

Recommended
at the meeting of the Department of
Marketing
Minutes No.1 of August, 27, 2021

SYLLABUS FROM THE DISCIPLINE MARKETING MANAGEMENT

II semester of 2021-2022 academic year

Training period: II – master's
Educational level: master
Speciality: 075 Marketing
Educational program: Marketing
Language of teaching: English

Time and audience of classes: according to the schedule - <http://rasp.kart.edu.ua/>

1. Team of teachers:

Lecturer: Neskuba Tetiana (Ph.D.) Contacts: +38 (057) 730-10-47, e-mail: neskuba@kart.edu.ua
Consultation: every Thursday from 14.00-15.00 Location of the Department: Kharkiv, Sq. Feuerbach 7, 3.410
Course web page: http://do.kart.edu.ua/ Additional information materials: http://metod.kart.edu.ua



MARKETING MANAGEMENT

II semester 2021-2022 academic year
syllabus
for applicants of EPP "Marketing"
second (master's) level

Lecturer:

Neskuba Tetiana (Ph.D.)

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In today's competitive environment, success can only be achieved by an organization that creatively applies marketing management in its activities and is constantly looking for new ways to adapt to ever-changing environmental conditions

The main purpose of the course is to form a system of theoretical knowledge and practical skills in planning, organizing, implementing, and controlling marketing activities in an enterprise for future masters.

The objectives of the course are to study the systems and principles of marketing management at the enterprise; development of practical skills for creative search for directions and reserves for improving the processes and methods of managing marketing activities at the enterprise, and solving specific marketing problems.



The course aims to form and develop the following **competencies** of students:

3K1 Ability to make informed decisions.

3K8 Ability to develop and manage projects.

CK 5 Ability to diagnose the marketing activities of a market entity, perform marketing analysis and forecasting.

CK 6 Ability to select and apply effective controls marketing activities of market entity, marketing analysis and forecasting.

CK 8 The ability to form the market subject marketing system and evaluate the effectiveness and efficiency of its operation.

Why should you choose this course?

In their activities, marketing managers not only make plans but also organize their implementation, forming structures, processes, and methods that promote collaboration and effective work. That is why managers are called people who achieve their goals using labour, intelligence, and the motives of other people's behaviour.

The choice of effective means of marketing management of a company depends on the ability of managers to timely consider the trends characteristic of the development of the modern market.

In this regard, the improvement of enterprise management based on using the principles of management and marketing, ensuring a strategic approach to the activities of enterprises, is of particular relevance, carried out with the help of marketing management.

Marketing management / course scheme

Thinking	Lectures	Doing
	Invited lecturers	
	Reference material	
	Presentations	
	Discussion in the audience	
	Group tasks	
	Individual consultations	
	Exam	

In practical classes in the discipline of "Marketing Management", there are discussions about the theoretical material, which was considered in lectures. To acquire practical skills, individual and group tasks are offered for solving cases, as well as performing a test and practical tasks. The result of studying the discipline is the doing and defence of coursework.

Course resources



Information about the course is posted on the website of the University (<http://do.kart.edu.ua>), including the curriculum, lecture materials, presentations, tasks and rules of course evaluation.

Additional material is offered for each topic of the course "Marketing Management". Discussion questions for discussion in practical classes are given after the text of the lecture in a separate document.

Preparation for practical classes includes: acquaintance with the program of the discipline; the questions that are submitted to classes on the relevant topic; study of methodical material.

The answer of practical problems must meet both the form and content of the requirements (have all the necessary components) for the solution of the problem, indicate its independence (demonstrate signs of independence of the applicant), the absence of signs of recurrence and plagiarism.

The presence of students of higher educational institutions in practical classes is mandatory, and their participation in the discussion of all issues of the topic is also important. Missed classes must be completed. The same applies to students who have not completed the task or found a lack of knowledge on the main issues of the topic. Candidates for higher education must adhere to educational ethics and to discipline, respect participants, be attentive.

Thus, the study of the discipline "Marketing Management" involves:

- doing and defence of coursework;

- doing tasks according to the curriculum (individual tasks, independent work, etc.);
- preparation for practical classes;
- work with information sources.



