

Ukrainian State University of Railway Transport

Recommended
at the meeting of the Department of
Marketing, Commercial activity and
Economic theory
Minutes No.10 of January 02, 2023

SYLLABUS FROM THE DISCIPLINE MARKETING MANAGEMENT

II semester of 2022-2023 academic year

Training period: II – master's
Educational level: master
Speciality: 075 Marketing
Educational program: Marketing
Language of teaching English

Time and audience of classes: according to the schedule - <http://rasp.kart.edu.ua/>

1. Team of teachers:

Lecturer:

Neskuba Tetiana (Ph.D.)

Contacts: +38 (057) 730-10-47, e-mail: neskuba@kart.edu.ua

Consultation: every Thursday from 14.00 to 15.00

Location of the Department: Kharkiv, Sq. Feuerbach 7, 3.410

Course web page: <http://do.kart.edu.ua/>

Additional information materials: <http://metod.kart.edu.ua>



MARKETING MANAGEMENT

II semester 2022-2023 academic year
syllabus
for applicants of EPP "Marketing"
second (master's) level

| |
|---|
| Lecturer: Neskuba Tetiana (Ph.D.) Contacts: +38 (057) 730-10-47, e-mail: neskuba@kart.edu.ua |
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In today's competitive environment, success can only be achieved by an organization that creatively applies marketing management in its activities and is constantly looking for new ways to adapt to ever-changing environmental conditions

The main purpose of the course is to form a system of theoretical knowledge and practical skills in planning, organizing, implementing, and controlling marketing activities in an enterprise for future masters.

The objectives of the course are to study the systems and principles of marketing management at the enterprise; development of practical skills for creative search for directions and reserves for improving the processes and methods of managing marketing activities at the enterprise, and solving specific marketing problems.



The course aims to form and develop the following **competencies** of students:

3K1 Ability to make informed decisions.

3K8 Ability to develop and manage projects.

CK 5 Ability to diagnose the marketing activities of a market entity, perform marketing analysis and forecasting.

CK 6 Ability to select and apply effective controls marketing activities of market entity, marketing analysis and forecasting.

CK 8 The ability to form the market subject marketing system and evaluate the effectiveness and efficiency of its operation.

Why should you choose this course?

In their activities, marketing managers not only make plans but also organize their implementation, forming structures, processes, and methods that promote collaboration and effective work. That is why managers are called people who achieve their goals using labour, intelligence, and the motives of other people's behaviour.

The choice of effective means of marketing management of a company depends on the ability of managers to timely consider the trends characteristic of the development of the modern market.

In this regard, the improvement of enterprise management based on using the principles of management and marketing, ensuring a strategic approach to the activities of enterprises, is of particular relevance, carried out with the help of marketing management.

Organization of the educational process

The course "Marketing Management" is studied in the 2nd semester of the full-time and part-time master's course and provides: understanding of the basic practical and theoretical concepts of marketing management; develop skills to solve the marketing management problems of the enterprise.

