

Ministry of Education and Science of Ukraine
Sumy National Agrarian University
Faculty of Economics and Management
Department of Marketing and Logistics

Work program (syllabus) of the educational component

MODERN MARKETING CONCEPTS

(required OK)

Implemented within the educational program D 5 Marketing
in the specialty D 5 Marketing
at the I- II (educational and scientific) level of higher education

Sumy – 2026

Developer: _____ LYSHENKO Marharyta, Doctor of
Economics, Professor of the Department of
Marketing and Logistics
(signature) (surname, initials) (academic degree and title, position)

Considered, approved and ratified at the department meeting: <u>Marketing and Logistics</u> (name of department)	minutes of 02. 06. 2026, No. 19
	Manager departments _____ <u>Nataliia MAKARENKO</u> (signature) (last name, initials)

Agreed:

Guarantor of the educational program _____ Yuriy DANKO
(signature) (full name)

Head of the Department of Postgraduate and Doctoral Studies _____ Svitlana YAROSCHUK
(signature) (full name)

Review of the work program (attached) provided by: _____ Yuriy DANKO
(Full name)
_____ Nataliia MAKARENKO
(Full name)

Methodologist of the Department of Educational Quality, licensing and accreditation _____ N. Banachuk
(signature) (full name)

Registered in the electronic database: date: 19.06 2026.

INFORMATION ABOUT REVIEWING THE WORK PROGRAM (SYLLABUS):

Academic year in which changes are made	Number of the appendix to the work program with a description of the changes	Changes reviewed and approved		
		Date and number of the minutes of the department meeting	Head of the Department	Educational program guarantor
2022		No. 15 dated 03. 06. 2022	Lyshenko M.	Zhmaylov V.M.
2023		No. 20 dated 06. 06. 2023	Makarenko N.	Danko Yu.I.
2024		No. 17 dated 04. 06. 2024	Makarenko N.	Danko Yu.I.
2025		No. 18 dated 16. 06. 2025.	Makarenko N.	Danko Yu.I.
2026		No. 19 dated 02. 06. 2026	Makarenko N.	Danko Yu.I.

1. GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT

1. GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT					
1.	Name OK	Modern marketing concepts			
2.	Faculty/department	Faculty of Economics and Management, Department of Marketing and Logistics			
3.	Status OK	Mandatory			
4.	Program/Specialty(s) that include OK	ONP "Marketing"			
5.	NQF level	8			
6.	Semester and duration of study	1			
7.	Number of ECTS credits	3			
8.	Total hours and their distribution	Contact work (classes)			Independent work
		Lectures	Practical/seminar	Laboratory	
		20	10	-	60
9.	Language of instruction	Ukrainian			
10.	Teacher/Educational Component Coordinator	Doctor of Economics, Professor Marharyta Oleksandrivna Lyshenko			
11.	Contact information	lm_1980@ukr.net , room 203-204 main building			
12.	General description of the educational component	The discipline is based on tasks, principles, and approaches that involve considering theoretical issues of the essence of modern marketing concepts. The discipline is a course aimed at developing in applicants knowledge of marketing, as well as research skills sufficient to conduct scientific and applied research; the ability to deeply understand and implement the general principles, concepts and methods of marketing science; develop theories, concepts, models and principles of marketing. The discipline allows you to develop responsibility for your own learning, as well as such skills as: the ability to abstract thinking, analysis and synthesis; the ability to solve complex problems in the field of marketing; the ability to apply modern marketing methods and tools; the ability to expand conceptual and methodological knowledge on the border of marketing theories and the concept of sustainable development; the ability to apply knowledge in practical situations, conduct research at the appropriate level , ability to work in a team .			
11.	Purpose of the educational component	The purpose of the educational component is to form in applicants of the third (educational and scientific) level of higher education a systematic understanding of modern marketing concepts, the ability to critically evaluate the evolution of marketing thought, develop new marketing approaches in the context of digital transformation, use artificial intelligence tools, marketing analytics and data management to conduct scientific research and solve complex scientific and applied problems of sustainable business development.			
12.	Academic Integrity Policy	Course policy – no forms of violation of academic integrity are tolerated. In the case of such events, the response will be in accordance with the regulatory documents of the Ukrainian National Academy of Sciences on the academic integrity of participants in the educational process. It is unacceptable for students to:			