Lectures and practical classes

Full-time form of education

Number of hours	Lectures	Number of hours	Practical classes
2	The essence, features and conditions of marketing management	2	The impact of marketing on consumer value
2	The marketing management process	2	The trends of the marketing management process in the world economy (CRM, SAM, SCM, EMS, IT and MM)
2	Organization of marketing management at the enterprises	2	The customer value concept, satisfaction and loyalty in the marketing activities of the enterprise
2	Marketing organizational structures	2	Functions, rights and responsibilities of the marketing service at the enterprise
Modular knowledge control			
2	The essence and system of marketing planning	2	Implementation of marketing planning based on corporate planning
2	The process of marketing strategic, tactical and operational marketing planning company	2	Directions and characteristics of strategic analysis of the enterprise and its marketing environment
2	Marketing programs development at the railway transport	2	The marketing management complex at the enterprises of railway transport
1	Control of the enterprise marketing activities	1	The control indicators of the effectiveness of marketing activities
Modular knowledge control			

Part-time education

Number of hours	Lectures	Number of hours	Practical classes
2	The essence, features and conditions of marketing management. The marketing management process	2	The trends of the marketing management process in the world economy (CRM, SAM, SCM, EMS, IT and MM)
2	Organization of marketing management at the enterprises. Marketing organizational structures	2	Functions, rights and responsibilities of the marketing service at the enterprise
2	The essence and system of marketing planning. Marketing programs development	2	Directions and characteristics of strategic analysis of the enterprise and its marketing environment
2	Control of the enterprise marketing activities		

The procedure for assessing learning outcomes is determined by the Regulations on control and assessment of the students' knowledge quality at the Ukrainian State University of Railway Transport.

Forming a score on a 100-point scale

Maximum number of points	
Type of control	Сума балів
Поточний контроль:	до 60
1) індивідуальні завдання	до 40
2) практичні заняття	до 20
Modul	до 40
Coursework	до 100

* Notes. The current control includes total scores for individual tasks, except for course work, evaluation of the results of practical classes

Exam:



The student takes the exam (2nd semester of the master's course) based on both the results of the modular 1st and 2nd control by accumulating points. The maximum number of points that a student can receive is 100 (up to 60 points of current control and up to 40 points of testing). The examination score is the arithmetic mean of the sum of modular grades. If a student does not agree with the proposed scores, he can increase them on the exam.

Students who have between 1 and 59 points in the discipline, were not admitted or did not appear for the exam, are allowed to liquidate the academic debt by the schedule of liquidation of academic debt according to the established rules.

When filling in the result report and individual curriculum (upon successful passing of the exam/test) of the applicant, the grade, set on a 100-point scale, must be transferred to the national scale (excellent, good, satisfactory) for exams, term papers/projects or credited/not credited for credits) and ECTS scales (A, B, C, D, E, F).

Determination of the name on a national scale (assessment)	Determining the name on the ECTS scale	On a 100-point scale	ECTS
EXCELLENT – 5	<u>Excellent</u> - execution is excellent with only a small number of errors	90-100	A
WELL – 4	<u>Very well</u> - above average with a few errors	82-89	B
	<u>Well</u> - in general correct work with a certain number of gross errors	75-81	C

SATISFACTORILY - 3	Satisfactory - not bad, but with a significant number of drawbacks	69-74	D
	Enough - the performance meets the minimum criteria	60-68	E
UNSATISFACTORILY - 2	Unsatisfactory - needs to work before getting a test or exam (without re-studying the module)	35-59	FX
	Unsatisfactory - serious further work is required (re-studying of the module)	<35	F

Tasks for coursework:

The purpose of the coursework is further systematization, assimilation and developing of theoretical knowledge, the formation of skills and abilities of independent research in the chosen field of marketing activities of the enterprise, as well as the application of knowledge and skills to solve specific practical problems.

