

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
WEST UKRAINIAN NATIONAL UNIVERSITY
BOHDAN HAVRYLYSHYN EDUCATION AND RESEARCH
INSTITUTE OF INTERNATIONAL RELATIONS

CONFIRMED:

Director of the Bohdan Havrylyshyn
Education and Research Institute of
International Relations
Iryna IVASHCHUK



2023

CONFIRMED:

Acting Vice Rector
Victor OSTROYERKHOV



2023

WORKING PROGRAM

from the discipline “MARKETING”

degree – “Bachelor”

branch of knowledge 05 “Social and behavioral sciences”

specialty 051 “Economics”

educational program – “International economics”

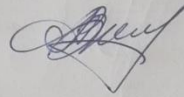
Department of Marketing

Form of study	Year	Semester	Lectures	Practical classes	Indv. work	Training, CPIT	Indp. work	Total	Exam
Full-time	III	5	28	28	3	8	83	150	5

Ternopil 2023

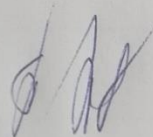
The working program is based on academic and professional bachelor program of the branch of knowledge 05 "Social and behavioral sciences", specialty 051 "Economics", educational program – "International economics", approved by the Academic Council of WUNU (№ 9, 26th of May 2021).

The working program was prepared by Professor Tetiana Borysova and associate professor Anastasiya Virkovska



The working program was confirmed on the meeting of the Department of Marketing, protocol №1, 30.08.2023.

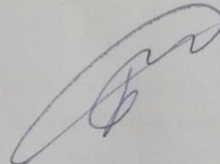
Chief of the Department, Professor



Tetiana BORYSOVA

Reviewed and approved by the specialty group on Economics, protocol № 1 on 30.08.2023.

Chief of the specialty group
on Economics, Professor



Viktor KOZIUK

Guarantor of EPP
"International Economics", Professor



Ihor LISHCHYNSKYI

STRUCTURE OF THE WORKING PROGRAM OF THE DISCIPLINE

“MARKETING”

1. DESCRIPTION OF THE DISCIPLINE “MARKETING”

Discipline – “MARKETING”	Branch of knowledge, directions of training, academic qualification	Description of the discipline
Number of credits ECTS – 5	Branch of knowledge 05 “Social and behavioral sciences”	Normative discipline of cycle of bachelor’s preparation Language learning - English
Number of test modules – 4	Specialty 051 “Economics”	Year of study – 3 Semester – 5
Number of content modules – 2	Educational program – “International economics”	Lectures – 28 hours Practical classes – 28 hours
Total number of hours – 150	Academic qualification – Bachelor	Independent work, including dual education – 83 hours Individual work – 3 hours Training, Complex practical individual task (CPIT) – 8 hours
Weekly – 10 hours Including classroom – 4 hours		Type of final assessment – exam

2. OBJECTIVES AND TASKS OF THE DISCIPLINE “MARKETING”

2.1. Course objective

The **objective** of course “MARKETING” is to develop the ability to think independently, make managerial decisions to ensure effective marketing activity of enterprises.

2.2. The task of the course “MARKETING” is to study student to:

1. Recognize and analyze the nature of marketing and how it functions in a marketing oriented economy;
2. Recognize and relate the importance of the marketing concept to the competitive market;
3. Understand marketing’s role in the global economy;
4. List the various environmental factors that affect marketing decisions;
5. Define and explain the importance of planning and forecasting and their impact on the overall marketing strategy;
6. State and explain the process of marketing research and its influences on the marketing strategy;
7. Explain and apply market segmentation and describe its effect on the success of the marketing plan;
8. List and explain special and cultural influences that affect consumer

behavior;

9. Discuss and explain how the channels of distribution create time, place and possession utility;

10. Identify the elements of product planning, product management, and new-product development;

11. Explain the importance of an integrated marketing communication plan in determining strategy, image, and position;

12. Understand the strategy dimensions of price as it relates to setting pricing objectives and policies;

13. Understand the ethical issues and challenges facing marketing today.

2.3. Name and description of competencies, the formation of which provides discipline “MARKETING”:

Competences at:

Ability to substantiate economic decisions on the basis of understanding the laws of economic systems and processes using modern toolkits, e.g. marketing.

