

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

I. Course Description

(a) Title of a course

Marketing

(b) Pre-requisites

No special entry pre-requisites are required.

(c) Course type

Compulsory

(d) Abstract

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.

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.

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.

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.

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.

As we know, 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;

Marketing course is based the latest scientific paradigms and findings with respect to marketing theory and practice.

II. Learning objectives

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.

III. Learning Outcomes:

- (a) skills of enterprise marketing focus development and implementation;
- (b) to develop an understanding of how marketing function is carried out;
- (c) to build a knowledge to evaluate different markets, market opportunities and target market determination;
- (d) Skill of market segmentation, targeting and product/service positioning;
- (e) understanding of marketing planning.
- (f) possession of target customer base recognition and marketing strategy planning skills;
- (g) openness for thoughtful team-working with other company departments;
- (h) ability to map and arrange the marketing organization in a shape of the marketing department of the enterprise;
- (i) possession of deep knowledge and understanding of collaboration and communications with agencies, sales channels, specific distributors and consumers

IV. Course Plan

1. Introduction to marketing.

Marketing Defined. Social function of Marketing. The concept of value. Marketing musts. Marketing mix notion.

2. Marketing Environment

What does 'Market' mean? GDP and macro-environment. Determining Business Circle. Market trends. External and internal marketing environment.

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.

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

5. Segmentation and Targeting

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

6. Marketing Planning

Determining goals and creating mission. Creating Market Plan structure. Using SWOT. Choosing mass market strategy

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.

V. Reading list:

Required: 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.

VI. Grading

The total qualification score is inclusive of:

- a. Seminar Work – 20%
- b. Homework – 30%
- c. Exam – 50%

VII. Guidelines for knowledge evaluation:

1. Snapshot control forms:

- a. 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.

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%)

VIII. Methods of Instruction

Lectures and seminars

IX. Special Equipment and Software Support

Notebook, Overhead projector, Screen, Whiteboard, MS Office.