Methodical instructions for the coursework in the discipline "Marketing Management" are given in the repository of the Ukrainian State University of Railway Transport on the website <http://lib.kart.edu.ua/>

	Subject coursework
1	Marketing strategy development in the process of enterprise management
2	Development of a plan of marketing activities of the enterprise
3	Marketing complex development for the enterprise (organization).
4	Marketing strategy development for bringing a new product to market
5	Identification of the stage of the product life cycle and development of the appropriate marketing strategy at the enterprise
6	Ensuring the goods competitiveness in the management of the enterprise according to the concept of marketing
7	Development of the consumers loyalty program at the enterprise
8	Enterprise pricing policy management
9	Sales policy management at the enterprise
10	Complex of integrated marketing communications of the enterprise
11	Planning an advertising campaign at the enterprise and analysis of its effectiveness
12	Formation of demand and sales promotion for goods (services) in the process of marketing activities at the enterprise
13	The image formation at the enterprise
14	The assessment degree of market attractiveness and selection of target segments
15	Development of a strategy for positioning the company in the market
16	Marketing activities organization at an industrial enterprise
17	Marketing management at the enterprise in the field of services
18	Development of a marketing program for the creation and operation of an online store
19	Marketing management at railway transport enterprises
20	Creating a marketing service at the enterprise

Tasks for independent work:

Students are invited to complete individual assignments on course topics. For timely execution, up to 40 points are awarded to the current modular result. Subjects task for independent work:

- assessment of the enterprise according to the principles of marketing management;
- definition and characterization of typical problems of marketing management implementation at the enterprise;
- description of the corporate philosophy directions at the enterprise and its corporate cultural values;
- analysis of the organizational structure of marketing activities at the enterprise and identify ways to improve it;
- characteristics of strategic, tactical and operational goals of marketing activities at the enterprise;
- analysis of the business portfolio of the enterprise and assessment of its condition;
- development of strategic objectives tree company;
- development of measures of the marketing audit company.

The student also has the right to independently propose the topic of the project with the consent of the teacher.

Practical classes:

Evaluated for the test task (8 points), the degree of involvement in the discussion (up to 4 points) and a brief presentation of the completed task (up to 8 points).

If a student misses a practical lesson to get points for it, he must independently work out the material considered in class; perform an individual task - preparation of a report in accordance with the theme of the calendar plan. The report is evaluated with a maximum of 5 points.

Modular testing:

Evaluated by the correct answers to the test modular questions (20 questions in the test, each correct answer is evaluated in 2 points). The maximum number is 40 points per module.

Program learning outcomes:

Table 1 - Matrix of program learning outcomes correspondence, educational components, teaching methods and evaluation of the discipline "Marketing Management"

Learning outcomes	Teaching methods	Forms of evaluation
PH 3 To plan and carry out their own research in marketing, analyze the results and justify the adoption of effective marketing decisions under uncertainty	Execution of individual work on definition of strategic, tactical and operative purposes of marketing activity at the	Checking an individual task on a specific topic

PH 4 To be able to develop the strategy and tactics of marketing activities based cross-functional nature of its implementation PH 5 To present and discuss the results of scientific and applied research, marketing projects in state and foreign languages. PH 6 To be able to improve the marketing effectiveness of market participants at different levels of government, to develop projects in marketing and manage them PH 12 Provide strategic and operational marketing management to develop and implement marketing strategies, projects and programs	enterprise and a strategic tree development of the purposes at the enterprise	
PH 7 To be able to form and improve the marketing system of the market entity.. PH 14 To form a marketing system of interaction, to build long-term mutually beneficial relations with other market participants	Execution of individual work on definition of typical problems of use (implementation) of marketing management at the enterprise	Assessment during discussion in practical classes
PH 9 Understand the nature and features of marketing tools in making marketing decisions PH 11 Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of the market entity	Performing individual work on the analysis of the business portfolio of the enterprise and assessment of its condition;	Checking an individual task on a specific topic
PH 10 To justify marketing decisions at the level of the market entity using modern management principles, approaches, methods, techniques PH 13 Manage marketing activities of market entities, and their divisions, groups and networks, determine the criteria and parameters of evaluation	Execution of individual work on the analysis of organizational structure of marketing activity at the enterprise and definition of ways of its improvement	Checking an individual task on a specific topic
PH 16 To realize the importance of social responsibility for decisions made in professional activities, to adhere to moral and cultural values	Execution of individual work on the description of directions of the corporate philosophy at the enterprise and its corporate cultural values	Assessment during discussion in practical classes