2.4. Prerequisites for the discipline.

List of disciplines to be studied before: management, economic theory, microeconomics, macroeconomics, philosophy, enterprise economics.

2.5. Learning outcomes.

GC4. Ability to apply knowledge in practical situations.

GC8. Ability to search, process and analyze information from different sources.

SC12. The ability to identify problems of economic character independently when analyzing specific situations, to propose methods of solving them.

PLR5. Apply analytical and methodical toolkit for substantiating proposals and acceptance of management decisions by various economic agents (individuals, households, enterprises and state authorities).

PLR12. Apply acquired theoretical knowledge for solving practical problems and interpret obtained results meaningfully.

PLR21. Be able to think abstractly, apply analysis and synthesis to identify key economic characteristics systems of different levels, as well as the characteristics of their behavior subjects.

3. PROGRAM OF THE DISCIPLINE “MARKETING”

Semantic module 1. **Fundamentals of marketing. The main methods and instruments of marketing**

Topic 1. Basic elements and concepts of marketing

1. The essence and reasons of marketing
2. Basic terms and tools of marketing
3. Basic marketing principles
4. Marketing concepts and the role in the economics
5. Up-to-date trends in marketing

Literature: 1, 2, 4, 10.

Topic 2. Functions and types of marketing

1. Implications of the marketing functions. Exchange functions. Physical functions. Facilitating functions
2. Types of marketing. Remarketing. Demarketing. Conversion marketing. Reactionary marketing. Incentive marketing. Developing marketing. Supporting marketing. Synchronmarketing
3. Terms of marketing-mix. Price. Promotions. Place. Product. 7«P»

Literature: 1, 2, 3, 4, 5, 10.

Topic 3. Marketing environment of the firm

1. The marketing environment of the firm
2. Characteristics of the company's macro-marketing environment
3. Characteristics of the micromarketing environment of the firm
4. The internal marketing environment of the firm

Literature: 1, 2, 4, 10.

Topic 4. Marketing research

1. Concept and directions of marketing research. The structure of the marketing research industry
2. Types of marketing information. Primary data. Secondary data
3. Marketing research methodology. Methods of marketing researches.
4. Implications of the marketing research process. Sampling methods. Questionnaire design. Attitude, beliefs and behaviour. Marketing research industry controls

Literature: 1, 2, 4, 10.

Topic 5. Market segmentation and positioning

1. The concept of market segmentation
2. The process of market segmentation. Market segmentation decisions
3. Selecting target market segments.
4. Implications of the positioning. Positioning decisions
5. Branding. Brief modern history of branding. Brand decisions. Mainstream explanation of branding. Behaviourist view. Brand loyalty

Literature: 1, 2, 4, 10.

Topic 6. Behavior of consumers on different types of market

1. What is the behavior of consumers?
2. Economic theory. Freud and psychoanalysis. Freud's legacy: changing social characters. Gender identity. Behaviourism.
3. Cognitive Information Processing. Consumer involvement. The behaviourist explanation of involvement
4. Industrial buyer behavior. Types of organizational markets. The organizational buying centre. The B-to-B buying process. Comparison between B-to-B and consumer buyer behavior. New approaches to B-to-B buying behavior. Strategic use of technology in buying: intranets and extranets.

Literature: 1, 2, 4, 5, 10.

Topic 7. Marketing product decisions

1. The essence of "product"
2. Components of a product
3. Categories of products
4. Characteristics of the product life cycle and their marketing implications
5. Key product decisions
6. The product line and mix
7. New products for the market. New product development (NPD). The market diffusion process. Organizing for new product development

Literature: 1, 2, 4, 5.

Semantic module 2. Classical and up-to-date market entry strategies. Implementing and coordinating the marketing program

Topic 8. Marketing price decisions

1. The essence and objectives of pricing policy in the marketing system of the enterprise. Price and the marketing mix
2. Pricing objectives. Factors affecting pricing decisions. Method of price calculating. Setting a price
3. Characteristics of marketing pricing strategies. Pricing industrial goods
4. Methods of price regulation. Pricing and information technology

Literature: 1, 2, 4, 5.

