

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

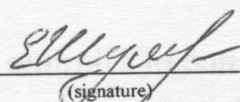
MODULE SYLLABUS

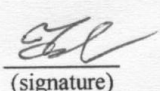
MC 11 Innovative Marketing

Specialty D5 «Marketing»

Educational and Scientific Program Marketing (2025 Admission Cohort)

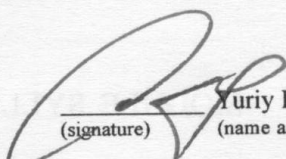
Level of Higher Education Third (Educational and Scientific)

Author:  **Olena SHUMKOVA, PhD in Economics, Associate Professor**
 (signature) (name and surname) (academic degree, academic title, position)

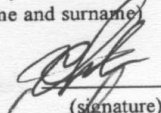
Reviewed, approved, and adopted at the meeting of the Department of Marketing and Logistics	protocol	02 June 2026	№ 19
	Head of Department	<u></u> (signature)	Nataliia MAKARENKO (name and surname)

Approved by:

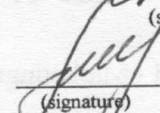
Guarantor of the Educational Program

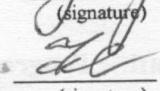
 **Yuriy DANKO**
 (signature) (name and surname)

Head of the Department of Postgraduate and Doctoral Studies

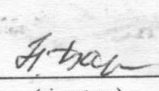
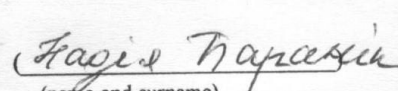
 **S.V. Varoshchuk**
 (signature) (name and surname)

Syllabus review (attached) is provided by:

 **Margarita LYSHENKO**
 (signature) (name and surname)

 **Nataliia MAKARENKO**
 (signature) (name and surname)

Representative of the Department of
Education Quality Assurance,
Licensing and Accreditation

 
 (signature) (name and surname)

Registered in the electronic database: 17.06. 2026

1. MODULE OVERVIEW

1.	Title	MC 11 Innovative Marketing		
2.	Faculty/Department	Faculty of Economics and Management, Department of Marketing and Logistics		
3.	Type (mandatory or elective)	Mandatory		
4.	Program(s) to which the module is attached	Educational and Scientific Program Marketing. Third (Educational and Scientific) Level of Higher Education, specialty D5 Marketing, field of knowledge D Business, Administration and Law. Qualification: Doctor of Philosophy in Marketing		
5.	Level of the National Qualifications Framework	8		
6.	Semester and duration of the module	Semester 3, Weeks 1–18		
7.	ECTS credits number	3		
8.	Total workload and time allotment	Directed study		Self-directed study
		Lectures	Practicals/Seminars	Laboratories
		2	2	-
9.	Language of instruction	English		
10.	Module leader	Olena Shumkova, PhD in Economics, Associate Professor		
10.1	Module leader contact information	Olena Shumkova, Associate Professor, Room 214e. E-mail: o.shumkova@snau.edu.ua		
11.	Module description	The educational component, Innovative Marketing, aims to provide the theoretical and methodological foundations for organizing and implementing innovative marketing activities within enterprises. PhD students will be able to identify the most promising directions of innovative enterprise development, considering external and internal conditions, generate and evaluate ideas for new products, and provide functional and economic justification of their compliance with market requirements.		
12.	Module aim	The aim of the educational component, Innovative Marketing, is to acquire theoretical knowledge in the field of innovation marketing and practical skills for promoting innovations in goods and services markets.		
13.	Module Dependencies (prerequisites, co-requisites)	Prerequisites: Modern Marketing Concepts; Research Methodology. Follow-up modules: Communication in the Scientific Environment; Modern Information Technologies in Scientific Activity; Formation of Marketing Strategies in Agribusiness.		
14.	Academic Integrity Policy	The policy aims to foster diligence in learning and the independent completion of assigned tasks. Plagiarism, copying previous years' works, or using other published works without proper citation is prohibited. Students are expected to demonstrate independent learning and progressive application of acquired knowledge while completing assignments. Cheating during tests, examinations, and assessments is prohibited, including the unauthorized use of mobile devices and other electronic devices. Attendance is mandatory. In justified cases such as illness or international academic mobility, individual learning arrangements may be approved. In the event of deterioration in the epidemiological situation or under martial law conditions, distance learning may be organized using Telegram, Viber, WhatsApp, Zoom, and the Moodle learning platform for communication, teaching, and assessment.		
15.	Keywords	Innovation, marketing, marketing strategies, innovation activity		
16.	Moodle link	https://cdn.snau.edu.ua/moodle/course/view.php?id=5379		

