

The Government of Russian Federation
The Ministry of Education

National Research University Higher School of Economics

The Faculty of Management

School of Business Administration

Course Syllabus

Marketing

University BA Pre-Graduate Course Program Outline for Spec. # 52.15.00
- The Bachelor in Management



Developed and compiled by Associate Professor Sergey P. Kazakov <skazakov@hse.ru>
'Enterprise Marketing' department, School of Business Administration, NRU HSE

Recommended by UMS Committee

Approved by Chair Council

Chairman

Head of the Chair

« ____ » _____ 201 г.

« ____ » _____ 201 г.

Approved by Faculty Council

Council Secretary

« ____ » _____ 201 г.

City of Moscow
Russian Federation

2016

I. Course Organization and Methods

1. Prime Goal

The goal of the Marketing course is to study the elements of an effective organization of the enterprise' total marketing effort. These classes will broaden understanding of marketing function. Course subjects include defining the marketing process, understanding of the marketing mix, what forces constrain and shape a marketer's activities, understating consumer behavior, the role of marketing communications and learning different types of marketing.

2. Targets

- 2.1. Learning the skills of enterprise marketing focus development and implementation;
- 2.2. To develop an understanding of how marketing function is carried out;
- 2.3. To build a knowledge to evaluate different markets, market opportunities and target market determination;
- 2.4. To create a skill of market segmentation, targeting and product/service positioning;
- 2.5. To foster an understanding of marketing planning.

3. Originality

- 3.1. The course incorporates very proactive approach to marketing subject learning supplied by a prime focus on down to business interaction with students by case studies and marketing simulation games.
- 3.2. The teaching methods employed include lectures, case studies, newsletters, syndicate discussions, videos, workshops and article reviews. In addition, students are encouraged to study on their own initiative and importance is placed on the application of acquired knowledge in specific practical situations. Assessment is through a combination of in-class tests, work-based projects that will be on a marketing topic of specific interest to students and their employers for those attendees who combine education and work simultaneously.

4. Positioning in Modern Managerial Knowledge Base

- 4.1. In the first decade of XXI century, Russian national marketing model in the process of its ongoing development reached the subsequent benchmark also known as the sales marketing concept

phase. Marketing activity is known as the key performance indicator of firms and companies in all spheres and industries of the today's business.

- 4.2. The build-up of result oriented marketing activity is a cornerstone and target for every enterprise in its aspiration for business model implementation. Such activity provides the profitability and market expansion for every enterprise.
- 4.3. The leadership in marketing which provides the competitive edge for an individual and the whole enterprise serves as a basis for prospering in every type of managerial activity within an enterprise - HR, project and mainly top management and this sets the Marketing course on a high priority in management education.

II. Course Contents

1. Novelties

- 1.1. At HSE there are no courses similar to title and content to date yet the programs found in other institutions seem as not impressive particularly in terms of their duration thus they lack a depth necessary to such important type of managerial activity as marketing;
- 1.2. Marketing course is based the latest scientific paradigms and findings with respect to marketing theory and practice.

1.2. Schedule:

##	Topics Covered	Total Academic Hours	Auditorium Hours		Students Self Instruction Workshop Hours
			Lectures	Seminars	
1.	Introduction to marketing	12	2	2	8
2.	Marketing Environment	26	4	4	18
3.	Marketing Strategy	28	4	6	18
4.	Marketing Research	28	4	6	18
5.	Segmentation and Targeting	26	4	4	18
6.	Marketing Planning	28	4	6	18
7.	Marketing Communications	22	2	2	18
8.	Qualification Exam	20			20
	TOTAL	190	24	30	136

III. Course Program

1. Topics and Education Methods

1. Introduction to marketing.
 - Marketing Defined.
 - Social function of Marketing
 - Value concept
 - Marketing musts
 - Marketing mix

Lectures: 2 ac. hours

Literature: Evans, J.R. & B. Berman (2010). Marketing in the 21st Century, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.

Optional: Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. Principles of marketing (4rd ed.). Frenchs Forest, NSW: Pearson Prentice Hall.

Seminar: The peculiarities of the modern marketing, in-class discussion of the following questions:

1. Marketing is a word that is commonly used but little understood. In your own words, write a definition of marketing and identify the types of tasks that a marketing manager would be required to undertake. Use an example to support your answer.