Topic 9. Marketing distribution decisions

1. The essence, purpose and objectives of the distribution policy
2. Channel constraints. The structure of channels of distribution
3. Intermediaries within channels of distribution. Types of retail franchise agreements. Developments in retailing. Development in information technology
4. Implications of the sales logistics. International expansion of the retail industry

Literature: 1, 2, 4, 5.

Topic 10. Marketing communication decisions

1. What is a marketing communications policy? Relations between corporate and marketing communications. The communications process. The marketing communications process

2. Planning marketing communications campaigns. Implications of the advertising

3. Sales promotion across borders

4. Public relations across borders

5. Direct marketing across borders. Communications contact techniques

6. Personal sales across borders. IT influence on advertising media

Literature: 1, 3, 12, 14.

Topic 11. Neuromarketing

1. The essence and concept of neuromarketing

2. The main types of neuromarketing

3. The process of merchandising

4. The process of aroma marketing

5. The process of audio marketing

6. Eye-tracking. EEG-technology

Literature: 1, 2, 4, 5, 10, 19.

Topic 12. Marketing planning

1. The process of marketing planning

2. Setting out the mission, aims and objectives

3. The process of marketing strategies planning

4. Classifications of marketing strategies

Literature: 1, 11, 13, 14.

Topic 13. Organizing and controlling of the marketing program

1. Managing a holistic marketing organization for the long run. The marketing CEO

2. Organizing of marketing program at the enterprise

3. Controlling of marketing activities. Socially Responsible Marketing

Literature: 1, 11, 13, 14, 15.

Topic 14. Internet marketing

1. The Internet. The World Wide Web. Marketing and the Internet. The essence of Internet marketing

2. Consumer behaviour on the Web. Social media marketing

3. Search engine optimization (SEO): internal methods

4. Search engine optimization (SEO): external methods

5. Measuring the effectiveness of Internet marketing. Other issues relating to promotion

Literature: 6, 7, 8, 9, 16, 17, 18, 19.

4. CREDIT STRUCTURE OF DISCIPLINE “MARKETING”

№	Topics	Hours					Control measures
		Lectures	Practical classes	Indv. Work	Training, CPIT	Indp. Work	
Module 1. Essentials of marketing. The main methods and instruments of marketing							
1	Basic elements and concepts of marketing, the reasons for its occurrence	2	2	-	4	6	Tests, oral survey, cases, situational tasks
2	Functions and types of marketing	2	2	-		6	
3	Marketing environment of the firm	2	2	-		6	
4	Marketing researches	2	2	-		6	
5	Market segmentation and positioning	2	2	-		6	
6	Behavior of consumers on different types of market	2	2	-		6	
7	Marketing product decisions	2	2	-		6	
Module 2. Classical and up-to-date market entry strategies. Implementing and coordinating the marketing program							
8	Marketing price decisions	2	2	-	4	6	Tests, oral survey, cases, situational tasks
9	Marketing distribution decisions	2	2	-		6	
10	Marketing communication decisions	2	2	-		6	
11	Neuromarketing	2	2	-		5	
12	Marketing planning	2	2	-		5	
13	Organizing and controlling of the marketing program	1	2	-		5	
14	Internet marketing	1	2	-		5	
Total		28	28	3	8	83	

5. TOPICS OF PRACTICAL CLASSES OF THE DISCIPLINE “MARKETING”

Practical class № 1

Topic: Basic elements and concepts of marketing, the reasons for its occurrence

Goal: To learn basic the essence and reasons of marketing, basic terms and tools of marketing, basic marketing principles, marketing concepts and the role in the economics, up-to-date trends in marketing.

Literature: 1, 2, 4, 10.

Practical class № 2

Topic: Functions and types of marketing

Goal: To learn implications of the marketing functions. Exchange functions. Physical functions. Facilitating functions. Types of marketing. Remarketing. Demarketing. Conversion marketing. Reactionary marketing. Incentive marketing. Developing marketing. Supporting marketing. Synchromarketing. Terms of marketing-mix. Price. Promotions. Place. Product. 7«P».

Literature: 1, 2, 4, 5, 10.

Practical class № 3

Topic: Marketing environment of the firm

Goal: To learn the marketing environment of the firm, characteristics of the company's macro-marketing environment, characteristics of the micromarketing environment of the firm, the internal marketing environment of the firm.

Literature: 1, 2, 4, 10.

