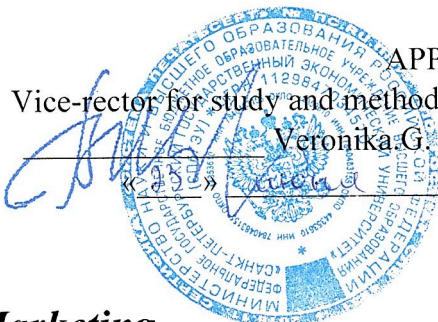


APPROVED:
Vice-rector for study and methodical work
Veronika G. Shubaeva
2022.



Маркетинг / Marketing

Syllabus of the course

Specialty	38.03.02 Management
Specialization	Business management and digital innovations
Level of higher education	Bachelor
Form of training	Full-time
Year of enrolment	2022

Authored by:

Dr in Economics, Oksana U. Yuldasheva

Total number of hours	108	Form of final attestation: Exam: semester 3
incl:		
contact work	48	
self-study	24	
practical training	0	
control hours	36	

Hours distribution:

Semester:	3
Type of classes	Hours
Contact hours	20
Practical training	28
Laboratory work	
Total contact hours	48
Self-study	24
Control hours	36
Total academic hours	108
Total credits	3

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1. LEARNING OBJECTIVES

Objective:	Development of students' systemic knowledge and skills about the marketing activities of enterprises and organizations in a competitive environment.
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2. COURSE PLACE IN THE PROGRAMME STRUCTURE

The discipline B1.O Marketing is a part of Block 1.

3. EXPECTED LEARNING OUTCOMES

Code and name of graduate competence	Code and name of the competence achievement indicator	Expected learning outcomes
GPC-3 – Able to develop sound organizational and managerial decisions, taking into account their social significance, to promote their implementation in a complex and dynamic environment and evaluate their consequences	GPC-3.3 – Provides assistance in the implementation of organizational and managerial decisions, taking into account their social significance and in a complex and dynamic environment	<p>To know: the basic marketing concepts, models and tools that allow you to make organizational and managerial decisions in a complex and dynamic environment.</p> <p>To be able to: analyze complex and dynamic marketing environments, taking into account incl. social effects; use marketing models and tools when making organizational and managerial decisions.</p> <p>To possess: the skills of using marketing tools and models when making organizational and managerial decisions in a complex and dynamic environment.</p>

4. COURSE STRUCTURE AND CONTENT

Code and name of the topics	Course content	Academic hours			
		Contact work			Self-study
		Lectures	Practices	Workshops	
Topic 1. Marketing and society	Marketing concepts: historical and modern. Essence of modern marketing. Purpose, objects, principles, trends in the development of marketing. Functions and process of marketing. Types of marketing. Types of marketing depending on the state of demand.	4	4		2
Topic 2. Marketing research. Analysis of Marketing environment	Marketing information system. Goals and objects of marketing research. Marketing research process. Sources of information for marketing research. Information collection methods, their advantages and disadvantages. Modern technologies for conducting marketing research. Classification of the marketing environment. Marketing environment analysis tools: M. Porter's five competitive forces analysis, PEST analysis,	4	4		4

	SWOT analysis, SNW analysis.				
Topic 3. Strategic marketing analysis. Targeting.	Stages of strategic marketing analysis. Market segmentation. Segmentation criteria. Targeting: choosing a target market. Positioning. Process and positioning strategies. Growth strategies of I. Ansoff, competitive strategies of M. Porter, strategies for the formation of primary and selective demand. BCG matrix, McKinsey matrix.	4	4		4
Topic 4. Product policy	Multi-attribute model, product levels according to Kotler and Levit. Modern models of consumer value. Classification of goods. Competitiveness of goods and methods of its assessment. Relationship between product competitiveness and consumer satisfaction. Product life cycle, characteristics of product life cycle stages and corresponding marketing strategies. The concept and structure of the commodity mix. Assortment and nomenclature. Commodity line. Length, width, depth of the product line. Commodity strategies.	2	4		4
Topic 5. Price and Sales Policy	The main decisions of the pricing policy. Pricing methods. Price elasticity of demand. Price discrimination. Psychological pricing strategies. The main decisions of the marketing policy. Distribution channel characteristics. Distribution types. Organizational structures of sales.	2	4		4
Topic 6. Marketing communications Policy	Complex of marketing communications. The concept of integrated marketing communications. Marketing communications tools. The concept and channels of advertising. Digital communications, modern methods of marketing communications. Formation of advertising appeal. Mediaplan. Methods for establishing a budget for marketing communications.	2	4		4
Topic 7. Marketing Management and Marketing Performance	Marketing management: planning, organization and control of marketing activities. Communicative and economic efficiency, system of performance evaluation indicators. Marketing monitoring. Marketing audit.	2	4		2
Control hours:					36
Total hours:		20	28	0	24