2. Far from being static, marketing has proved to be a very dynamic discipline. How do you think marketing will develop in the next ten years?

3. Give your understanding of needs, wants, and demands and how are these concepts related to each other? Why do marketers need to understand these concepts? How can our understanding of needs, wants and demands be used say to explain car sales?

4. Explain the concepts of customer value, customer satisfaction, and exchange. Will all customers derive the same value and satisfaction from using a given product, or will their perceptions of value and satisfaction differ? Use examples to support your answer

2. Marketing Environment

- What Market is?
- GDP and macro-environment
- Determining Business Circle
- Market trends
- External and internal marketing environment

Lectures: 4 ac.hours

Literature: Evans, J.R. & B. Berman (2010). Marketing in the 21st Century, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.

Optional: Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. Principles of marketing (4rd ed.). Frenchs Forest, NSW: Pearson Prentice Hall.
Seminar: Marketing Mix, Case of Stella Artois, verbal individual solution and presentation

3. Marketing Strategy

- Strategic planning and its importance for marketing
- Total quality approach to marketing strategy
- Different kinds of strategic plans
- Steps in the strategic planning process

Lectures: 4 ac. hours

Literature: Evans, J.R. & B. Berman (2010). Marketing in the 21st Century, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.

Optional: Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. Principles of marketing (4rd ed.). Frenchs Forest, NSW: Pearson Prentice Hall.

Seminar: Ansoff Matrix, case of Colorado Ricardo Mountain Bikes

4. Marketing Research

- Nature of marketing research (Gathering primary and secondary information)
- Motivation or qualitative research (Using Likert scale)
- Creating MIS (marketing information systems)
- Planning market research

Lectures: 4 ac. hours

Literature: Evans, J.R. & B. Berman (2010). Marketing in the 21st Century, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.

Optional: Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. Principles of marketing (4rd ed.). Frenchs Forest, NSW: Pearson Prentice Hall.

Seminar: Creating a simple questionnaire

5. Segmentation and Targeting

- Characteristics of segmentation
- Choosing targeted market
- Choosing the way of positioning
- Market differentiation

Lectures: 4 ac. hours

Literature: Evans, J.R. & B. Berman (2010). Marketing in the 21st Century, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.

Optional: Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. Principles of marketing (4rd ed.). Frenchs Forest, NSW: Pearson Prentice Hall.

Seminar: Six living generations in America: case of targeting laptop computer to different generations

6. Marketing Planning

- Determining goals and creating mission
- Creating Market Plan structure
- Using SWOT

- Choosing mass market strategy

Lectures: 4 ac. hours

Literature: Evans, J.R. & B. Berman (2010). Marketing in the 21st Century, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.

Optional: Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. Principles of marketing (4rd ed.). Frenchs Forest, NSW: Pearson Prentice Hall.

Seminar: BCG (Boston Consulting Group) Matrix in marketing planning

7. Marketing Communications

- The value of integrated marketing communications
- The general characteristics of advertising, public relations, personal selling, and sales promotion
- Channel of communication and how it functions
- The components of a promotion plan

Lectures: 2 ac. hours

Literature: Evans, J.R. & B. Berman (2010). Marketing in the 21st Century, 4th Ed.; Cincinnati, Ohio: Atomic Dog Publishing.

Optional: Kotler, P., Adams, S., Denize, S. & Armstrong, G. 2009. Principles of marketing (4rd ed.). Frenchs Forest, NSW: Pearson Prentice Hall.

Seminar: Exercise: Choosing the right store location on the map

2. Control forms for self instruction and material mastering

2.1 Qualification exam topics

1. Provide your own definition of marketing. Describe 5 stages of marketing evolution.
2. Give practical examples of 2 companies: one, following selling philosophy and second, following marketing philosophy. Please explain the differences in their approach for the consumer.
3. Please describe and explain the factors that affect customer satisfaction.
4. Give practical examples of the ways how McDonalds' increases the satisfaction of their customers.
5. Please provide a scope of 8 marketing functions and give their brief description.
6. Explain the role of Walmart as one of marketing performers in a physical product distribution.
7. Explain the scope of 2 types of marketing environment.
8. Please implement SWOT-analysis for TOYOTA in the Russian market.
9. Please briefly describe the difference between top management controls and marketing directs within the marketing environment.
10. Please implement SWOT-analysis for Unilever in the Russian market.
11. What is understood under company's differential advantages? Why they are needed by a company?
12. Please implement SWOT-analysis for McDonalds' in the Russian market.
13. Give the definition of marketing mix and explain its elements.
14. Please describe the marketing mix for Zara (Inditex) in the Russian market.