		- during the performance of tests and theoretical surveys, use sources of information (oral (prompts), written (works of other people), printed (books, methodical manuals), electronic (telephones, tablets) that are not permitted by the teacher. For using telephones and computer equipment without the teacher's permission, violation of discipline, the student receives 0 points for the lesson and is obliged to complete such a lesson; - Cheating during tests is prohibited. Mobile devices are allowed to be used only during online testing; When working on assignments, violations of academic integrity are not permissible: when using Internet resources and other sources of information, the student must indicate the source used when completing the assignment.
13.	Keywords	concept of intensification of commercial efforts, sales concept of marketing, marketing management concept, concept of sustainable ("green") marketing, concept of relationship marketing, marketing tools, concept of production improvement; product, or concept of product improvement; trade, or concept of intensification of commercial efforts; classical concept of marketing; socio-ethical concept of marketing; concept of marketing of partnership relations.
14.	Link to the course in Moodle	https://cdn.snau.edu.ua/moodle/course/view.php?id=576

2. LEARNING OUTCOMES BY EDUCATIONAL COMPONENT AND THEIR RELATIONSHIP WITH PROGRAM LEARNING OUTCOMES

Learning outcomes for OK: After studying the educational component, the student is expected to be able to...	Program learning outcomes that the OK aims to achieve			How is the DRN assessed?
	PRN ₁	PRN ₄	PRN ₁₂	
DRN 1. Have a scientifically sound understanding of the theoretical foundations, methods and areas of application of modern marketing concepts	X		X	Multiple choice test
DRN 2. Apply advanced conceptual and methodological knowledge of modern marketing concepts		X		Preparation and publication of theses or scientific articles in collections included in professional publications and/or editions.
DRN 3. Use innovative approaches to implementing marketing activities of a business entity in order to improve modern marketing concepts	X		X	Presentation and discussion of a comprehensive individual practical and scientific task for postgraduate students: "Analysis and development of innovative marketing concepts for enterprise development in a dynamic market environment"

RN01. Have advanced conceptual and methodological knowledge in marketing and at the border of subject areas, as well as research skills sufficient to conduct scientific and applied research at the level of the latest world achievements in the relevant field, obtain new knowledge and/or implement innovations.

PH04. Deeply understand and implement the general principles and methods of marketing science, as well as the methodology of scientific research, and apply them in their own research and teaching practice.

PH12. Develop theories, concepts, models and principles of marketing, being aware of the economic, strategic, innovative, social and environmental aspects of sustainable development and the challenges they are associated with.

3. CONTENT OF THE EDUCATIONAL COMPONENT (COURSE PROGRAM)

Topic. List of issues to be addressed within the topic	Distribution within the overall time budget			Recommended reading
	Classroom work		Independent work	
	Luke	Pz		
Topic 1. <i>The essence of the "marketing concept" and the evolution of marketing concepts.</i> The essence of the definition of "marketing concept". Stages of development of marketing development concepts. Evolution of marketing as a science. Theoretical foundations, methods and areas of application of marketing development.	4	2	20	main sources: 1-7 other sources: 1- 6

The evolution of marketing concepts: from production to marketing 5.0. The modern paradigm of marketing in the digital economy. Marketing 5.0: technologies for humanity and customer orientation.				
Topic 2. <i>Modern marketing concepts.</i> Classification of modern marketing concepts: production, or the concept of improving production; product, or the concept of improving goods; trade, or the concept of intensification of commercial efforts; classical marketing concept; socio-ethical marketing concept; marketing concept of partnership relations . Holistic marketing as an integrated concept of business management. The concept of relationship marketing and customer experience management. Innovative marketing and marketing innovation management. Behavioral marketing and neuromarketing: modern approaches to consumer research. Digital marketing and artificial intelligence in marketing activities. Omnichannel marketing and digital enterprise ecosystems. Data-driven marketing: marketing management based on big data	12	6	20	main sources: 1-7 other sources: 1- 6
Topic 3. <i>Implementation of modern marketing concepts in Ukraine .</i> Specific features of marketing in Ukraine . Trends in the development of modern marketing concepts . Scientific approaches to the study of modern marketing concepts . Marketing Development Trends: Metaverse, Web 3.0, Generative AI, and the Future of Marketing .	4	2	20	main sources: 1-7 other sources: 1- 6
Total	20	10	60	