Practical class № 4

Topic: Marketing research

Goal: To learn concept and directions of marketing research. The structure of the marketing research industry. Types of marketing information. Primary data. Secondary data. Marketing research methodology. Methods of marketing researches. Implications of the marketing research process. Sampling methods. Questionnaire design. Attitude, beliefs and behaviour. Marketing research industry controls.

Literature: 1, 2, 4, 10.

Practical class № 5

Topic: Market segmentation and positioning

Goal: To learn the concept of market segmentation. The process of market segmentation. Market segmentation decisions. Selecting target market segments. Implications of the positioning. Positioning decisions. Branding. Brief modern history of branding. Brand decisions. Mainstream explanation of branding. Behaviourist view. Brand loyalty.

Literature: 1, 2, 4, 10.

Practical class № 6

Topic: Behavior of consumers on different types of market.

Goal: To learn what is the behavior of consumers, Economic theory. Freud and psychoanalysis. Freud's legacy: changing social characters. Gender identity. Behaviourism. Cognitive Information Processing. Consumer involvement. The

behaviourist explanation of involvement. Industrial buyer behavior. Types of organizational markets. The organizational buying centre. The B-to-B buying process. Comparison between B-to-B and consumer buyer behavior. New approaches to B-to-B buying behavior. Strategic use of technology in buying: intranets and extranets.

Literature: 1, 2, 4, 5, 10.

Practical class № 7

Topic: Marketing product decisions

Goal: To learn the essence of “product”. Categories of products. Characteristics of the product life cycle and their marketing implications. Key product decisions. The product line and mix. New products for the market. New product development (NPD). The market diffusion process. Organizing for new product development.

Literature: 1, 2, 4, 5.

Practical class № 8

Topic: Marketing price decisions

Goal: To learn the essence and objectives of pricing policy in the marketing system of the enterprise. Price and the marketing mix. Pricing objectives. Factors affecting pricing decisions. Method of price calculating. Setting a price. Characteristics of marketing pricing strategies. Pricing industrial goods. Methods of price regulation. Pricing and information technology.

Literature: 1, 2, 4, 5.

Practical class № 9

Topic: Marketing distribution decisions

Goal: To learn the essence, purpose and objectives of the distribution policy. The essence, purpose and objectives of the distribution policy. Channel constraints. The structure of channels of distribution. Intermediaries within channels of distribution. Types of retail franchise agreements. Developments in retailing. Development in information technology. Implications of the sales logistics. International expansion of the retail industry.

Literature: 1, 2, 4, 5.

Practical class № 10

Topic: Marketing communication decisions

Goal: To learn what is a marketing communications policy. Relations between corporate and marketing communications. The communications process. The marketing communications process. Planning marketing communications campaigns. Implications of the advertising. Sales promotion across borders. Public relations across borders. Direct marketing across borders. Communications contact techniques. Personal sales across borders. IT influence on advertising media.

Literature: 1, 3, 12, 14.

Practical class № 11

Topic: Neuromarketing

Goal: To learn the essence and concept of neuromarketing, the main types of neuromarketing, the process of merchandising, the process of aroma marketing, the process of audio marketing. Eye-tracking. EEG-technology.

Literature: 1, 2, 4, 5, 10.

Practical class № 12

Topic: Marketing planning

Goal: To learn the process of marketing planning. Strategic marketing and the planning process. Setting out the mission, aims and objectives. The process of marketing strategies planning. Classifications of marketing strategies.

Literature: 1, 11, 13, 14.

Practical class № 13

Topic: Organizing and controlling of the marketing program

Goal: To learn the process of managing a holistic marketing organization for the long run. The marketing CEO. Organizing of marketing program at the enterprise. Controlling of marketing activities. Socially Responsible Marketing.

Literature: 1, 11, 13, 14, 19.

Practical class № 14

Topic: Internet marketing.

Goal: To learn the Internet. The World Wide Web. Marketing and the Internet. The essence of Internet marketing. Consumer behaviour on the Web. Social media marketing. Search engine optimization (SEO): internal methods. Search engine optimization (SEO): external methods. Measuring the effectiveness of Internet marketing. Other issues relating to promotion. KPI of Internet marketing.

Literature: 6, 7, 8, 9, 16, 17, 18.