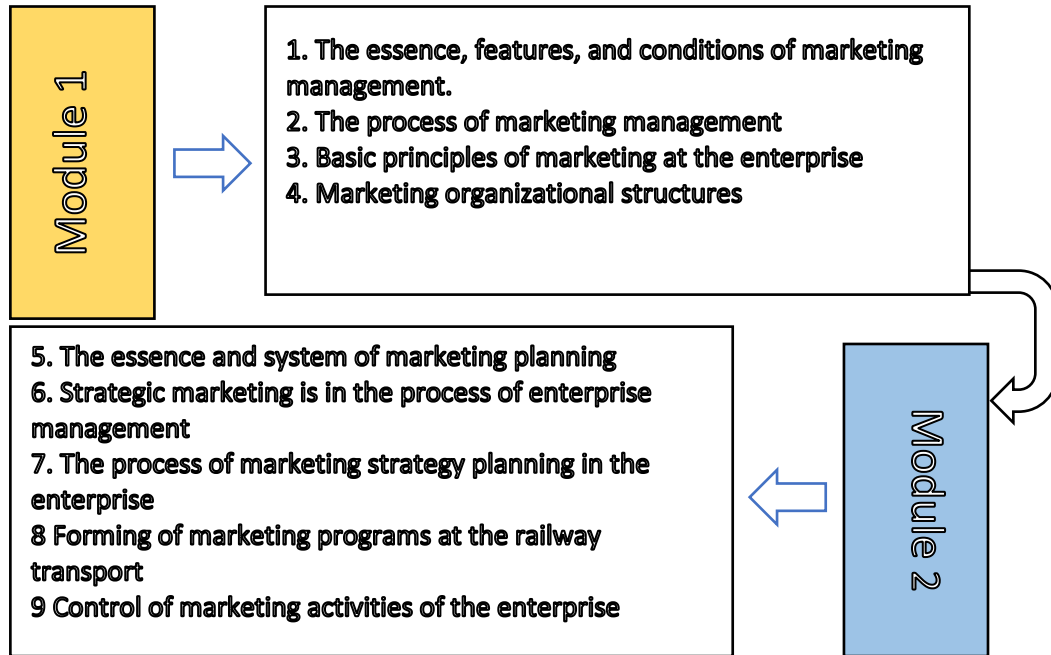


Lecture material consists of text material, presentation. The course includes lectures by invited employers.

The workbook on the discipline is used in practical classes, which contains practical tasks for individual and group implementation.

For full-time students, the course consists of one lecture and one practical lesson once every two weeks.

Course topics



In practical classes in the discipline of "Marketing Management", there are discussions about the theoretical material, which was considered in lectures. To acquire practical skills, individual and group tasks are offered for solving cases, as well as performing a test and practical tasks. The result of studying the discipline is the doing and defence of coursework.

Marketing management / course scheme

| | | |
|-----------------|----------------------------|--------------|
| Thinking | Lectures | Doing |
| | Invited lecturers | |
| | Reference material | |
| | Presentations | |
| | Discussion in the audience | |
| | Group tasks | |
| | Individual consultations | |
| | Exam | |

Course resources



Information about the course is posted on the website of the University (<http://do.kart.edu.ua>), including the curriculum, lecture materials, presentations, tasks and rules of course evaluation.

Additional material is offered for each topic of the course "Marketing Management". Discussion questions for discussion in practical classes are given after the text of the lecture in a separate document.

Preparation for practical classes includes: acquaintance with the program of the discipline; the questions that are submitted to classes on the relevant topic; study of methodical material.

The answer of practical problems must meet both the form and content of the requirements (have all the necessary components) for the solution of the problem, indicate its independence (demonstrate signs of independence of the applicant), the absence of signs of recurrence and plagiarism.

The presence of students of higher educational institutions in practical classes is mandatory, and their participation in the discussion of all issues of the topic is also important. Missed classes must be completed. The same applies to students who have not completed the task or found a lack of knowledge on the main issues of the topic. Candidates for higher education must adhere to educational ethics and to discipline, respect participants, be attentive.

Thus, the study of the discipline "Marketing Management" involves:

- doing and defence of coursework;
- doing tasks according to the curriculum (individual tasks, independent work, etc.);
- preparation for practical classes;
- work with information sources.



Lectures and practical classes

Full-time form of education

| Number of hours | Lectures | Number of hours | Practical classes |
|---------------------------|--|-----------------|---|
| 2 | The essence, features and conditions of marketing management | 2 | The impact of marketing on consumer value |
| 2 | The marketing management process | 2 | The trends of the marketing management process in the world economy (CRM, SAM, SCM, EMS, IT and MM) |
| 2 | Organization of marketing management at the enterprises | 2 | The customer value concept, satisfaction and loyalty in the marketing activities of the enterprise |
| 2 | Marketing organizational structures | 2 | Functions, rights and responsibilities of the marketing service at the enterprise |
| Modular knowledge control | | | |

| | | | |
|---------------------------|---|---|--|
| 2 | The essence and system of marketing planning | 2 | Implementation of marketing planning based on corporate planning |
| 2 | The process of marketing strategic, tactical and operational marketing planning company | 2 | Directions and characteristics of strategic analysis of the enterprise and its marketing environment |
| 2 | Marketing programs development at the railway transport | 2 | The marketing management complex at the enterprises of railway transport |
| 1 | Control of the enterprise marketing activities | 1 | The control indicators of the effectiveness of marketing activities |
| Modular knowledge control | | | |

