit, people and the planet in modern business. Digital transformation tools in the context of sustainable development goals and ecological marketing. How customer psychology changes the business environment.. Characteristics of ecological needs and ecological goods</p>	2/2	-/2	-	2/4	<p>Main sources: 1,4,8,10,11,12 Additional sources: 1,2,3,6,9,11</p>
<p>Topic 12. Risks in marketing</p> <p>Classification of marketing risks in the activities of a modern enterprise. Risks of launching a new product on the market: how to avoid the "failure" of innovation. Strategies for minimizing risks when entering international markets. Reputational risks in the era of digitalization and social networks.</p>	2/-	-/-	-	2/2	<p>Main sources: 1,2,3,4,7, 10,12 Additional sources: 2,3,5,10,11</p>
In total	46/14	30/14	-	74/122	

4. TEACHING AND LEARNING METHODS

Learning Outcomes for the Educational Component	Teaching methods (directed study)	Hours	Learning methods (self-directed study)	Hours
LOEC 1. Identify the features of marketing, its concepts, specifics, and levels of its use.	Interactive lecture, written or oral survey (tests/questions)	14/4	Analytical teaching methods; think-pair share, Skills and Abilities Formation Method, "Brownian motion"	12/30
LOEC 2. Analyze the marketing environment and its attractiveness for implementing marketing activities.	Interactive lecture, express survey, solving situational problems, practical work	8/4	The method of ready knowledge, peer to peer learning, brainstorming for solving situational problems	10/20

LOEC 3. Be able to form a consumer portrait for the B2C and B2B segments, identify aspects of the impact of digital marketing on consumer behavior	Interactive lecture, solving situational problems, using control tasks	8/4	The method of ready-made knowledge, peer to peer learning, comparison of alternative positions for solving situational problems	6/10
LOEC 4. To form elements of the marketing complex for the enterprise (product, pricing, communication and sales policy).	Interactive lecture, solving situational problems, using control tasks	30/6	Analytical teaching methods; exchange of ideas (think-pair share), debates, solving situational problems, method of ready knowledge, peer to peer learning, method of determining the position	32/42

5. ASSESSMENT

5.1. Summative assessment

5.1.1. Intended learning outcomes methods:

To assess the expected learning outcomes, there are

№	Methods of summative assessment	Points/Weight in overall evaluation	Compilation date
1.	Theoretical (written/oral) survey (questions/tests)	20/20%	4,10,15 weeks
2.	Presentation with a report (marketing environment and its attractiveness)	10/10%	5-7 weeks
3.	Analytical work (forming a consumer portrait, defining the target audience, segmenting markets and positioning the product and company)	20/20%	8-9 weeks
4.	Individual project (definition of the business development strategy of the enterprise taking into account the innovative components of the marketing complex)	20/20%	13 weeks
5.	Exam (written, 10 test tasks, one theoretical question, one situational task)	30/30%	16-17 weeks

5.1.2. Grading criter

Component	Unsatisfactorily	Satisfactorily	Fine	Perfectly
Theoretical (written) survey (questions/tests)	<12 points	12-15 points	15-18 points	20 points
	Does not fully master the educational material. Presents	In general, he/she has mastered the educational material, presents its main	He has a fairly complete command of the educational material, presents it	Fully mastered the educational material, freely and independently

	it fragmentarily and superficially (without argumentation and justification) during written answers, does not sufficiently reveal the content of theoretical questions, while allowing significant inaccuracies, correctly solved a minority of test tasks	content during written answers, but without deep comprehensive analysis, justification and argumentation, without using the necessary literature, while allowing some significant inaccuracies and errors. He/she correctly solved half of the test tasks.	well-foundedly during written answers, mainly reveals the content of theoretical questions. However, when presenting some questions, there is a lack of sufficient depth and reasoning, and some minor inaccuracies and minor errors are allowed. He correctly solved most of the test tasks.	presents it in a reasoned manner during written answers, deeply and comprehensively reveals the content of theoretical questions and practical tasks, using mandatory and additional literature. Correctly solved all test tasks.
Presentation with report	<i><5 points</i>	<i>5-7 points</i>	<i>7-9 points</i>	<i>10 points</i>
	Task requirements not met	Most requirements are met, but individual components are missing or insufficiently disclosed, there is no analysis of other approaches to the issue	All task requirements met	Fulfilled all task requirements, demonstrated creativity, thoughtfulness, proposed own solution to the problem
Analytical work	<i><12 points</i>	<i>12-15 points</i>	<i>15-18 points</i>	<i>20 points</i>
	The tasks are completed partially and poorly; only formulas are written down.	The tasks are solved, but contain gross errors; the tasks are not fully solved and significant errors are made; conclusions based on the results of the calculations are not formulated	The tasks were completed in full, but minor errors were made in the solution; the material presented was not substantiated; the conclusions contain errors and inaccuracies.	The tasks are solved completely and correctly, contain explanations for the calculations; the ability to independently formulate conclusions based on the results of the research is demonstrated; a creative approach is present
Individual project	<i><12 points</i>	<i>12-15 points</i>	<i>15-18 points</i>	<i>20 points</i>
	Task requirements not met	Most requirements are met, but individual components are missing or insufficiently	All task requirements met	Fulfilled all task requirements, demonstrated creativity, thoughtfulness, proposed own