4. TEACHING AND LEARNING METHODS

DRN	Teaching methods (work that will be carried out by the teacher <u>during classroom lessons</u> , consultations)	Teaching methods (what types of learning activities should <u>the student perform independently</u>)
DRN 1. Have a scientifically sound understanding of the theoretical foundations, methods and areas of application of modern marketing concepts	Interactive lectures, lecture discussions, lecture-conversations, lecture-visualizations.	Teaching methods by the nature of the logic of cognition (analytical, methods of synthesis, induction and deduction)
DRN 2. Apply advanced conceptual and methodological knowledge of modern marketing concepts	Interactive lectures. Brainstorming. Teacher consultations. Work in practical classes.	Learning through research. Analytical learning methods; exchange of ideas (think-pair-share) . Preparation and publication of abstracts and presentations at scientific conferences
DRN 3. Use innovative approaches to implementing marketing activities of a business entity in order to improve modern marketing concepts	Multimedia lecture. Discussion. Work in practical classes.	Learning by teaching. Public speaking, presentations, public speaking, research work. Preparation and publication of theses and scientific articles in collections included in professional publications.

5. EVALUATION BY EDUCATIONAL COMPONENT

5.1. Summative assessment

5.1.1. To assess the expected learning outcomes in the discipline, the following is provided:

N o.	Summative assessment methods	Points / Weight in the overall score	Date of compilation
1	Multiple choice test	20 points / 20%	Week 9
2	Preparation and publication of scientific articles in collections included in professional publications	20 points /20%	During the semester, deadline is the last week

			of the semester
4	Presentation and discussion of a comprehensive individual practical and scientific task for postgraduate students: "Analysis and development of innovative marketing concepts for enterprise development in a dynamic market environment"	30 points /30%	During the semester, deadline is the last week of the semester
	<i>TOGETHER</i>	<i>70 points / 70%</i>	
5	Final control: completion of a comprehensive task for the entire educational component	30 points /30%	according to the approved schedule
	Total	100 points /100%	

5.1.2. Evaluation criteria

Component	Unsatisfactorily	Satisfactorily	Good	Perfectly
Multiple choice test	<60% correct answers	60-74% correct answers	75-89% correct answers	90-100% correct answers
	The student possesses some theoretical elements of the course. There is no complete understanding of the theoretical material.	The student has mastered the basic theoretical material provided for by the discipline program, which is the minimum acceptable. Understands the basic provisions, but makes a significant number of inaccuracies and gross errors, which can be eliminated with the help of the teacher.	The student demonstrates good knowledge, has a good command of the material that corresponds to the discipline program, but makes some inaccuracies.	The student demonstrates complete and solid knowledge of the theoretical educational material in the volume corresponding to the discipline program.
Preparation and publication of scientific articles in collections included in professional publications and/or publications included in international scientific metric databases	< 18 points	18-22 points	23 -26 points	27-30 points
	The requirements for publication of the article have not been met.	A draft version of the article has been prepared, but some components are missing or insufficiently disclosed, the article requires detailed correction.	All requirements for writing a scientific article have been met, the article has been reviewed, but has not been submitted for publication.	All requirements for writing a scientific article have been met, the article has been published in collections that are included in professional publications and/or publications that are included in international scientific metric databases
Preparation and publication of abstracts and presentations at scientific conferences	<12 points	12-15 points	16-18 points	19-20 points
	The requirements for publishing abstracts have not been met. The conference presentation has not been prepared.	A draft version of the abstract has been prepared, which requires detailed correction; the presentation of the speech complies with the algorithm, but there is no deep understanding of the research issues.	All requirements for writing abstracts have been met, submitted for publication. All presentation requirements have been met, there is compliance with the algorithm in the presentation of the speech, but the speech itself at the conference is missing.	All requirements for writing abstracts published in the proceedings of the scientific conference have been met, an actual presentation at the conference has taken place, and a participant certificate has been received.