6. COMPLEX PRACTICAL INDIVIDUAL TASK

A complex practical individual task (CPIT) is a research course task. It is an important constituent of the educational process which covers the theory and practice of marketing of an industrial enterprise.

The purpose of individual assignments is to improve students' knowledge of economy by their working unassisted to master a profession with a certain amount of tutor's supervision.

Calculating main indexes of a marketing activity, studying resource provision and using analytical information to make appropriate managerial decisions are a fundamental part of students' individual assignment.

A CPIT involves developing a marketing plan on an example of a famous firm. Complying with the sequence of task stages will contribute to mastering techniques of planning a marketing activity and conducting a comprehensive analysis of its market potential.

Options for CPIT on discipline "MARKETING"

1. NIKE
2. ADIDAS
3. PEPSI
4. APPLE
5. SAMSUNG
6. FERRERO
7. Any famous brand of your choice

7. INDEPENDENT ASSIGNMENTS

#	Topics	Hours
1.	Global marketing of the firm	2
2.	Developing of the international product offer	2
3.	The dimensions of the international product offer	2
4.	History of marketing	1
5.	Socially responsible marketing and corporate social responsibility	2
6.	Services marketing	1
7.	Visual marketing	2
8.	Agricultural marketing	1
9.	Loyalty marketing	1
10.	Demand chain	2
11.	Media manipulation	1
12.	Public Sector Marketing	2
13.	Relationship marketing	1
14.	Societal marketing	1
15.	Selling orientation	1
16.	Marketing communications planning framework	2
17.	Sustainable market orientation	2
18.	Brand awareness	2
19.	Product life cycle	2
20.	Internal marketing	2
21.	Levels of marketing objectives within an organization	2
22.	Marketing orientations or philosophies	2
23.	Multicultural marketing	2
24.	Marketing Management	2
25.	Integrated marketing communications	2
26.	Database marketing	2
27.	Email remarketing	2
28.	Digital marketing	2
Total		83

An educational process includes lectures, practical classes, tutorials, group work, reports, class oral tests, quizzes, business games, etc.

8. TRAINING IN DISCIPLINE “MARKETING”

The subject of the training is marketing research.

The task of the training is to do focus-group marketing research.

The structure of the training is to estimate logos of faculties of WUNU due to manual.

9. ASSESSMENT METHODS

In the process of study the course “MARKETING” assessment methods of students’ work are used:

- current questioning and testing;
- final module testing;
- an integrated practical individual assignment;
- rector control test;
- final examination.

10. CRITERIA, FORMS OF CURRENT AND FINAL CONTROL

The final grade (on a 100-point scale) of the discipline “MARKETING” is defined as a weighted average, depending on the proportion of each component of the test credit.

Module 1	Module 2	Module 3 (final assessment according to CPIT, taking into account the results of Training)	Module 4 (exam)	Total
20%	20%	20%	40%	100%
1. Oral interview during the lesson (6 topics of 5 points = 30 points) 2. Written work = 70 points	1. Oral interview during the lesson (6 topics of 5 points = 30 points) 2. Written work = 70 points	1. Writing and defense of CPIT= 80 points 2. Completion of tasks during Training = 20 points	1. Test tasks (25 tests at 2 points per test) - max. 50 points 2. Task 1 - max. 25 points 3. Task 2 - max. 25 points	100

GRADING SCALE:

According to the scale of WUNU	According to the national scale	According to the ECTS scale
90-100	Excellent	A (excellent)
85-89	Good	B (very good)
75-84		C (good)
65-74	Satisfactory	D (satisfactory)
60-64		E (adequately)
35-59	Unsatisfactory	FX (unsatisfactory with repeated passing)
1-34		F (unsatisfactory without repeated passing)

11. INSTRUMENTS, EQUIPMENT AND SOFTWARE THAT USE THE DISCIPLINE PROVIDED

№	Name	Topic numbers
1.	Microsoft Office Power Point Presentations	1-14
2.	MARKETING: lecture notes. – Ternopil, 2019.	1-14
3.	Integrated practical individual assignment	7-14
4.	Projector	1-14
5.	Laptop	1-14
6.	Photobox with under the light	7-14
7.	Camera	7-14
8.	Tripod	7-14
9.	Lapel microphone	7-14
10.	Flipchart	7-14