Teacher team:

Neskuba Tetyana Volodymyrivna (<http://kart.edu.ua/kaf-mia-ua/kolectuv-kafedru-mia/neskuba-tv-ua>) - marketing lecturer at UkrDUZT. Obtained the degree of Ph.D. in the specialty 08.00.03 - "Economics and Management of the National Economy" in the UkrDUZT in 2011. Areas of scientific activity: marketing activities on railway transport; ways to ensure the competitiveness of domestic enterprises in a market economy; organizational and economic mechanisms of structural adjustment at enterprises.

The Code of Academic Integrity

The Code of Academic Integrity of the Ukrainian State University of Railway Transport defines the policy of ensuring compliance with the educational process participants of the academic integrity. There are key measures to prevent and detect academic plagiarism determined in the Regulations on the organization of

educational process the Ukrainian State University of Railway Transport (the University), such as:

education and development of higher education students during educational classes, in communication with teachers, supervisors and among themselves, including informal, and in everyday activities throughout the university life: the ability to do with academic integrity and professional ethics; willingness and ability of independent works, tasks, etc.; skills of correct reference to sources of information; awareness of the importance of academic integrity standards; ability to evaluate examples of human behaviour in accordance with the norms of academic integrity; ability to provide a moral assessment of one's own actions, their correlation with moral and professional norms;

involvement of higher education students in the development and implementation of academic integrity policy at the University;

familiarization with the Code of the University academic integrity, according to The Regulations on the organization of the educational process;

creating an atmosphere of academic integrity by teachers during classes and in their communication with students of higher education, including non-formal, and among themselves;

the declaration on independence of performance of work according to principles of academic integrity has to be included on the first (title) page of the course or attestation works;

publication of attestation works for their protection on the page of the educational program;

familiarization with the Code of the University academic integrity, according to The Regulations on the organization of the educational process;

holding public events on writing scientific and educational work rules describe the reference and citations etc.;

familiarization of scientific and pedagogical, scientific and other employees, graduates with higher education regulations that regulate the prevention of academic plagiarism and establish responsibility for academic plagiarism;

assistance to student self-government, student trade union organization, the union which represents the scientific interests of students, graduate students, doctoral students and young scientists in informing higher education students about the rules of scientific ethics;

stimulating educational process participants to interact with the authorities responsible for compliance with academic integrity and combating academic plagiarism;

expert assessment, including the use of appropriate new technologies, for the presence of academic plagiarism in scientific papers, educational publications, qualification papers, dissertations.

Integration of students with disabilities

Higher education is a leading factor in raising social status, achieving spiritual, material independence and socialization of young people with disabilities and

reflects the state of development of democratic processes and humanization of society.

To integrate students with disabilities into the educational process of the Ukrainian State University of Railway Transport, a system of distance learning based on modern pedagogical, information, telecommunication technologies has been created.

Access to distance learning materials from this course can be found at: <http://do.kart.edu.ua/>

Information materials

Main:

1. Kotler, Philip. Marketing management/Philip Kotler, Kevin Lane Keller. – Pearson Education, Inc., 2012. – 812 p.
2. Loudon, David. Marketing management : text and cases / David Loudon, Robert Stevens, Bruce Wrenn. – Best Business Book, 2005. – 390 p.
3. Біловодська О.А. Маркетинговий менеджмент: навчальний посібник / О.А. Біловодська. – К.: Знання, 2010. – 398 с.
4. Крикавський Є.В. Маркетинговий менеджмент: навч. посібник / Є.В. Крикавський, І.О. Дейнега, О.В. Дейнега, І.Ф. Лорві. – Львів: Видавництво Львівської політехніки, 2014. – 380 с.
5. Зоріна О.І., Нескуба Т.В., Мкртичян О.М. Маркетингове стратегічне управління залізничним транспортом України в умовах ринкової економіки // Управління стратегіями випереджаючого інноваційного розвитку: монографія / за ред. к.е.н., доцента Ілляшенко Н.С. – Суми : Триторія, 2020. – С. 385-394
6. Зоріна О.І., Нескуба Т.В., Мкртичян О.М. Маркетинговий підхід до підвищення ефективності діяльності залізничного транспорту України в умовах глобалізації // Випереджаючий інноваційний розвиток: теорія, методика, практика : монографія / за ред. к.е.н., доцента Ілляшенко Н.С. – Суми : Триторія, 2018. – С. 385-394
7. Olena Syvolovska, Tetiana Neskuba, Olena Aleksandrova and Olena Mkrtychyan Implementation of innovative marketing technologies for higher efficiency of the marketing communication complex // SHS Web of Conferences 67, 04013 (2019) – <https://doi.org/10.1051/shsconf/20196704013>
8. Зоріна О.І., Нескуба Т.В. Роль маркетингової стратегії підприємства в сучасних умовах господарювання // Економічні перспективи підприємництва в Україні: матеріали науково-практичної інтернет-конференції. – Сумський нац. аграрний унів-т, 2017. – С. 2 – 5.



Auxiliary:

1. Neskuba T., Mkrtychyan E. Ukrainian Railway Market in modern conditions // Majesty of Marketing: Materials of the International conference for the students and junior research staff. – Dnipro, SHEI «National Mining University», 2017. - P.122-124.

2. Zorina, O.I., Neskuba, T.V., Mkrtychyan, O.M., Volokhov, V.A. Benchmarking of the Transport Market with Hierarchical Clustering of Rail Companies // International Journal of Engineering and Technology, 7 (4.3)/ - 2018. – p. 557 – 562.

3 Hensen, Eric. Strategic Markering in the Global Forest Industries: Third Edition/ Eric Hensen, Justin Heikki. – Oregon State University, 2018 – 245 p.

4 Нескуба Т. В. Стратегічні напрями пристосування ПАТ «Українська залізниця» до європейського транспортного ринку // II International scientific conference: Corporate governance: strategies, technology, processes, October 26, 2018. Leipzig, Germany: Baltija Publishing. – 2018. – С. 143-146

5 Зоріна О.І., Нескуба Т.В., Мкртичян О.М. Маркетинговий підхід до підвищення конкурентоспроможності залізничного транспорту // Вісник економіки транспорту і промисловості. Частина 2. - 2020. - С. 98-100

6 Зоріна О.І., Нескуба Т.В. Підходи до розробки стратегії позиціонування ПАТ «Українська залізниця» // Бренд-менеджмент: маркетингові технології: тези доп. I Всеукр. наук.- практ. конф. (м. Київ, 23 листоп. 2018 р.) / відп. ред. Є.В. Ромат. – Київ : Київ. нац. торг.-екон. ун-т, 2018. – С. 24-26.

7 Dykan, V., Pakharenko, O., Saienko, V., Skomorovskyi, A., & Neskuba, T. (2021). Evaluating the efficiency of the synergistic effect in the business network. *Journal of Eastern European and Central Asian Research* (JEECAR), 8(1), 51-61. <https://doi.org/10.15549/jeecar.v8i1.646>

8 Овечкіна О.А. Планування маркетингу/ О.А. Овечкіна, Д. В. Солоха, К. В. Іванова, В. В. Морєва, О. В. Беякова, О. Б. Балакай – К.: Центр навчальної літератури, 2013. – 352 с.



Information resources on the Internet

1. <http://metod.kart.edu.ua/>

2. Курс: Маркетинг: розробка та продаж пропозицій цінності
https://courses.prometheus.org.ua/courses/Prometheus/MARKETING101/2015_T2/course/

3. <https://www.thisoldmarketing.site/>

4. <https://econsultancy.com/blog/>

5. <https://heidicohen.com/>

6. <https://blog.marketo.com/>

7. <https://netpeak.net/>