		disclosed, there is no analysis of other approaches to the issue		solution to the problem
Exam (written, 10 test tasks, one theoretical question, one situational task)	<i><18 points</i>	<i>18-23 points</i>	<i>23-28 points</i>	<i>30 points</i>
	<p>The student did not answer the question at all, or his answer is incorrect, The argumentation is absent altogether or is completely unsystematic or illogical.</p> <p>The test tasks are not completed in full. The task is solved incorrectly. The answer to the situational task is unfounded and illogical.</p>	<p>The student answered the question posed, but made significant errors both in content and in the formulation of the answer to the question, the work contains many gross spelling errors; the algorithm for solving the problem is violated and/or there are errors in calculations, there are no conclusions; the justification for the answer to the situational task is poorly argued and/or illogical in some aspects.</p>	<p>The student provided a meaningful answer to the question posed, but the answer is incomplete, there are minor inaccuracies or gaps in explaining one or another aspect of the question; Correctly solved most of the test tasks. The answer to the situational task is not sufficiently reasoned; the algorithm for solving the problem is correct, but errors were made in the calculations.</p>	<p>The student's answer contains a complete, detailed, correct presentation of the material on the question posed; demonstrates knowledge of basic concepts and categories and the relationship between them, a correct understanding of the content of the main theoretical provisions; indicates the ability to provide a meaningful and logical analysis of the material on the question posed; the tests are performed correctly, contains a consistent and reasoned solution to the problem; the calculations for the problem are made correctly.</p>

5.3. Formative assessment:

To assess the current progress in learning and understand the directions for further improvement is provided

№	Elements of formative assessment	Date
1	Theoretical knowledge section – testing, checking basic terms in the field of marketing, management and business	3,8,11 weeks
2	Solving situational problems, working on the platform https://tilda.cc/ua/ creating a website, running your own business	5-7 weeks
3	Review and discussion of analytical work by the teacher and students	Within 1 week after submission for review
4	Implementation of an individual (independent) business project on a specific topic, obtaining a certificate on the Prometheus platform,	Within 1 week after submission for review

6. EDUCATIONAL RESOURCES (LITERATURE)

6.1 Main sources

6.1.1 Textbooks, manuals

1. Balabanova L.V. Enterprise Marketing. Textbook. Kyiv: Center for Educational Literature, 2019. 612 p.
 2. Bosak I. P. Marketing Research: Textbook. Lviv: UAD, 2023. 64 p.
 3. Karpenko N.V. Marketing Activities of Enterprises: Modern Content. Kyiv: TsUL, 2019. 252 p.
 4. Senyshyn O. S., Kryveshko O. V. Marketing: Textbook. Lviv: Ivan Franko National University of Lviv, 2020. 347 p.
 5. Cherep O.G. Marketing: Textbook for Higher Education Applicants. Condor, 2024. 728 p.
 6. Lymar V.V., Blyumska-Danko K.V. International marketing: a textbook. Sumy: "University book", 2021. 240 p.
 7. Lipchuk V., Dudyak R., Bugil S., Yanyshyn Ya. Marketing. A textbook. K.: KONDOR, 2020. 456 p.
 8. Makarenko N.O., Lyshenko M.O. Marketing pricing. Theoretical foundations: a textbook. Bury: PP "Burynska district printing house", 2020. 129 p.
 9. Marketing 4.0. From traditional to digital / Philip Kotler, Hermawan Katarjaya, Ivan Setyawan. "KM-Books", 2018. 208 p.
 10. Zozulyov O. V., Gavrish Yu. O., Tsaryova T. O. Marketing. Practicum: teaching aids. for students of specialty 073 "Management", educational programs "Logistics", "International Business Management", "Management and Business Administration", "Business Management, Innovation and Entrepreneurship" Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2024. 80 p.
 11. Rudelius V., Azaryan O. M., Babenko N. O. et al. Marketing: textbook, 6th ed. K.: Educational and Methodological Center "Consortium for the Improvement of Management Education in Ukraine", 2017. 648 p.
- Sofiienko, A. V., Shuklina, V. V., & Naboka, R. M. (2021). Theoretical Marketing: Study Guide (2nd ed., revised and enlarged). Kherson: Vyshemyrskyi FOP Book Publishing House. 494 p.