Part-time education

| Number of hours | Lectures | Number of hours | Practical classes |
|-----------------|--|-----------------|--|
| 2 | The essence, features and conditions of marketing management. The marketing management process | 2 | The trends of the marketing management process in the world economy (CRM, SAM, SCM, EMS, IT and MM) |
| 2 | Organization of marketing management at the enterprises. Marketing organizational structures | 2 | Functions, rights and responsibilities of the marketing service at the enterprise |
| 2 | The essence and system of marketing planning. Marketing programs development | 2 | Directions and characteristics of strategic analysis of the enterprise and its marketing environment |
| 2 | Control of the enterprise marketing activities | | |

The procedure for assessing learning outcomes is determined by the Regulations on control and assessment of the students' knowledge quality at the Ukrainian State University of Railway Transport.

Forming a score on a 100-point scale

| Maximum number of points | |
|---------------------------|------------|
| Type of control | Сума балів |
| Поточний контроль: | до 60 |
| 1) індивідуальні завдання | до 40 |
| 2) практичні заняття | до 20 |
| Modul | до 40 |
| Coursework | до 100 |

* Notes. The current control includes total scores for individual tasks, except for course work, evaluation of the results of practical classes



Exam:

The student takes the exam (2nd semester of the master's course) based on both the results of the modular 1st and 2nd control by accumulating points. The maximum number of points that a student can receive is 100 (up to 60 points of current control and up to 40 points of testing). The examination score is the arithmetic mean of the sum of

modular grades. If a student does not agree with the proposed scores, he can increase them on the exam.

Students who have between 1 and 59 points in the discipline, were not admitted or did not appear for the exam, are allowed to liquidate the academic debt by the schedule of liquidation of academic debt according to the established rules.

When filling in the result report and individual curriculum (upon successful passing of the exam/test) of the applicant, the grade, set on a 100-point scale, must be transferred to the national scale (excellent, good, satisfactory) for exams, term papers/projects or credited/not credited for credits) and ECTS scales (A, B, C, D, E, F).

| Determination of the name on a national scale (assessment) | Determining the name on the ECTS scale | On a 100-point scale | ECTS |
|---|---|-----------------------------|-------------|
| EXCELLENT – 5 | <u>Excellent</u> - execution is excellent with only a small number of errors | 90-100 | A |
| WELL – 4 | <u>Very well</u> - above average with a few errors | 82-89 | B |
| | <u>Well</u> - in general correct work with a certain number of gross errors | 75-81 | C |
| SATISFACTORILY - 3 | <u>Satisfactory</u> - not bad, but with a significant number of drawbacks | 69-74 | D |
| | <u>Enough</u> - the performance meets the minimum criteria | 60-68 | E |
| UNSATISFACTORILY - 2 | <u>Unsatisfactory</u> - needs to work before getting a test or exam (without re-studying the module) | 35-59 | FX |
| | <u>Unsatisfactory</u> - serious further work is required (re-studying of the module) | <35 | F |

Tasks for coursework:

The purpose of the coursework is further systematization, assimilation and developing of theoretical knowledge, the formation of skills and abilities of independent research in the chosen field of marketing activities of the enterprise, as well as the application of knowledge and skills to solve specific practical problems.

Methodical instructions for the coursework in the discipline "Marketing Management" are given in the repository of the Ukrainian State University of Railway Transport on the website <http://lib.kart.edu.ua/>

| | Subject coursework |
|----|---|
| 1 | Marketing strategy development in the process of enterprise management |
| 2 | Development of a plan of marketing activities of the enterprise |
| 3 | Marketing complex development for the enterprise (organization). |
| 4 | Marketing strategy development for bringing a new product to market |
| 5 | Identification of the stage of the product life cycle and development of the appropriate marketing strategy at the enterprise |
| 6 | Ensuring the goods competitiveness in the management of the enterprise according to the concept of marketing |
| 7 | Development of the consumers loyalty program at the enterprise |
| 8 | Enterprise pricing policy management |
| 9 | Sales policy management at the enterprise |
| 10 | Complex of integrated marketing communications of the enterprise |
| 11 | Planning an advertising campaign at the enterprise and analysis of its effectiveness |
| 12 | Formation of demand and sales promotion for goods (services) in the process of marketing activities at the enterprise |
| 13 | The image formation at the enterprise |
| 14 | The assessment degree of market attractiveness and selection of target segments |
| 15 | Development of a strategy for positioning the company in the market |
| 16 | Marketing activities organization at an industrial enterprise |
| 17 | Marketing management at the enterprise in the field of services |
| 18 | Development of a marketing program for the creation and operation of an online store |
| 19 | Marketing management at railway transport enterprises |
| 20 | Creating a marketing service at the enterprise |