REFERENCES

1. Kotler, P., Armstrong, G. (2020). Principles of Marketing, 18th ed., Upper Saddle River, Pearson Education.
2. Abedi, M. (2019). Tim Hortons launches rewards program – here’s how it compares to the competition. Global News. <https://globalnews.ca/news/5077023/tim-horton-rewards-programs-competition/>
3. Donald Miller, Dr. J.J. Peterson, J. J. (2021). Marketing Made Simple: A Step-by-Step StoryBrand Guide for Any Business, Paperback.
4. Craig Huey (2020). The New Multichannel, Integrated Marketing: 29 Trends for Creating a Multichannel, Integrated Campaign to Boost Your Profits Now, Paperback
5. Simon Kingsnorth (2021). Digital Marketing Strategy: An Integrated Approach to Online Marketing. 2nd Edition, Paperback.
6. Borysiak, O. V. (2021). Peculiarities of digital transformation in the promoting climate policy of alternative energy enterprises. S World Journal. Issue 8. Part 4. P. 83-89.
7. Borysiak, O., Brych, V., Brych, B. (2020). Digital marketing components of providing information about energy service companies in the conditions of green energy development. New trends in the economic systems management in the context of modern global challenges : collective monograph / scientific

edited by M. Bezpartochnyi // VUZF University of Finance, Business and Entrepreneurship. – Sofia : VUZF Publishing House «St. Grigorii Bogoslov», Vol. 2. P. 231-240

8. Brych, V., Borysiak, O., Brych, B. (2019). Digital marketing of energy service companies' personnel in the context of socio-economic development. Strategies for sustainable socio-economic development and mechanisms their implementation in the global dimension : collective monograph / edited by M. Bezpartochnyi, in 3 Vol. // VUZF University of Finance, Business and Entrepreneurship. – Sofia : VUZF Publishing House «St. Grigorii Bogoslov», Vol. 3. P. 309-317
9. Brych, V., Borysiak, O., Halysh, N. (2020). Project activity as an inclusive environment for innovative development management of energy service. Strategies, models and technologies of economic systems management in the context of international economic integration : scientific monograph / edited by M. Bezpartochnyi, V. Riashchenko, N. Linde, 2 edition. Riga : Institute of Economics of the Latvian Academy of Sciences, P. 61-69.
10. Brych, V., Manzhula, V., Borysiak, O., Liakhovych, G., Halysh, N., Tolubyak, V. 2020. Communication Model of Energy Service Market Participants in the Context of Cyclic Management City Infrastructure. 2020 10th International Conference on Advanced Computer Information Technologies (ACIT), Deggendorf, Germany, pp. 678-681.
11. Ostler, J. (2021). Building brand equity: is there a recipe for media effectiveness? Kantar. <https://www.kantar.com/inspiration/advertising-media/building-brand-equity-is-there-a-recipe-for-media-effectiveness?>
12. Garduno, (2019, October 16). Why direct response TV marketing is still effective. Media Culture. <http://www.mediaculture.com/articles/why-direct-response-tv-marketing-is-still-effective>.
13. Kantar. (2020). Media reactions. <https://www.kantar.com/campaigns/media-reactions/download-report>
14. Lamb, C. W., Hair, J. F., McDaniel, C., Boivin, M., Gaudet, D., & Shearer, J. (2019). *MKTG: Principles of marketing* (4th CE ed). Nelson Education.
15. Mottola, M. (2020, August 3). The best of social media: pros and cons of each platform. Trigger Media. <https://www.trigger.digital/blog/2020/6/17/the-best-of-social-media-pros-and-cons-of-each-platform>.
16. Riserbato R. (2020). What exactly is geotargeting and should you advertise this way? Hubspot. <https://blog.hubspot.com/agency/pros-cons-geotargeting-paid-search?toc-variant-b=>

17. Saldanha, K., & Staehle, T. (2021, January 20). Consumer insurance trends for 2021. Accenture. <https://www.accenture.com/ca-en/insights/insurance/guide-insurance-customers-safety-well-being>
18. Viau, B. (2020, October). Six examples of brand repositioning that renewed company growth. Market Veep. <https://blog.marketveep.com/examples-of-brand-repositioning-renewed-company-growth>