6.1.2 Methodological support

Ustik, T. V., Zhmailov, V. M., Shumkova, O. V., & Kolodnenko, N. V. (2022). *MARKETING. Lecture Notes. Methodological recommendations for studying the theoretical course of the discipline. For applicants of the first (Bachelor's) level of higher education in specialties 071 "Accounting and Auditing," 051 "Economics," 072 "Finance, Banking, and Insurance," 076 "Entrepreneurship, Trade, and Stock Exchange Activities," 073 "Management," 281 "Public Management and Administration."* Bachelor's degree. Sumy. 97 p. (4.0 conv. print. sheets). (Minutes No. 4 dated Nov 30, 2022).

Ustik, T. V., Zhmailov, V. M., Shumkova, O. V., & Kolodnenko, N. V. (2023). *MARKETING. Methodological recommendations for practical classes. For applicants of the first (Bachelor's) level of higher education in specialties 071 "Accounting and Auditing," 051 "Economics," 072 "Finance, Banking, and Insurance," 076 "Entrepreneurship, Trade, and Stock Exchange Activities," 073 "Management," 281 "Public Management and Administration."* Bachelor's degree. Sumy. 87 p. (3.6 conv. print. sheets). (Minutes No. 6 dated Jan 23, 2023).

Ustik, T. V., Zhmailov, V. M., Shumkova, O. V., & Kolodnenko, N. V. (2023). *MARKETING. Methodological guidelines for independent work. For applicants of the first (Bachelor's) level of higher education in specialties 071 "Accounting and Auditing," 051 "Economics," 072 "Finance, Banking, and Insurance," 076 "Entrepreneurship, Trade, and Stock Exchange Activities," 073 "Management," 281 "Public Management and Administration."* Bachelor's degree. Sumy. 96 p. (4.0 conv. print. sheets). (Minutes No. 7, February 2023).

6.2 Additional sources

1. . M. Lyshenko, T. Ustik, V. Pisarenko, N. Maslak, & D. Koliadenko. (2021). Економічні та маркетингові аспекти функціонування малих підприємств. *Financial and Credit Activity Problems of Theory and Practice*, 2(33), 185-193.
2. Mariia Dykha & Anastasiia Mohylova & Tetiana Ustik & Kseniia Bliumska-Danko & Valentina Morokhova & Li Tchon, 2022. Marketing of Start-ups and Innovations in Agricultural Entrepreneurship, *Journal of Agriculture and Crops*, Academic Research Publishing Group, vol. 8(1), pages 27-34, 01-2022.
3. Tetiana Ustik, Viktoriia Karmazinova, Svitlana Shurpa, Olena Zhuk, Olha Boiko, Larysa Radkevych. The impact of digitalization on marketing communications: new challenges for branding and advertising *Business*, WSEAS Transactions on Information Science and Applications, vol. 20, 2023 .pp. 344-355
4. Ustik, T., & Kolodnenko, N. (2024). Implementation of marketing tools to increase customer loyalty. *Herald of Khmelnytskyi National University. Economic Sciences*, 326(1), 208-214. <https://heraldes.khmnu.edu.ua/index.php/heraldes/article/view/36>
5. Ustik, T. V. (2024). Formation of regional strategies based on the concept of city marketing: Realities and prospects. *Investytsiyyi: Praktyka ta Dosvid (Investments: Practice and Experience)*, (9), 10-14. <https://www.nayka.com.ua/index.php/investplan/issue/view/145>
6. Makarova, V. V., Ustik, T. V., & Ustyk, D. V. (2024). Modeling and evaluation of the marketing mix of an agricultural enterprise in the context of business digitalization and globalization. *Market Infrastructure (Electronic Scientific and Practical Journal)*, (79), 185-192. http://www.market-infr.od.ua/journals/2024/79_2024/2.pdf
7. Ustik, T. V. (2024). Marketing management in the field of agribusiness: A strategic dimension. *Herald of the East European University of Economics and Management*, 2(32), 288-301. <https://visnyksura.com.ua/uk/ebooks/2024-2-32>
8. Ustik, T. V., & Nazarenko, S. V. (2022). Modeling the system of marketing management of innovation-oriented enterprises in the agri-food sector in the globalization conditions of the knowledge economy. *Collection of Scientific Works: Formation of Market Relations in Ukraine*, 9(256), 90-97. <http://www.uam.kneu.kiev.ua>
9. Ukrainian Marketing Association: Official website of the organization. <http://uam.in.ua/ukr/projects/marketing-in-ua/archive.php>
10. Marketing in Ukraine. Scientific Journal of the Ukrainian Marketing Association. <http://uam.in.ua/ukr>
11. DataMarketing&Analytics <http://www.theiimp.org/marketing-international-association>
International Institute of Marketing Professionals

6.3 Software

Personal computers with an Internet connection and access to the SNAU Distance Learning Center (distance learning courses and electronic library) for reviewing educational content, completing independent study tasks, and taking assessments/tests.

Moodle Environment: "Marketing" course in the MOODLE system. URL: <https://cdn.snau.edu.ua/moodle/course/view.php?id=596>