15. What factors are considered as uncontrollable? Please explain what specific objects and sub-factors are included in there.
16. Please describe the marketing mix for Ford in the Russian market.
17. Please explain the difference between strategic business and strategic marketing plan.
18. Please formulate and justify the key marketing objective for VTB 24 for the Russian market that you believe may be included into their strategic marketing plan.
19. Please give a scheme of 7 stages of the strategic planning process.
20. Please give an example of key steps of the market development strategy according to I. Ansoff's matrix using any company upon your choice.
21. Please describe the Boston Consulting Group (BCG) matrix.
22. The Company A has a high share in the new market for sandpaper replacement products. Their Wayplate is a steel sandpaper replacement for which they have sole rights. They have 5% of this growing market. What area of BCG matrix may this product go into? Please explain your decision.
23. Please describe the Porter Generic Strategy Model.
24. Consider the global market for restaurants. Place the following restaurants onto the Porter Generic Strategies matrix - McDonalds', Subway, KFC, Burger King.
25. Please describe & explain Marketing Information System and the ways how it can be used in marketing research.
26. Assume that the company does not know who their customer is and hence cannot target advertising. Based on this, how can you define the research problem in this case?
27. Please explain the 6-stage marketing research process.
28. Assume that the company wants to know why their sales are falling in New Zealand. Based on this, how will you collect the data that you will analyze to solve this problem?
29. What are known as the secondary and primary sources for data used in marketing research? Please describe advantages and disadvantages of both data types.
30. Assume that the company wants to know why their sales are falling in New Zealand. Based on this, please provide a brief research design outline.
31. What are the steps in planning the a target market strategy? Please give a brief description of every step in this process.
32. Please give a profile that describes a target market consumers for Mars chocolate bars.
33. What is VALS2 network segmentation method? Please draw a scheme and give a brief description of 6 VALS2 types of segments.
34. Please give a profile that describes a target market consumers for McDonalds'
35. What are the types of target market approaches? Please give their definitions.
36. Please give a profile that describes a target market consumers for Levi's.
37. What are the elements leading to a well-intergrated marketing plan? Please give their definitions.
38. Let's assume you represent the company that runs musicals in Moscow. What you may want to study and then adopt using a benchmarking from an airline company? Please explain your decision.
39. Please describe and explain 6 stages of marketing audit process.
40. Using the S.M.A.R.T. Approach please give a specific (e.g. Numeric and qualitative) objectives for the generic marketing plan.

41. What are 3 levels of Product as the key marketing mix element? Please provide their description.
42. Please formulate 3 levels of product using a single word or a simple phrase for Nike sport shoes.
43. Please provide the description of the role of the product positioning and perceptual maps for product marketing.
44. Please draw your estimated perceptual map for Auchan, Metro, Real, Perekrestok based on location convenience and product variety dimensions.
45. Please describe the Product Life Cycle Concept.
46. Put the following products on the Product Life Cycle: MS-DOS, Internet Telephones (WAP or 3G), Palmtop computers, Play Station 2, Sega Megadrive, Fax machines.
47. What are the stages of the product planning process? Please provide their description.
48. Please provide any new product idea that you may currently have and prove that this new product will be well accepted in the market.
49. What are the ways to add the value to the products and what are value subtractors?
50. Let's assume that you are owner of the regular restaurant. What specific actions you may want to implement to add consumer value to your service?
51. Please list and provide the description of the factors affecting price decisions.
52. Calculate the price elasticity index in the the following conditions: product A - Price at \$12,000, sales 12,000 units, price reduced to \$10,000 then the sales recorded of 100,000 units - Product B - Price at \$50,000, sales 18,000 units, price reduced to \$40,000 then the sales recorded of 20,000 units.
53. What are the differences between penetration and skimming pricing strategies?
54. Please calculate the price using markup pricing method based on the following data: product cost \$100, markup 20%.
55. Please list and briefly explain distribution channel functions.
56. Assume that you own a small company manufacturing fish hooks. What types of distribution channels you may want to use to organize the sales for your products? Please explain your decision.
57. What are the factors to consider in selecting a distribution channel?
58. Assume that you work for company manufacturing dairy products. What types of distribution channels you may want to use to organize the sales for your products? Please explain your decision.
59. Please list and explain the key terms used in inventory management.
60. Assume that you work for company manufacturing designer clothing. What types of distribution channels you may want to use to organize the sales for your products? Please explain your decision.
61. Please give the definition of integrated marketing communications and list the elements of the promotion mix.
62. Assume that you work for company manufacturing designer clothing. What types of means may want to use to promote your products? Please explain your decision.
63. What are the benefits of the integrated marketing communications approach?
64. Assume that you work for company manufacturing dairy products. What types of means may want to use to promote your products? Please explain your decision.
65. Please list and describe the promotion budgeting techniques.