5. TEACHING AND LEARNING TOOLS OF THE COURSE

5.1 Recommended literature

Bibliographic description of the publication (author, title, type, place and year of publication, number of pages)	Digital resources
Marketing and digital communications : textbook / [O.U.Yuldasheva et al.]; edited by O.U.Yuldasheva ; M-in Science and Higher Education. education grew. Federation, St. Petersburg State Economy. un-t, Department of Marketing. — Saint Petersburg : Publishing House of SPbGEU, 2019. - 231 p. : Information is also available on the Internet	http://opac.unecon.ru/elibrary ... BA%D0%B0%D1%86%D0%B8%D0%B8.pdf
Marketing : textbook / [O.U.Yuldasheva, I.A.Arenkov, A.A.Belostotskaya, etc.]; edited by O.U.Yuldasheva ; M-in Science and Higher Education. education grew. Federation, St.	http://opac.unecon.ru/elibrary ... D1%88%D0%B5%D0%B2%D0%B0_20.pdf

Petersburg State Economy. un-t, Department of Marketing -
St. Petersburg : Publishing House of Spbsetu, 2020 -
Dedicated. to the 90th anniversary of SPbGEU (FINEK-
UNECON) and the 30th anniversary of the Marketing
Department : Information is also available on the Internet

5.2 List of software (including national production)

- 7-Zip
- LibreOffice
- ОС АЛТ образование 10

5.3 List of reference systems and modern professional databases

№	Name of reference systems and professional databases
1.	Digital library Grebennikon.ru – www.grebennikon.ru
2.	Science Digital Library eLIBRARY – www.elibrary.ru
3.	Science Digital Library КиберЛеника – www.cyberleninka.ru
4.	Database ПОЛПРЕД Справочники – www.polpred.com
5.	Database OECD Books, Papers & Statistics on the platform OECD iLibrary www.oecd-ilibrary.org
6.	Legal reference system КонсультантПлюс (installed resource UNECON or www.consultant.ru)
7.	Legal reference system «ГАРАНТ» (installed resource UNECON or www.garant.ru)
8.	Information and referral system «Кодекс» (installed resource UNECON or www.kodeks.ru)
9.	Digital library system BOOK.ru - www.book.ru
10.	Digital library system ЭБС ЮРАЙТ – www.urait.ru
11.	Digital library system ЗНАНИУМ (ZNANIUM) – www.znanium.com
12.	Digital library UNECON – opac.unecon.ru

6. TECHNICAL FACILITIES

There are special rooms for lectures, seminars, coursework, group and individual consultations, current and interim assessments, as well as rooms for self-study.

The premises are equipped with equipment and teaching aids.

The rooms for students' independent work are equipped with computers with Internet connection and access to the university's electronic learning environment.

Name of classroom	Classroom location
Classroom 2009 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Special furniture and equipment: Educational furniture for 122 seats (study table 61 pcs., chairs 122 pcs.), the teacher's workplace, desk m/m, drawer 1 pc, chalk board 1 pc (3 sections), chair 1 pc, drawer 1 pc, chair 1 pc, Chair 2 pcs., Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, Sound projector Yamaha YSP-3000 - 1 pc, Projector stand with	191023, St. Petersburg, Griboedova canal, 30- 32, lit. A, B, P

camera decks - 1 pc, Projection screen draper - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, Screen Media D1 ceiling bracket - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	
Classroom 2011 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 118 seats, teacher's workplace, desk - 1 pc, chalk board (3 sections) - 1 pc, marker board - 1 pc, desk - 1 pc, desk - 1 pc, drawer - 1 pc, chair - 3 pcs., Computer Intel i3-2100 2.4 Ghz /4Gb/500Gb/Acer V193 19" - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 - 1 pc, Panasonic PT-VX610E multimedia projector - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2028 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 44 seats, teacher's workplace, chalk board (one section) - 1 pc, chair - 1 pc, table - 1 pc, chair - 3 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2045 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 78 seats, teacher's workplace, chalk board (3 sections) - 1 pc, chair - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2052 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 88 seats, teacher's workplace, chalk board (3 sections) - 1 pc, desk - 1 pc, table - 2 pcs, chair - 2 pcs, Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc, ScreenMedia Champion 244x183cm SCM-4304 motorized screen - 1 pc, MW Cinerollo 200*200cm manual spring loaded screen - 1 pc, Multimedia projector Type 2 Panasonic PT-VX610E - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2060 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 82 seats, a teacher's workplace, chalk board (3 sections) - 1 pc., chair - 1 pc., table - 1 pc., chair - 2 pcs., Computer Intel i3-2100 2.4 Ghz/500/4/Acer V193 19" - 1 pc., Multimedia projector Panasonic PT-VX610E - 1 pc., Screen with electric drive ScreenMedia Champion 203x153cm (SCM-4303) - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2061 Training classroom (for lecture- and seminar-type classes, coursework, group and individual consultations, current control and intermediate attestation), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 80 seats, teacher's workplace, table - 1 pc, chalk board (3 sections) - 1 pc, pulpit - 1 pc, chairs - 2 pcs. Portable multimedia set: HP 250 G6 1WY58EA laptop, LG PF1500G multimedia projector. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2023 Computer room (for practical classes, course design (coursework)	191023, St.