5.2. Formative assessment:

To assess current progress in learning and understand areas for further improvement, the following is provided:

No./no.	Elements of formative assessment	Date
1	Self-assessment of current testing	5.10 week
2	Review and discussion of scientific research	5.10 week
3	Teacher's instructions in the process of conducting scientific research	every couple
4	Discussion and self-correction of the complex practical and scientific task completed by students	each practical lesson

5	Reviewing and evaluating prepared drafts of scientific articles and conference abstracts	Last week of the semester
---	--	---------------------------

6. LEARNING RESOURCES (LITERATURE)

6.1. Main sources: textbooks, manuals

- 1 Marketing: a textbook for applicants of the third (educational and scientific) level "Doctor of Philosophy" in the specialty 075 "Marketing" / Y.I. Danko, N.O. Makarenko, M.O. Lyshenko, A.M. Orel, L.V. Slyusareva, V.A. Mushtay, O.V. Shumkova. Odessa: VD "Helvetica", 2023. 492p. (23.07d.a) (*Proc. VR SNAU No. 19 dated 06/28/2023*)
- 2 Marketing [Electronic resource]: teaching manual / N. Ivanechko, T. Borisova, Yu. Protsishyn [and others]; edited by N. R. Ivanechko. - Ternopil: ZUNU, 2021. - 180 p.
- 3 Parsyak V.N. Marketing: modern concepts and technologies. Helvetica: textbook. 2024. 326 p.

6.2. Other sources:

1. Lyshenko M.O., Kolodnenko N.V. The effectiveness of applying the concept of intensification of commercial efforts (sales marketing concept) at the enterprise. *Ukrainian Journal of Applied Economics and Technology* . 2022. Vol. 7. No. 3. P. 31 – 37. URL: http://ujae.org.ua/wp-content/uploads/2022/12/ujae_2022_r03_a4.pdf
2. Lyshenko M.O., Makarenko N.O. Theoretical foundations of the marketing concept of management and the formation of an enterprise development strategy in conditions of sustainability . *Ukrainian Journal of Applied Economics and Technology* . 2023. Volume 8. No. 1. P. 33 – 40. http://ujae.org.ua/wp-content/uploads/2023/04/ujae_2023_r01_a5.pdf
3. Mushtay V.A., Lyshenko M.O., Makarova V.V. Methodological foundations of scientific research of strategic directions of enterprises' activities based on the concept of relationship marketing. *Economy and Society*. 2022. No. 35. P. 273 – 279. URL: <https://economyandsociety.in.ua/index.php/journal/article/view/1127>
4. Mushtai V.A., Lyshenko M.O., Makarenko N.O., Makarova V.V. Relationship marketing within the concept of sustainable development and global digitalization of the tourism industry. *Modern Economics*. 2023. No. 38. P. 95-105. <https://modecon.mnau.edu.ua/en/relationship-marketing-within-the-concept/>
5. Lyshenko M.O., Us Yu. Optimization directions marketing management of the enterprise's product policy through the development of a market strategy. *Bulletin of SNAU. Series Economics and Management* . 2024. **No. 3 (99)**. P. 39-40. <https://snaujournal.com.ua/index.php/journal/article/view/348>
6. Lyshenko M.O., Borodai D.A., Chaika M.O. Formation of a marketing strategy for innovative development and an innovation program in the context of digital transformation and sustainable development of enterprises . *Bulletin of Sumy National Agrarian University* , (4 (104), 57-65 DOI: <https://doi.org/10.32782/bsnau.2025.4.9>