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PRINCIPLES OF MARKETING

Syllabus

III 2.14

MKTG-211

Specialty: 073 "Management"

Educational program "Business Administration in Management and International Business"

Quarter/Year: Fall/2025

Instructor: Bielova Olena, PhD, Associate Professor

ECTS Credits: 6

Contact information: olena.belova@uacu.edu.ua

US Credits: 3

Prerequisites: -

Course Description

This course is to provide students with the understanding of marketing through practical and theoretical work. Marketing's broader importance extends to society as a whole. Marketing has helped introduce and gain acceptance of new products that have eased or enriched people's lives. It can inspire enhancements in existing products as marketers innovate to improve their position in the marketplace. Successful marketing builds demand for products and services, which, in turn, creates jobs. By contributing to the bottom line, successful marketing also allows firms to more fully engage in socially responsible activities.

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.

Attention! Official and only language used for assessment activities is English. Official and only languages used for communication within the University are Ukrainian and English.

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 consultations 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; processed the basic literature, mastered the conceptual apparatus, methods, techniques and tools provided by the program, but with some inaccuracies
C	
D	The student showed mediocre knowledge of the core program material; learned information mainly from a lecture course or just
E	

	one textbook; mastered only certain methods, techniques and tools provided by the program
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 – 400 points incl. (Midterm and Final exam are 70% of overall evaluation, where Midterm – 30% and Final – 40%)

Test / Assignment / Project – 75 points (several times during the course)

Consultations – 45 points

Midterm exam – 120 points

Final exam – 160 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 working on lecture materials (including consultations) and 7 academic hours of personal work.

Personal work includes tasks completing.

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. Including the use of artificial intelligence and pre-prepared answers to the questions of tasks is prohibited (unless otherwise specified in the task itself or allowed by the instructor).
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

Lecture	Topic	Form of activity	Grades
see schedule in Moodle	CONSULTATIONS	Attendance	45 points
	TOPIC 1 <i>MARKETING: DEFINITION AND JUSTIFICATION</i>	▶ <i>Practical assignment 1</i>	5 points
	TOPIC 2 <i>UNDERSTANDING AND APPROACHING THE MARKET</i>	▶ <i>Practical assignment 2</i>	5 points
	TOPIC 3 <i>MARKETING MANAGER</i>	▶ <i>Practical assignment 3</i>	5 points
	TOPIC 4 <i>MARKETING RESEARCH</i>	▶ <i>Practical assignment 4</i>	5 points
	TOPIC 5 <i>BUYER BEHAVIOR IN MARKETING</i>	▶ <i>Practical assignment 5</i>	5 points
	TOPIC 6 <i>SEGMENTATION IN MARKETING</i>	▶ <i>Practical assignment 6</i>	5 points
	TOPIC 7 <i>INTRODUCING AND MANAGING THE PRODUCT IN MARKETING</i>	▶ <i>Practical assignment 7</i>	5 points
	TOPIC 8 <i>COMMUNICATIONS IN MARKETING</i>	▶ <i>Practical assignment 8</i>	5 points
Information will be a week before from the Dean’s office	MID-TERM	▶ <i>TESTS + TASKS</i>	120 points

	TOPIC 9 SALES PROMOTION AND PUBLIC RELATIONS IN MARKETING	► <i>Practical assignment 9</i>	5 points
	TOPIC 10 PLANNING IN MARKETING	► <i>Practical assignment 10</i>	5 points
	TOPIC 11 EXTERNAL FACTORS THAT AFFECT PLANNING IN MARKETING	► <i>Practical assignment 11</i>	5 points
	TOPIC 12 PROBLEM SOLVING IN MARKETING	► <i>Practical assignment 12</i>	5 points
	TOPIC 13 PSYCHOLOGICAL ASPECTS IN MARKETING	► <i>Practical assignment 13</i>	5 points
	TOPIC 14 PRICING THE PRODUCT IN MARKETING	► <i>Practical assignment 14</i>	5 points
	TOPIC 15 DISTRIBUTING THE PRODUCT IN MARKETING	► <i>Practical assignment 15</i>	5 points
Information will be a week before from the Dean's office	FINAL-TERM	► TESTS + TASKS	160 points

Recommended Materials

Principles of marketing. Philip Kotler, Gary Armstrong.

2020 https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODIjY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDC0ZDVMYw==.pdf

Creating Powerful Brands, Leslie de Chernatony and Malcolm McDonald / 2012

Fundamentals of Marketing.

2017 https://www.researchgate.net/publication/362680636_Fundamentals_of_Marketing

The Fundamentals of Marketing. 2009 <https://www.perlego.com/book/394300/the-fundamentals-of-marketing-pdf>

Integrated Marketing Communications, Tony Yeschin / 2012

Internal Marketing, Pervaiz Ahmed and Mohammed Rafiq / 2002

Marketing Plans (fifth edition), Malcolm McDonald / 2002

Relationship Marketing: Strategy & Implementation, Helen Peck, Adrian Payne, Martin Christopher and Moira Clark Strategic / 2007

Marketing Management (second edition), Richard M. S. Wilson and Colin Gilligan / 2002

Strategic Marketing: Planning and Control (second edition), Graeme Drummond and John Ensor / 2007

Successful Marketing Communications, Cathy Ace / 2017

The Fundamentals of Advertising, John Wilmshurst and Adrian Mackay / 2014

The Fundamentals and Practice of Marketing, John Wilmshurst and Adrian Mackay / 2012

The [Marketing Book](#) (fifth edition), Michael J. Baker (ed.) / 2014

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

Протокол засідання кафедр № 4 від 26.08.2025 року

Проректор з навчально-методичної роботи



Л.І.Кондратенко

Зав.кафедри

Л.В.Жарова