Tasks for independent work:

Students are invited to complete individual assignments on course topics. For timely execution, up to 40 points are awarded to the current modular result. Subjects task for independent work:

- assessment of the enterprise according to the principles of marketing management;
- definition and characterization of typical problems of marketing management implementation at the enterprise;
- description of the corporate philosophy directions at the enterprise and its corporate cultural values;
- analysis of the organizational structure of marketing activities at the enterprise and identify ways to improve it;
- characteristics of strategic, tactical and operational goals of marketing activities at the enterprise;
- analysis of the business portfolio of the enterprise and assessment of its condition;
- development of strategic objectives tree company;
- development of measures of the marketing audit company.

The student also has the right to independently propose the topic of the project with the consent of the teacher.

Practical classes:

Evaluated for the test task (8 points), the degree of involvement in the discussion (up to 4 points) and a brief presentation of the completed task (up to 8 points).

If a student misses a practical lesson to get points for it, he must independently work out the material considered in class; perform an individual task - preparation of a report in accordance with the theme of the calendar plan. The report is evaluated with a maximum of 5 points.

Modular testing:

Evaluated by the correct answers to the test modular questions (20 questions in the test, each correct answer is evaluated in 2 points). The maximum number is 40 points per module.

Program learning outcomes:

Planned general competencies (3K), professional competencies (Φ K), learning outcomes (PH), knowledge (3H), skills (YM), communication (K), autonomy and responsibility (AB):

3K1 Ability to make informed decisions.

3K8 Ability to develop and manage projects.

CK 5 Ability to diagnose the marketing activities of a market entity, perform marketing analysis and forecasting.

CK 6 Ability to select and apply effective controls marketing activities of market entity, marketing analysis and forecasting.

CK 8 The ability to form the market subject marketing system and evaluate the effectiveness and efficiency of its operation.

3H1. Specialized conceptual knowledge acquired in the course of training and/or professional activity at the level of the latest achievements, which are the basis for original thinking and innovation, in particular in the context of a research work

YM1. Solving complex tasks and problems that need updating and integration of knowledge, often in conditions of incomplete/insufficient information and conflicting requirements.

YM2. Doing research and/or innovation activities.

K1. Clear and unambiguous communication of own conclusions, as well as knowledge and explanations that substantiate them, to specialists and non-specialists, in particular to students.

AB1. Making decisions in complex and unpredictable conditions, which requires new approaches and forecasting.

AB3. Ability to further study, which is largely autonomous and independent.

Table 1 - Matrix of program learning outcomes correspondence, educational components, teaching methods and evaluation of the discipline "Marketing Management"

| Learning outcomes | Teaching methods | Forms of evaluation |
|---|--|--|
| <p>PH 3 To plan and carry out their own research in marketing, analyze the results and justify the adoption of effective marketing decisions under uncertainty</p> <p>PH 4 To be able to develop the strategy and tactics of marketing activities based cross-functional nature of its implementation</p> <p>PH 5 To present and discuss the results of scientific and applied research, marketing projects in state and foreign languages.</p> <p>PH 6 To be able to improve the marketing effectiveness of market participants at different levels of government, to develop projects in marketing and manage them</p> <p>PH 12 Provide strategic and operational marketing management to develop and implement marketing strategies, projects and programs</p> | <p>Execution of individual work on definition of strategic, tactical and operative purposes of marketing activity at the enterprise and a strategic tree development of the purposes at the enterprise</p> | <p>Checking an individual task on a specific topic</p> |
| <p>PH 7 To be able to form and improve the marketing system of the market entity..</p> <p>PH 14 To form a marketing system of interaction, to build long-term mutually beneficial relations with other market participants</p> | <p>Execution of individual work on definition of typical problems of use (implementation) of marketing management at the enterprise</p> | <p>Assessment during discussion in practical classes</p> |
| <p>PH 9 Understand the nature and features of marketing tools in making marketing decisions</p> <p>PH 11 Use the methods of marketing strategic analysis and interpret its results in order to improve the marketing activities of the market entity</p> | <p>Performing individual work on the analysis of the business portfolio of the enterprise and assessment of its condition;</p> | <p>Checking an individual task on a specific topic</p> |
| <p>PH 10 To justify marketing decisions at the level of the market entity using modern management principles, approaches, methods, techniques</p> <p>PH 13 Manage marketing activities of market entities, and their divisions, groups and networks, determine the criteria and parameters of evaluation</p> | <p>Execution of individual work on the analysis of organizational structure of marketing activity at the enterprise and definition of ways of its improvement</p> | <p>Checking an individual task on a specific topic</p> |
| <p>PH 16 To realize the importance of social responsibility for decisions made in professional activities, to adhere to moral and cultural values</p> | <p>Execution of individual work on the description of directions of the corporate philosophy at the enterprise and its corporate cultural values</p> | <p>Assessment during discussion in practical classes</p> |