2. CORRELATION BETWEEN MODULE LEARNING OUTCOMES (MLOs) AND PROGRAM LEARNING OUTCOMES (PLOs)

MLOs: Upon successful completion of the module, the learner will be able to:	PLOs			How is assessed
	PLO ₁	PLO ₂	PLO ₁₂	
MLO 1. Scientifically understand the fundamental principles and concepts of innovative marketing and make decisions in the field of innovative marketing aimed at satisfying consumer needs and ensuring the effective development of enterprise business activities.	x		x	Theoretical assessment (written/oral questioning, tests)
MLO 2. Independently develop objectives and strategic decisions for innovative marketing development, particularly under unstable market conditions.		x	x	Solving practical and situational tasks
MLO 3. Apply research skills to solve scientific and technological problems related to the development and implementation of innovations; identify factors influencing innovation activities; and use methodological approaches to assess the market prospects of innovative products.	x	x	x	Preparation and publication of a scientific article and/or conference proceedings paper

PLO₁. Demonstrate advanced conceptual and methodological knowledge in marketing and related interdisciplinary fields, as well as research skills sufficient for conducting scientific and applied research at the level of the latest global achievements, generating new knowledge and/or implementing innovations.

PLO₂. Develop and implement scientific and/or innovative projects that contribute to rethinking existing knowledge and creating new integrated knowledge and/or professional practice, as well as solving significant scientific and technological problems in marketing while considering social, economic, and legal aspects.

PLO₁₂. Develop theories, concepts, models, and principles of marketing that account for the economic, strategic, innovative, social, and environmental dimensions of sustainable development and the challenges associated with them.

3. MODULE INDICATIVE CONTENT

Topic. List of Issues to be Covered within the Topic	Distribution of Hours				Learning Resources
	Directed Study			Self-Directed Study	
	Lectures	Practicals / Seminars	Laboratories		
Topic 1. Innovations in Marketing Activities 1. The concept of innovation and innovation activity. 2. The essence and content of innovative marketing. 3. The place of innovative marketing among business management concepts. 4. The necessity of applying innovative marketing under martial law conditions in Ukraine.	2	2	-	14	Main sources: 1, 2 Methodological support: 1, 2, 3, 4 Other sources: 1, 2, 3, 4, 7
Topic 2. The Innovation Process and the Role of Marketing in It 1. The essence and stages of the innovation process. 2. Sources of marketing innovation ideas.	-	-	-	16	Main sources: 1, 2 Methodological support: 1, 2, 3, 4 Other sources: 2, 3, 5, 6, 9, 10
Topic 3. Classification of Marketing Innovations 1. Types of marketing innovations. 2. Innovative forms of marketing. 3. Innovations in marketing research.	-	-	-	18	Main sources: 1, 2 Methodological support: 1, 2, 3, 4 Other sources: 1, 2, 3, 4, 7, 9, 11
Topic 4. Marketing Strategies for Innovation Activities 1. Marketing strategies for innovative products and their development. 2. Blue Ocean Strategy: essence and advantages. 3. Approaches to determining strategic marketing directions for enterprise development. 4. Typical risks associated with enterprise innovation activities.	-	-	-	18	Main sources: 1, 2 Methodological support: 1, 2, 3, 4 Other sources: 2, 3, 5, 7, 11
Topic 5. Innovative Marketing Mix 1. The 4P, 7P, and 4C models and their combinations. 2. Innovations in product, pricing, distribution, and communication policies.	-	-	-	20	Main sources: 1, 2 Methodological support: 1, 2, 3, 4 Other sources: 1, 2, 3, 5, 6, 8, 9, 11
Total	2	2	-	86	-