using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 48 seats, teacher's workplace (computer desk - 1 pc.), wheeled marker board - 1 pc, 3 sectional marker board - 1 pc, desk - 1 pc, iso chair - 7 pcs, chair -1 pc, blinds - 3 pcs., Computer i5-8400/8GB/500GB_SSD/Viewsonic VA2410-mh -34 pcs, Switchboard Cisco Catalyst 2960-48PST-L (including SmartNet Service Contract CON-SNT-2964STL) - 1 pc, Wi-Fi Access Point Type1 UBIQUITI UAP-AC-PRO - 1 pc, NEC M350 X projector - 1 pc, Local Area Network Switch (48 ports) Cisco WS-C2960+48PST-L - 1 pc, ProCurve Switch 2626 - 1 pc, Intel pentium x2 g3250 computer /500gb / philips 21.5' monitor - 1 pc, Ubiquiti IP video camera - 1 pc, Wireless access point/UNI FI AP PRO/Ubiquiti - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	Petersburg, Griboedova canal, 30-32, lit. A, B, P
Classroom 2034 Computer room (for practical classes, course design (coursework) using computer technology), equipped with a multimedia system. Specialized furniture and equipment: Educational furniture for 25 seats, teacher's workplace (table 1pc., chair 1pc.), marker board 1pc, Rack hanger 2pcs, chairs 3pcs.Computer I5-7400/8Gb/1Tb/DELL S2218H - 21pcs, Network switch Cisco WS-C2960-48TT-L (Catalyst2960) 48-ports 10/100Mbps+2p - 1 pc, Switchboard Cisco Catalyst 2960 24 WS-C2960-24PC-L - 1 pc. Sets of display equipment and visual aids: multimedia applications for lecture courses and practical sessions, interactive teaching and visual aids.	191023, St. Petersburg, Griboedova canal, 30-32, lit. A, B, P

7. METHODOLOGICAL GUIDELINES FOR STUDENTS

The following documents should be made available to the trainee before the start of the course:

- training and methodological documentation;
- local normative acts regulating the main issues of the organisation and implementation of educational activities, including those regulating the procedure for current monitoring and interim assessment of students;
- the schedule of consultations of the teaching staff.

The level and depth of mastering the discipline is determined by the active and systematic work of students in lectures, seminars, independent work, including in terms of identifying the most significant and relevant problems for further study. A special condition for qualitative mastering of the discipline is an effective organisation of work, which allows distributing the academic workload evenly in accordance with the schedule of the educational process.

When preparing for classes, students have the opportunity to attend consultations with the staff of UNECON according to the timetable set out in the schedule of consultations.

The students' in- and out-of-classroom work should aim to form:

- the fundamentals of the learner's world view and scientific understanding;
- basic knowledge relevant to the training area and the declared professional field, forming the target and professional basis for training;
- professional competences oriented towards the needs of the labour market;
- an individual trajectory by mastering a unique set of professional competences that complement the learner's competence model, through a

focus on specific professional specialised areas of knowledge defined by labour market representatives;

- meta-skills for learners, such as teamwork and leadership, data analysis, digital skills, project design and implementation, intercultural interaction.

8. SPECIFICATIONS FOR TEACHING DISABLED PERSONS

Students with disabilities, if necessary, are taught on the basis of an adapted work programme using special teaching methods and didactic materials that take into account the particularities of their psychophysical development, individual capacities and health status.

In order for disabled persons and persons with disabilities to master the curriculum, the University shall ensure that:

- for the visually impaired and visually impaired: availability of information on the timetable in accessible places and adapted forms for learners who are blind or visually impaired; presence of an assistant to assist the learner as needed; production of alternative formats of teaching materials (large print or audio files);
- for the hearing-impaired and hearing-impaired: adequate sound reproduction of information;
- for persons with disabilities and persons with mobility impairments: the possibility of unimpeded access for students to classrooms, restrooms and other areas of the department, as well as their stay in these areas.

