



## **Course Syllabus** **Marketing management**

**Degree of higher education – master**  
**Branch of knowledge 07 "Management and administration"**  
**Speciality 073 "Management"**  
**Educational and scientific program "International management"**

**Year of study: I, Semester: III**

**Number of credits: 5**

**Teaching language: English**

### **Course supervisor**

**Name**

**Volodymyr Dudar**

Candidate of Economic Sciences, Associate Professor

**Contact information**

[voloddar@yahoo.com](mailto:voloddar@yahoo.com), +380679604886

### **Course Description**

The educational discipline "Marketing Management" is aimed at forming in students a set of knowledge and skills on the formation and effective management of marketing activities at a modern enterprise in the context of increased competition on the market.

The course studies modern concepts, process organization and procedures of marketing management. The main task of the course is to study the systems and principles of management of marketing activities at the enterprise; acquisition of practical skills and abilities regarding the creative search for directions and reserves for improving processes and methods of managing the company's marketing activities, as well as solving specific marketing tasks.

### **Course Structure**

№	Topic	Learning Outcomes	Task
1	ESSENCE, MEANING AND TASKS OF MARKETING MANAGEMENT	To understand the essence and role of marketing management in the activity of the enterprise. Peculiarities of its application at domestic enterprises.	Tests, Questions for discussion, Situational tasks

2	MARKETING MANAGEMENT PROCESS	Be able to apply the main stages of the marketing management process: analysis of market opportunities, selection of target markets, positioning of goods on the market, development of marketing strategies, development of a marketing complex, development of marketing programs, implementation of marketing programs, control of marketing activities.	Tests, Questions for discussion, Situational tasks
3	ORGANIZATIONAL STRUCTURES OF MARKETING MANAGEMENT	Be able to form organizational structures of marketing management. Define the tasks and functions of the marketing department.	Tests, Questions for discussion, Situational tasks
4	CREATION OF MARKETING DEPARTMENTS OF THE ENTERPRISE	To study the principles of creating marketing organizational structures and their main types. Research the main approaches to establishing cooperation between marketing organizational structures and other divisions of the enterprise.	Tests, Questions for discussion, Situational tasks
5	ESSENCE AND SYSTEM OF MARKETING PLANNING	To study the features of the main types of marketing plans. To be able to draw up marketing plans, as well as to carry out the process of marketing planning at the enterprise.	Tests, Questions for discussion, Situational tasks
6	MARKETING STRATEGIES	Know the essence and types of marketing strategies. Be able to apply growth strategies (intensive, integrative, diversification). Be able to apply the portfolio method of forming marketing strategies.	Tests, Questions for discussion, Situational tasks
7	MARKETING STRATEGIC PLANNING	Carry out the process of strategic marketing planning at the enterprise. Be able to develop long-term strategies for the continuation of the life cycle of the enterprise.	Tests, Questions for discussion, Situational tasks

8	MARKETING TACTICAL AND OPERATIONAL PLANNING	Carry out the process of tactical and operational planning at the enterprise. Be able to develop tactical and operative marketing plans at the enterprise.	Tests, Questions for discussion, Situational Tasks
9	DEVELOPMENT OF MARKETING PROGRAMS	Learn the specifics of using marketing programs in the company's activities. Know the types of marketing programs, the algorithm and problems of developing a marketing complex program. Be able to apply a marketing product plan. Understand the problems of implementing marketing programs.	Tests, Questions for discussion, Situational tasks
10	CONTROL AND ANALYSIS OF THE MARKETING ACTIVITY OF THE ENTERPRISE	Be able to control the marketing activities of the enterprise. Be able to apply the analysis of the company's marketing activities, know its essence and algorithm. Be able to use marketing audit	Tests, Questions for discussion, Situational tasks

### Recommended literature

1. Аллан Діб. Маркетинговий план на одну сторінку. В-во «Vivat». 2020. 288 с.
2. Балабанова Л., Холод В., Балабанова І. Стратегічний маркетинг. Підручник. К.: 2019. 612 с.
3. Джон Вествуд. Як скласти маркетинговий план. Ви-во «Фабула». 2020. 176 с.
4. Ковшова І.О. Маркетинговий менеджмент: теорія, методологія, практика: монографія [Текст] / І.О. Ковшова. Видавництво ФОП Вишемирський В.С., 2018. 516 с.
5. Маркетинговий менеджмент: Опорний конспект лекцій [Електронний ресурс]: навч. посіб. для студ. спеціальності 075 «Маркетинг», спеціалізації «Промисловий маркетинг» / Н.В. Язвінська;. КПІ ім. Ігоря Сікорського. Електронні текстові дані (1 файл: 2,9 Мбайт). Київ: КПІ ім. Ігоря Сікорського, 2020. 37 с.
6. Писаренко В.В., Багорка М.О. Стратегічний маркетинг: навч. посіб. Дніпро: Видавець, 2019. 240 с.
7. <http://www.uam.kneu.kiev.ua/ukr/index.php>. Українська асоціація маркетингу, журнал «Маркетинг в Україні», «Маркетинг-газета»
8. <http://www.mgmt.ru/index.html/>. журнал «Маркетинг менеджмент»
9. <http://mmi.fem.sumdu.edu.ua/>. журнал «Маркетинг і менеджмент інновацій» 5. URL: <http://www.marketingclub.org.ua>. Клуб маркетингологів MarketingJazz

### Assessment Policy

**Deadline and retake policy:** Modules are retaken with the permission of the dean`s office if there are good reasons (for example, sick leave).

**Academic Integrity Policy:** write-offs during control work are prohibited (including using mobile devices).

**Visiting policy:** Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration

### Assessment

The final grade for the course is calculated as follows:

Module 1	Module 2	Module 3
30%	40%	30%
1. In-class assessment (1-5 topics - 6 points per topic = 30 points) 2. Paperwork = 70 points	1. In-class assessment (6-10 topics - 10 points per topic = 50 ) 2. Paperwork = 50 points	1. Preparation and defense of CPIT = 80 points 2. Participation in training = 20 points

#### Student evaluation scale:

According to university scale	According to the National Scale	According to ECTS scale
90-100	Excellent	<b>A</b> ( <i>excellent</i> )
85-89	Good	<b>B</b> ( <i>very good</i> )
75-84		<b>C</b> ( <i>good</i> )
65-74	Satisfactory	<b>D</b> ( <i>satisfactory</i> )
60-64		<b>E</b> ( <i>enough</i> )
35-59	Unsatisfactory	<b>FX</b> ( <i>unsatisfactory with possibility of repassing</i> )
1-34		<b>F</b> ( <i>unsatisfactory with a mandatory repeat of the</i> )

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