4. TEACHING AND LEARNING METHODS

MLOs	Teaching methods (work that the teacher will carry out <u>during classroom lessons</u> , consultations)	Teaching methods (what types of learning activities should the student perform <u>independently</u>)
MLO 1. Understand the basic principles and concepts of innovative marketing scientifically and make decisions in the field of innovative marketing to meet consumer needs and ensure the effective development of the enterprise's business areas	<i>Verbal methods:</i> educational lecture, conversation, explanation, educational discussion <i>Visual methods:</i> presentation <i>Practical methods:</i> situational exercises, practical tasks	The method of ready knowledge. Analytical learning methods; information search. Method of forming skills and abilities.
MLO 2. Independently develop goals and strategic decisions for the development of innovative marketing, particularly in unstable market situations	<i>Verbal methods:</i> educational lecture, conversation, explanation, educational discussion <i>Visual methods:</i> presentation <i>Practical methods:</i> situational exercises, practical tasks	The method of ready knowledge. Analytical learning methods; information search. Method of forming skills and abilities. Problem-search method
MLO 3. Apply research methods skills to solve scientific and technological problems in innovation, identify factors influencing the organization of innovation activities, and use methodological approaches to assess the market prospects of an innovative product.	<i>Verbal methods:</i> educational lecture, conversation, explanation, educational discussion <i>Visual methods:</i> presentation <i>Practical methods:</i> situational exercises, practical tasks	The method of ready knowledge. Analytical learning methods; information search. Method of forming skills and abilities. Problem-search method

5. ASSESSMENT

5.1. Diagnostic assessment (indicated as necessary)

5.2. Summative assessment

5.1.1. For the assessment of expected learning outcomes, the following is provided:

No.	Summative assessment methods	Points / Weight in the overall score	Date of compilation
1.	Theoretical knowledge section (multiple choice test, 20 points)	20 points / 20%	Week 8, 14
2.	Solving practical and situational tasks on course topics	30 points / 30%	Week 5, 10
3.	Preparation and publication of a scientific article/abstract of a speech at a scientific conference	20 points / 20%	Week 9, 15
4.	Together	70 points / 70%	Week 15
5.	Exam (written, 2 theoretical questions, 1 practical task)	30 points / 30%	According to the session schedule
6.	Total	100 points /100%	

5.1.2. Grading criteria

Component	Unsatisfactorily	Satisfactorily	Good	Excellent
Theoretical knowledge section (multiple choice test)	<i><12 points</i>	<i>12-15 points</i>	<i>15-18 points</i>	<i>18-20 points</i>
	Does not fully master the educational material. Presents it fragmentarily and superficially (without argumentation and justification) during written answers, does not sufficiently reveal the content of theoretical questions, while allowing significant inaccuracies, and correctly solves a minority of test tasks	In general, they have mastered the material and present its main points in written answers, but without deep, comprehensive analysis, justification, or argumentation, without using the necessary literature, and with significant inaccuracies and errors. They solved half of the test tasks correctly.	Sufficiently mastered the educational material, presented it in a well-reasoned manner during written answers, and mainly revealed the content of theoretical questions. However, when presenting some questions, there is insufficient depth and reasoning, and minor inaccuracies and errors are allowed but are corrected in most test tasks.	Fully mastered the educational material, freely and independently 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.
Solving practical and situational tasks on course topics	<i><12 points</i>	<i>12-15 points</i>	<i>15-18 points</i>	<i>18-20 points</i>
	The tasks are partially completed and poorly; only the formulas are written down.	The tasks are completed but contain gross errors; the tasks are not completed in full, and significant errors are made; conclusions based on the calculations' results are not formulated.	The tasks were completed in full, but minor errors were made during the execution; the material presented was not substantiated; the conclusions contain errors and inaccuracies.	The tasks are completed in full and correctly, including explanations of the calculations; the ability to independently formulate conclusions based on the research results is demonstrated; a creative approach is evident.
Preparation and publication of a scientific article/abstract of a speech at a scientific conference	<i><18 points</i>	<i>18-23</i>	<i>23-28 points</i>	<i>28-30 points</i>
	Publication requirements not met.	Most requirements have been met; a draft of the publication has been prepared, but it needs further correction.	All task requirements have been met, but the publication has not yet been submitted.	All task requirements have been met, and the scientific article/thesis has been published.

