

Annotation for the training work program of the course

«Marketing Management»

The "Marketing management" course's training work program is designed for Master degree students by the Management program's code 38.04.02, master's program "Human Resource Management in Business"

The "Marketing management" course is a part of the core disciplines of professional cycle. The variation part of the Discipline (modules).

The total intensity of the course is 3 credit units & 108 hours. The curriculum provides lectures (12 hours) and practical classes (24 hours, including interactive form – 12 hours), an independent student work (72 hours, including 36 hours to prepare for the exam). The course is implemented for the second year students in the third semester.

The "Marketing management " course is based on the knowledge, skills and abilities gained from the study of disciplines such as “Economics and Management: an adaptation course”, "Project Management", “Skills for Study in Economics and Management”, “Personnel Management” and it allows you to prepare students for the learning of a number of disciplines such as "The management strategy", “Management of organizational culture”, etc.

The content covers the following issues: introduction to marketing management, marketing plan, strategic marketing, SWOT-analysis, customer relationship marketing, creating and capturing customer value, the role of market research in the marketing management, consumer markets and consumer buyer behaviour, marketing research process, research design and research projects, methods of qualitative and quantitative research, market segmentation, segmentation strategies, target markets, audit of marketing metrics, identifies the 5 Ps of marketing-mix, digital marketing, etc.

The course objectives. The purpose of the course is to provide the students with the basic concepts of marketing management, strategic marketing concepts and strategic marketing tools and to form students' marketing mindset which aims

to manage the value proposition of the company on the basis of understanding the necessity of partnership relations development with stakeholders, which leads to the increase of the company's business capitalization.

Objectives of the discipline:

- to prepare students for the independent decision-making, development of a product according to the inquiries of consumers;

- to examine and evaluate the marketing theories and concepts within the context of management and operations of business;

- to analyze the relationships between consumers, practitioners, and policy makers of services/products;

- to evaluate the impacts of social, economic, political, cultural, and other areas on companies;

- to identify marketing problems of business, and apply marketing knowledge and skills to solve the problems

- to organize and analyze related numerical and graphical data, and translate them into business information

- to apply the framework to effectively analyze, strategize and act on key concepts to build strong relationships with customers.

- the acquisition of skills to develop marketing plan.

At the beginning of the course a student should be able to:

- ability to use the basics of economic knowledge in various fields of activity;

- ability to design organizational structures to participate in the development of strategies for the management of human resources organizations to plan and implement activities, allocate and delegate powers subject to personal liability for the activities to be performed;

- use of various methods of conflict resolution in the design of interpersonal, group and organizational communications based on modern technologies of personnel management, including, in a cross-cultural environment;

For successful study of the "Marketing management" course, the following preliminary competences should be formed by students:

Competency code and statement	Competency development stages	
PC-4 ability to analyze and shape the entrepreneurial orientation of the organization (competence is formed in part)	know	<ul style="list-style-type: none"> - The essence of the marketing management concepts - Business unit strategic planning - Marketing strategies - Nature and contents of a marketing plan
	able to do	<ul style="list-style-type: none"> - Develop marketing plan - Explain the steps involved in the business strategy planning process
	possess	<ul style="list-style-type: none"> - Methods to identify the key elements of a customer-drive marketing strategy and discuss the marketing management orientations that guide marketing strategy. - Approach to developing marketing plan and formulation marketing strategies
PC-8 - ability to use quantitative and qualitative methods for applied research and business process management, to prepare analytical materials on the results of their application (competence is formed in part)	know	<ul style="list-style-type: none"> - The technology trendwatching - Marketing metrics and Key Performance Indicators (KPIs)
	able to do	<ul style="list-style-type: none"> - Highlight market trends based on trend-matching technology and apply data for planning an enterprise strategy; - Analyze the impact of global forces and macro factors in the company's activities; - Determine how to respond to the marketing environment and find ways to improve the competitiveness of the enterprise
	possess	<ul style="list-style-type: none"> - An approach to the study of the influence of environmental factors on the activity of the enterprises and trends; - Tools for analyzing market development trends, determining market development prospects for making management decisions
PC-9 - master of economic methods and strategic analysis of the economic agents behavior and markets in the global environment (competence is formed in part)	know	<ul style="list-style-type: none"> - Strategic analysis methods; - Approach to creating and capturing customer value; - The process of evaluating market segments; - Modern technologies of developing and promotion products; - The concept of positioning for competitive advantage - Marketing strategies at the instrumental level
	able to do	<ul style="list-style-type: none"> - Outline the major characteristics affecting consumer behavior - To explain market segmentation and identify segments and target markets; - To create long-term loyalty relationships
	possess	<ul style="list-style-type: none"> - Methods for market segmentation - Discuss choosing and implementing a positioning strategy - Develop major marketing decisions

The following methods of active/ interactive learning are used for the formation of the above competencies within the discipline "Marketing management": business game, brainstorming, analysis of specific educational situations (case method), seminar-discussion.