



**Principles of Marketing**  
**Syllabus**  
**III 2.14**  
**Specialty: 073 “Management”**  
**Educational program “Management”**

Quarter/Year: Fall/2022

ECTS Credits: 6

Instructor: Olena Bielova, PhD

US Credits: 3

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Prerequisites: none

## Course Description

The course presents an analysis of marketing problems and techniques relating to management and marketing in the profitable operation of a business enterprise. Attention is given to evaluating consumers and their needs, product strategy, distribution strategy, promotional strategy, and price determination. This course allows students to build foundational marketing skills, which are utilized while preparing a marketing plan.

## Course Outcomes

- PH1. Know personal rights and responsibilities as a member of society, be aware of the values of civil society, the rule of law, human and civil rights and freedoms in Ukraine.
- PH3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.
- PH4. Demonstrate skills to identify problems and justify management decisions.
- PH5. Describe the content of the functional areas of the organization.
- PH6. Identify skills of search, collection and analysis of information, calculation of indicators to justify management decisions.
- PH7. Demonstrate organizational design skills.
- PH8. Apply management methods to ensure the effectiveness of the organization.
- PH10. Have the skills to justify effective tools to motivate the staff of the organization.
- PH11. Demonstrate skills of situation analysis and communication in various areas of the organization.
- PH12. Assess the legal, social and economic consequences of the organization.
- PH13. Communicate orally and in writing in state and foreign languages.
- PH15. Demonstrate the ability to act socially responsibly and socially consciously on the basis of ethical considerations (motives), respect for diversity and interculturalism.
- PH17. Perform research individually and/or in a group under the guidance of a leader.

## **Competencies**

3K1. Ability to realize their rights and responsibilities as a member of society, to understand the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.

3K4. Ability to apply knowledge in practical situations.

3K11. Ability to adapt and act in a new situation.

3K13. Appreciation and respect for diversity and multiculturalism.

CK2. Ability to analyze the results of the organization, to compare them with the factors of external and internal environment.

CK6. The ability to act socially responsibly and consciously.

CK11. Ability to create and organize effective communications in the management process.

**Internationality:** The international aspect of the course includes analysis of modern marketing methods and techniques used by the world's leading companies over the past decades.

## **Communications**

For individual issues, students should contact the professor **ONLY** by given e-mail or by Moodle. In the Subject line they should put: UACUFirstNameLastName. E-mail messages will normally be answered within 24 hours.

Note! Only emails sent from the student's corporate email address will be answered.

## **Student Responsibilities**

### **Time Commitment**

The study of technical courses is cumulative (i.e., an understanding of earlier material is necessary to grasp concepts covered later). Past experience has shown a high correlation between procrastination and low grades. Students must be committed to completing tasks on time.

### **Technical Aspects**

The student is obliged to provide himself/herself with all the necessary technical equipment for the educational process (laptop or computer, webcam, headsets or headphones and microphone), as well as access to the Internet.

Only students signed-in with their own first and last name are allowed into video lectures in Zoom.

## **Grading Policy**

The course is based on mastery of course outcomes. Student grades for this course will be calculated based on performance.

Note: the minimal grade to pass a subject is 60%.

## Graduate Grading Guidelines

The assignment of a letter grade for a course is an indication of the student's overall success in achieving the learning outcomes for the course. The course letter grade may be viewed as a summary statement of the student's achievement in individual assessments (assignments & activities). These assessments are intended to identify for students their strengths as well as those areas in need of improvement. Student work is assessed according to the guidelines below.

### Course-level Grading guidelines:

Grade	ECTS Grade	International Grade
90% - 100%	A	5 (Excellent)
83% - 89%	B	4 (Very Good)
75% - 82%	C	4 (Good)
70% - 74%	D	3 (Good)
60% - 69%	E	3 (Acceptable)
35% - 59%	FX	Not acceptable, possible repetition of course

### Criteria for grading:

ECTS grade	Requirements for the student
A	The student demonstrated a comprehensive systemic and in-depth knowledge of program material; processed basic and additional literature; obtained a solid grasp of the conceptual apparatus, methods, techniques and tools provided by the program; found creative abilities in the presentation of the educational program material both on this issue and on related modules of the course and related courses, or the student had a current control of 90-100 points
B	The student demonstrated good knowledge of program material;
C	processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just one textbook; mastered only certain methods, techniques and tools provided by the program
E	
FX	The student has significant gaps in knowledge of the main program material; fragmentary mastered the basic concepts, techniques and tools; significant mistakes are made when using them

Maximum total possible points – 375 points incl. (Midterm and Final exam are 60% of overall evaluation, where Midterm – 20% and Final – 40%)

Test / Assignment / Project – 150 points (several times during the course)

Midterm exam – 75 points

Final exam – 150 points

## **Student Workload**

It is assumed that for each out of 17 class sessions a student spends about 10.5 academic hours of work. This includes 3.5 academic hours of lectures with the instructor and 7 academic hours of personal work. Personal work includes work on theoretical material and practical assignments.

Please pay attention that 1 academic hour equals to 40 minutes.