Exam (written, 2 theoretical questions, 1 practical task)	<18 points	18-23	23-27 points	27-30 points
	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. The problem is solved incorrectly. The answer to the situational problem is unfounded and illogical.	The student answered the question posed, but made significant errors both in content and in the format 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.	The student gave a fairly meaningful answer to the question posed, but it is incomplete; there are minor inaccuracies or gaps in explaining one or another aspect of the question. 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.	The student's answer contains a complete, detailed, correct presentation of the material on the question posed; demonstrates knowledge of the 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; contains a consistent and reasoned solution to the problem (task); correctly made calculations for the problem.

5.3. Formative assessment:

To assess current progress in learning and understand areas for further improvement,

No.	Elements of formative assessment	Date
1	Theoretical written survey (questions/tests)	3,8,14 weeks
2	Solving practical and situational problems	At every lesson
3	Discussion of independently completed homework assignments by students	At every lesson
4	The teacher's instructions in the process of conducting scientific research	2,4,6,10 weeks
5	Review and discussion of scientific research	3,8,13 weeks
6	Reviewing and evaluating prepared drafts of scientific articles and conference abstracts	Within 1 week after submission for review

6. LEARNING RESOURCES (LITERATURE)

6.1. Main sources

6.1.1. Textbooks, manuals

1. Barabanova V.V., Bogatyreva G.A. Innovative marketing: a teaching manual. Kryvyi Rih: Publishing house DonNUET, 2022. 145 p. URL: http://elibrary.donnuet.edu.ua/2546/1/2022_NP_Барабанова_Богатырёва_Инновац._%20маркетинг%20.pdf

2. Marketing of innovations and innovations in marketing. Monograph. Edited by Doctor of Economics, Professor S.M. Ilyashenko. Publisher: University Book 2023. 615 p.

6.1.2. Methodological support

1. Shumkova O. V. Innovative Marketing. Lecture notes for applicants of the third (educational and scientific) level of higher education in the specialty 075 Marketing, full-time and part-time studies, Sumy, 2023. 151 p. (Minutes No. 9 dated 04/28/2023)

2 Shumkova O.V. Innovative Marketing. Methodological recommendations for conducting practical classes for applicants of the third (educational and scientific) level of higher education in the specialty 075 Marketing of full-time and part-time study. Sumy, 2024. 26 p. (Minutes No. 5 dated 02/23/2024)

3. Shumkova O.V. Innovative marketing. Methodological recommendations for independent work for applicants of the third (educational and scientific) level of higher education in the specialty D5 Marketing, full-time and part-time study. Sumy, 2025. 35 p. (Minutes No. 9 dated 04/24/2025)

4. Course "Innovative Marketing" in the MOODLE system / Author: Olena Shumkova. URL: <https://cdn.snau.edu.ua/moodle/course/view.php?id=5379>

6.1.3. Other sources

1. Philip Kotler , Hermawan Kartajaya , Ivan Setiawan . Marketing 5.0: Technology for Humanity. John Wiley & Sons , Inc. , Hoboken , New Jersey . 2021. 238 p.