66. Assume that you own a small company manufacturing fish hooks. What types of means may want to use to promote your products? Please explain your decision.

2.2 Topics for self-instruction

1. P&G marketing strategy description;
2. McDonalds business development and marketing strategy;
3. Small business marketing strategy and its difference with giant company strategy;
4. Insurance companies marketing strategy specifics: what the emphasis should be on?
5. Case self-study: What made WalMart the biggest company on the planet?
6. East&West: Marketing process specifics - Russia vs. USA;
7. Marketing and cross-cultural specifics;
8. Building Marketing in Western Europe: UK market entry plan.

IV. Qualification and snapshot forms of control and their evaluation merits

1. Snapshot control forms:
 - a. 1 Homework: the task to be determined by seminar instructor, and would require procurement and evaluation of statistical data with preparation and **verbal** presentation using Microsoft PowerPoint or Apple Keynote software in the class. The task may include but have not to be limited, for instance, to the Market analysis of the specific industry or specific company case;
 - b. Case study or problem solution and **verbal** presentation at the seminar;
 - c. Participation in seminar **verbal** discussions and discourses;
2. Qualification forms of control:
 - a. **Verbal** Exam in a form random questions token selection by the student, preparation and personal interview with professor.
3. The total qualification score is inclusive of:
 - a. Seminar Work - 20%
 - b. Homework - 30%
 - c. Exam - 50%

The score ranges from 1 to 10 where:

- 1,2,3 stand for "unsatisfactory" score
- 3,4,5 stand for "satisfactory" score
- 6,7 stand for "good" score
- 8,9 stand for "perfect" score
- 10 stand for "excellent" score

Scores are rounded upwards to the higher digit effective from .5, e.g. the score of 4.50 is amplified to 5.00, 4.49 will be downgraded to 4.00 and so on.

4. Homework evaluation merits:

- a. Quality of the statistics, that are timely and up to the date of the class year, statistics demonstrate the real situation (15%)
- b. Quality of explanation of the retrieved statistics (20%)
- c. Quality of forecasting and assumptions affirmation (30%)
- d. Quality of presentation design and verbal communication, answering to possible questions (20%)
- e. Usage of Microsoft PowerPoint or Apple Keynote software capabilities (5%)

5. Seminar work & in-class individual tasks completion merits (case studies, in-depth discussions, discourses etc.)

- a. Demonstration of the issue understanding (15%)
- b. Quality of critical thinking and implications analysis (15%)
- c. Quality of the propositions and solutions to the discussed issue (40%)
- d. Quality of speech, persuasions, question answering and language used (30%)

6. Verbal exam assessment merits:

- a. General knowledge of the subject of Marketing (20%)
- b. Quality of in-depth knowledge of the dropped-out exam topic (20%)
- c. Level of understanding the presented topic and its implications (30%)
- d. Topic implications on reality demonstrated with given examples (15%)
- d. Quality of speech, persuasions, question answering and language used (15%)

7. Course output

Beyond the completion of the Course the graduate must:

- 1.1. Possess target customer base recognition and marketing strategy planning skills;
- 1.2. Be open for thoughtful team-working with other company departments;
- 1.3. Cope to map and arrange the marketing organization in a shape of the marketing department of the enterprise;
- 1.4. Have a deep knowledge and understanding of collaboration and communications with agencies, sales channels, specific distributors and consumers.