## **Assignment Format**

- All work should be shown in time. If the student misses the deadline – the task is failed.
- Midterm covered topics from previous lectures (weeks 1-8). It included multiple choice questions and cases (essays) and took about 1 hour.
- The Final exam covered all course material and included multiple choice questions and cases (essays). It lasts for 1 hour. Admission to the Final exam is possible only if all the tasks of the curriculum are covered.
- After the Midterm and Final is graded a student has access to the grade only. Access to the attempt, corrects answers and information whether the answer is correct cannot be granted.

## **Academic dishonesty**

· Academic integrity is submitting one's own work and properly acknowledging the contributions of others. Forms of academic dishonesty include:

1. Plagiarism – submitting all or part of another's work as one's own in an academic exercise such as an examination, a computer program, or written assignment.
2. Cheating – using or attempting to use unauthorized materials on an examination or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) copies of an examination or answers to an examination.
3. Facilitating Academic Dishonesty – helping another commit an act of dishonesty, such as substituting for an examination or completing an assignment for someone else.
4. Fabrication – altering or transmitting, without authorization, academic information or records.

Any violation of these rules constitutes academic dishonesty and is liable to result in a failing grade and disciplinary action. In case of any academic dishonesty a student is not allowed to continue or retake the assessment activity and for the Final the unsatisfactory grade (“0”) is assigned for the course total. Cases of the academic dishonesty are not considered by the Academic Council.

Midterm and Final are valid only if they are taken on-campus (room defined by the dean's office) and on UACU's computer/laptop or online on the student's computer/laptop using Zoom and other conditions defined by the dean's office to avoid the cases of academic dishonesty. Students who will not meet this requirement will be expelled from the course with grade "0".

In case of missed Midterm or Final exam (for a valid reason like sickness or an emergency) a request to repeat the exam is possible. Permit to repeat a midterm or final exam is done through a letter to the dean's office with request and approval of subject lecturer.

Submission or retaking of any assessment activities after deadlines are forbidden.

### **Submission & Return Policy**

Assignments must be submitted to the professor on or before the due date indicated in the Course Schedule. The assignments submitted after the due dates receive zero points.

\*\*\*\* NO MAKE –UP QUIZZES AND EXAMS \*\*\*\*

### **Schedule**

<b>Lecture #</b>	<b>Research Projects</b>	<b>Assignments Due</b>	<b>Points</b>
Lecture 1	TOPIC 1 MARKETING: DEFINITION AND JUSTIFICATION	► Practical assignment 1	10
Lecture 2	TOPIC 2 UNDERSTANDING AND APPROACHING THE MARKET	► Practical assignment 2	10
Lecture 3	TOPIC 3 MARKETING MANAGER	► Practical assignment 3	10
Lecture 4	TOPIC 4 MARKETING RESEARCH	► Practical assignment 4	10
Lecture 5	TOPIC 5 BUYER BEHAVIOR IN MARKETING	► Practical assignment 5	10
Lecture 6	TOPIC 6 SEGMENTATION IN MARKETING	► Practical assignment 6	10
Lecture 7	TOPIC 7 INTRODUCING AND MANAGING THE PRODUCT IN MARKETING	► Practical assignment 7	10
Lecture 8	TOPIC 8 COMMUNICATIONS IN MARKETING	► Practical assignment 8	10
	Midterm		75
Lecture 9	TOPIC 9 SALES PROMOTION AND PUBLIC RELATIONS IN MARKETING	► Practical assignment 9	10
Lecture 10	TOPIC 10 PLANNING IN	► Practical	10

	MARKETING	assignment 10	
Lecture 11	TOPIC 11 EXTERNAL FACTORS THAT AFFECT PLANNING IN MARKETING	► Practical assignment 11	10
Lecture 12	TOPIC 12 PROBLEM SOLVING IN MARKETING	► Practical assignment 12	10
Lecture 13	TOPIC 13 PSYCHOLOGICAL ASPECTS IN MARKETING	► Practical assignment 13	10
Lecture 14	TOPIC 14 PRICING THE PRODUCT IN MARKETING	► Practical assignment 14	10
Lecture 15	TOPIC 15 DISTRIBUTING THE PRODUCT IN MARKETING	► Practical assignment 15	10
	Final		150

### Recommended Materials

1. Creating Powerful Brands (second edition), Leslie de Chernatony and Malcolm McDonald
2. Integrated Marketing Communications, Tony Yeshin Internal Marketing, Pervaiz Ahmed and Mohammed Rafiq
3. Marketing Plans (fifth edition), Malcolm McDonald
4. Relationship Marketing: Strategy & Implementation, Helen Peck, Adrian Payne, Martin Christopher and Moira Clark Strategic
5. Marketing Management (second edition), Richard M. S. Wilson and Colin Gilligan
6. Strategic Marketing: Planning and Control (second edition), Graeme Drummond and John Ensor

*\* The above schedule and procedures are subject to change in the event of extenuating circumstances.*

Протокол засідання кафедр № 4 від 23.08.2022 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Завідувач кафедри



Л.В. Жарова

Викладач



О.І.Белова