Teacher team:

Neskuba Tetyana Volodymyrivna (<http://kart.edu.ua/kaf-mia-ua/kolectuv-kafedru-mia/neskuba-tv-ua>) - marketing lecturer at UkrDUZT. Obtained the degree of Ph.D. in the specialty 08.00.03 - "Economics and Management of the National Economy" in the UkrDUZT in 2011. Areas of scientific activity: marketing activities on railway transport; ways to ensure the competitiveness of domestic enterprises in a market economy; organizational and economic mechanisms of structural adjustment at enterprises.

The Code of Academic Integrity

The Code of Academic Integrity of the Ukrainian State University of Railway Transport defines the policy of ensuring compliance with the educational process participants of the academic integrity. There are key measures to prevent and detect academic plagiarism determined in the Regulations on the organization of educational process the Ukrainian State University of Railway Transport (the University), such as:

education and development of higher education students during educational classes, in communication with teachers, supervisors and among themselves, including informal, and in everyday activities throughout the university life: the ability to do with academic integrity and professional ethics; willingness and ability of independent works, tasks, etc.; skills of correct reference to sources of information; awareness of the importance of academic integrity standards; ability to evaluate examples of human behaviour in accordance with the norms of academic integrity; ability to provide a moral assessment of one's own actions, their correlation with moral and professional norms;

involvement of higher education students in the development and implementation of academic integrity policy at the University;

familiarization with the Code of the University academic integrity, according to The Regulations on the organization of the educational process;

creating an atmosphere of academic integrity by teachers during classes and in their communication with students of higher education, including non-formal, and among themselves;

the declaration on independence of performance of work according to principles of academic integrity has to be included on the first (title) page of the course or attestation works;

publication of attestation works for their protection on the page of the educational program;

familiarization with the Code of the University academic integrity, according to The Regulations on the organization of the educational process;

holding public events on writing scientific and educational work rules describe the reference and citations etc.;

familiarization of scientific and pedagogical, scientific and other employees, graduates with higher education regulations that regulate the prevention of academic plagiarism and establish responsibility for academic plagiarism;

assistance to student self-government, student trade union organization, the union which represents the scientific interests of students, graduate students, doctoral students and young scientists in informing higher education students about the rules of scientific ethics;

stimulating educational process participants to interact with the authorities responsible for compliance with academic integrity and combating academic plagiarism;

expert assessment, including the use of appropriate new technologies, for the presence of academic plagiarism in scientific papers, educational publications, qualification papers, dissertations.

Integration of students with disabilities

Higher education is a leading factor in raising social status, achieving spiritual, material independence and socialization of young people with disabilities and reflects the state of development of democratic processes and humanization of society.

To integrate students with disabilities into the educational process of the Ukrainian State University of Railway Transport, a system of distance learning based on modern pedagogical, information, telecommunication technologies has been created.