Learners with disabilities and persons with disabilities are provided with printed and/or electronic educational resources in forms adapted to their disabilities. The education of students with disabilities may be organised with other students or in separate groups or organisations.

ASSESSMENT RESOURCES

1.1 Control tasks and assignments for interim attestation

1. Basic approaches to the concept of marketing (according to various authors)
2. History of marketing. The evolution of marketing concepts
3. The main conceptual apparatus: the concept of need, need, demand
4. Functions, goals and principles of marketing
5. Marketing system: concept, elements
6. Types of marketing depending on the state of demand
7. Classification of marketing research
8. Benchmarking: concept, stages, types
9. Marketing environment: concept, types
10. Tools for analyzing the marketing macro environment
11. Industry analysis according to M. Porter
12. SWOT analysis
13. BCG Matrix Analysis
14. Competitive strategies according to M. Porter
15. Market segmentation: concept, criteria
16. Targeting - criteria for selecting the target segment
17. Strategies depending on market coverage
18. Quantitative indicators of the market: market capacity, market share, relative market share
19. Product positioning: concept, strategies
20. Marketing mix: concept
21. Multi-level product models
22. Elements of a product offer (product quality, packaging, service, name (brand))
23. Customer value: concept
24. Commodity strategies
25. Brand Strategies
26. Brands, trademarks, brands: concepts.
27. Product life cycle: concept, marketing strategies at different stages of the life cycle
28. Marketing Pricing Factors
29. Elasticity of demand: concept, interpretation
30. Pricing strategies (according to criteria: competitive conditions, launch of a new product, psychological perception)
31. Price differentiation/discrimination. Price as an indicator of quality.
32. Distribution channel: concept, structure, advantages and disadvantages of different types of distribution channel
33. Distribution types

34. Marketing communications tools (advertising, sales promotion, public relations, sponsorship, product placement, personal selling)
 35. Digital marketing communications tools (Internet advertising, Internet PR, search engine optimization, SMM, AR)
 36. Consumer loyalty: concept, types, main management tools
 37. Marketing management: concept, basic elements
 38. Marketing Plan: Key Sections
 39. Organization of marketing activities
 40. The effectiveness of marketing activities: types and indicators
-
1. Task examples:
 2. Formulate recommendations on marketing policy: analyze the criteria for choosing the type of distribution channel; criteria for choosing the type of distribution.
 3. Formulate recommendations for choosing a pricing strategy, is it advisable to use a specific strategy?
 4. Create a value proposition model for the company (based on the Levit-Kotler model).
 5. Propose market segmentation based on specific criteria.
 6. Formulate brand policy recommendations for a particular case (what brand strategy would be appropriate?)

1.2 Topics for written task

Is not provided by the work programme of the discipline.

1.3 Interim checkpoints

Number	Type	Method of conduct	Topic number
1	Settlement and practical work	writing	1-3
2	Design and analytical work	with the help of technical means and information systems	4-7
3	Monitoring	with the help of technical means and information systems	1-7

1.4 Other assessment objects

Is not provided by the work programme of the discipline.

1.5 Self-study

Name of self-study	Topic number
Lectures and practical classes preparation	1-7
Homework preparation: calculations, analyses, graphic and other tasks	1-3

Design of individual projects: work with analytical databases, normative documents, reference books, internet-research	4-7
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1.6 Grading scale

Scales of assessment and procedures for assessing learning outcomes of the discipline are regulated by the Regulations on the current control of progress and interim attestation of students in higher education programmes and the Regulations on the scoring and rating system.

A grading and rating system is used to assess the learning outcomes of the discipline:

The final control of the discipline is an examination (or a differentiated test), the final grade being formed in accordance with the scale given in the table below:

Points	Grade
≤ 54	fail
55-69	satisfactory
70-84	good
≥ 85	excellent

Grading scale

2 (points to 54)	Demonstrates a lack of understanding of the problem. Many of the requirements of the assignment are not met. An initial perception of the material is demonstrated. The work is incomplete and/or plagiarised.
3 (points 55-69)	Demonstrates a partial understanding of the problem. Most of the requirements of the task have been met. Mastery of the elements of the assigned material. The material is mostly clear and coherent.
4 (points 70-84)	Demonstrates considerable understanding of the issue by the discipline. All requirements of the assignment are fulfilled. The content of the completed tasks is disclosed and examined from different perspectives.
5 (points 85-100)	Demonstrates full understanding of the problem. All requirements of the assignment are fulfilled. Demonstrates proficiency in the discipline. The completed assignments are holistic, complete, structured, present different points of view and demonstrate creativity.