2. Ilyashenko N. S. Marketing of Innovations: Lecture Notes. Sumy: Sumy State University, 2014. 132 p.

3. Innovative development of the enterprise: a textbook / edited by P. P. Mykytyuk. Ternopil: PP "Printer Inform ", 2015. 224 p.

4. Lyshenko M.O., Mushtay V.A., Nechyporenko V.V., Shumkova O.V. Innovative, methodological and scientific foundations for evaluating the product range in the marketing management of an enterprise. *Bulletin of the Kharkiv National Agrarian University named after V. V. Dokuchaev. Series "Economic Sciences"*, 2021. No. 2, Vol. 2. P. 269-280. URL: <https://visn.knau.kharkov.ua/visn2021t2.html>

5. Nechyporenko V.V., Shumkova O.V., Shumkova V.I. Innovative marketing management of the competitiveness of products of a socially responsible enterprise. *Eastern Europe: Economics, Business, and Management*. 2024. Issue 1 (42). P.120-125 URL: http://www.easterneurope-ebm.in.ua/journal/42_2024/20.pdf

6. Turchy L.Ya. Lecture notes on the discipline "Marketing Innovations" for students of all forms of higher education at the level of "Master". Ternopil: TNEU, 2018. 103p. URL: <http://dspace.wunu.edu.ua/bitstream/316497/32228/1/Конспект%20лекций%20Маркетингови%20Оинновации.pdf>

7. Chukhrai N. I. Marketing of innovations: a textbook. Lviv: Publishing house of Lviv Polytechnic, 2011. 256 p.

8. Shevchenko A.V., Krushinsky A.V. Methods of innovative marketing for the implementation of the enterprise's marketing strategy. *Scientific innovations and advanced technologies. Series "Economy"*. All-Ukrainian Assembly of Doctors of Science in Public Administration. - Kyiv, 2023. - Issue. No. 3(17). - P. 251-261

9. Shumkova O.V., Nechiporenko V.V., Shumkova V.I. Management of the formation of a social and innovative image of a service enterprise. *Tavria Scientific Bulletin*. Series: Economics. 2024. Issue 19. P. 266-273. URL: <http://tnv-econom.ksauniv.ks.ua/index.php/journal/issue/view/19>

10. Shumkova O.V., Shumkova V.I., Kolodnenko N.V. The relationship between innovative and socially and ethically marketing as sources of competitive advantage formation. *Azov Economic Bulletin* . Electronic Scientific Journal 2023. Issue 1 (33). P.42-47 URL: http://pev.kpu.zp.ua/journals/2023/1_33_ukr/9.pdf

11. Yashkina O.I. Marketing research of innovations: ONPU, 2018—102 p.

Melnychenko O. (2023). The Role of Marketing Innovations in Increasing the Competitiveness of the Enterprise.. *Modern Economics*, 41(2023), 79-85.

<https://modecon.mnau.edu.ua/the-role-of-marketing-innovations/>

6.2. Additional sources

1. Official website of the Ukrainian Marketing Association. URL: <http://www.uam.kneu.kiev.ua>

2. Marketing in Ukraine. Scientific Journal of the Ukrainian Marketing Association. URL: <http://uam.in.ua/ukr/projects/marketing-in-ua/arhive.php>

3. Official website of the International Organization of the Institute of Marketing Professionals . URL: <http://www.theiimp.org/marketing-international-association>

4. Official website of the American organization Marketing Association URL: <https://www.ama.org>

6.3. Software

1. Distance learning website: <https://cdn.snau.edu.ua/moodle/>

2. SNAU library website: <https://library.snau.edu.ua/>

3. Use of standard Microsoft packages: Word, Excel, PowerPoint

4. Using Zoom, Google Meet, Microsoft Teams, and Viber for organizing online classes.