Access to distance learning materials from this course can be found at: <http://do.kart.edu.ua/>

Information materials

Main:

1. Kotler, Philip. Marketing management/Philip Kotler, Kevin Lane Keller. – Pearson Education, Inc., 2012. – 812 p.
2. Loudon, David. Marketing management : text and cases / David Loudon, Robert Stevens, Bruce Wrenn. – Best Business Book, 2005. – 390 p.
3. Біловодська О.А. Маркетинговий менеджмент: навчальний посібник / О.А. Біловодська. – К.: Знання, 2010. – 398 с.
4. Крикавський Є.В. Маркетинговий менеджмент: навч. посібник / Є.В. Крикавський, І.О. Дейнега, О.В. Дейнега, І.Ф. Лорві. – Львів: Видавництво Львівської політехніки, 2014. – 380 с.
5. Зоріна О.І., Нескуба Т.В., Мкртичян О.М. Маркетингове стратегічне управління залізничним транспортом України в умовах ринкової економіки // Управління стратегіями випереджаючого інноваційного розвитку: монографія / за ред. к.е.н., доцента Ілляшенко Н.С. – Суми : Триторія, 2020. – С. 385-394
6. Зоріна О.І., Нескуба Т.В., Мкртичян О.М. Маркетинговий підхід до підвищення ефективності діяльності залізничного транспорту України в умовах глобалізації // Випереджаючий інноваційний розвиток: теорія, методика, практика : монографія / за ред. к.е.н., доцента Ілляшенко Н.С. – Суми : Триторія, 2018. – С. 385-394
7. Olena Syvolovska, Tetiana Neskuba, Olena Aleksandrova and Olena Mkrtychyan Implementation of innovative marketing technologies for higher



efficiency of the marketing communication complex // SHS Web of Conferences 67, 04013 (2019) – <https://doi.org/10.1051/shsconf/20196704013>

8. Зоріна О.І., Нескуба Т.В. Роль маркетингової стратегії підприємства в сучасних умовах господарювання // Економічні перспективи підприємництва в Україні: матеріали науково-практичної інтернет-конференції. – Сумський нац. аграрний унів-т, 2017. – С. 2 – 5.

Auxiliary:

1. Neskuba T., Mkrtychyan E. Ukrainian Railway Market in modern conditions // Majesty of Marketing: Materials of the International conference for the students and junior research staff. – Dnipro, SHEI «National Mining University», 2017. - P.122-124.

2. Zorina, O.I., Neskuba, T.V., Mkrtychyan, O.M., Volokhov, V.A. Benchmarking of the Transport Market with Hierarchical Clustering of Rail Companies // International Journal of Engineering and Technology, 7 (4.3)/ - 2018. – p. 557 – 562.

3 Hensen, Eric. Strategic Marketing in the Global Forest Industries: Third Edition/ Eric Hensen, Justin Heikki. – Oregon State University, 2018 – 245 p.

4 Нескуба Т. В. Стратегічні напрями пристосування ПАТ «Українська залізниця» до європейського транспортного ринку // II International scientific conference: Corporate governance: strategies, technology, processes, October 26, 2018. Leipzig, Germany: Baltija Publishing. – 2018. – С. 143-146

5 Зоріна О.І., Нескуба Т.В., Мкртичян О.М. Маркетинговий підхід до підвищення конкурентоспроможності залізничного транспорту // Вісник економіки транспорту і промисловості. Частина 2. - 2020. - С. 98-100

6 Зоріна О.І., Нескуба Т.В. Підходи до розробки стратегії позиціонування ПАТ «Українська залізниця» // Бренд-менеджмент: маркетингові технології: тези доп. I Всеукр. наук.- практ. конф. (м. Київ, 23 листоп. 2018 р.) / відп. ред. Є.В. Ромат. – Київ : Київ. нац. торг.-екон. ун-т, 2018. – С. 24-26.

7 Dykan, V., Pakhareno, O., Saienko, V., Skomorovskyi, A., & Neskuba, T. (2021). Evaluating the efficiency of the synergistic effect in the business network. *Journal of Eastern European and Central Asian Research* (JEECAR), 8(1), 51-61. <https://doi.org/10.15549/jeecar.v8i1.646>

8 Овечкіна О.А. Планування маркетингу/ О.А. Овечкіна, Д. В. Солоха, К. В. Іванова, В. В. Морєва, О. В. Беякова, О. Б. Балакай – К.: Центр навчальної літератури, 2013. – 352 с.



Information resources on the Internet

1. <http://metod.kart.edu.ua/>

2. Курс: Маркетинг: розробка та продаж пропозицій цінності

https://courses.prometheus.org.ua/courses/Prometheus/MARKETING101/2015_T2/course/

3. <https://www.thisoldmarketing.site/>

4. <https://econsultancy.com/blog/>

5. <https://heidicohen.com/>

6. <https://blog.marketo.com/>

7. <https://netpeak.net/>