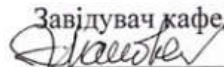


Львівський національний університет імені Івана Франка
Економічний факультет
Кафедра маркетингу

Затверджено
на засідання кафедри маркетингу
економічного факультету
Львівського національного
університету імені Івана Франка
(протокол № 1 від 31 серпня 2020 р.)

Завідувач кафедри
 проф. Майовець Є.Й.

Силабус з навчальної дисципліни
«MARKETING MANAGEMENT»,
що викладається в межах ОПП Маркетинг
другого (магістерського) рівня вищої освіти для здобувачів
з спеціальності 075 Маркетинг

Львів 2020 р.

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| Course unit title | Marketing Management |
| Address of the course unit teaching | Economics faculty Ivan Franko National University of Lviv 79008, Lviv, Svobody avenue, 18 |
| Faculty and department to which the course unit is assigned | Economics faculty, Marketing department |
| Field of knowledge, code and name of the specialty | 07 “Management and administration”, 075 “Marketing” |
| Course unit lecturer | Sokhetska Anna Volodymyrivna, PhD in Economics, docent |
| Lecturer contacts | anna.sokhetska@lnu.edu.ua http://econom.lnu.edu.ua/employee/sohetska-anna-volodymyrivna Economics faculty Ivan Franko National University of Lviv 79008, Lviv, Svobody avenue, 18 |
| Consultations on the course unit issues take place | Every Thursday, 16:40-18:00 (Svobody avenue, 18, lecture room 210) “Zoom” online consultations |
| Course web-page | http://e-learning.lnu.edu.ua/course/view.php?id=1311 |
| Information about the course unit | The course is developed to provide participants with the necessary knowledge required to _____. Therefore, the course provides an overview of both the concepts _____, and the processes and tools needed for _____. |
| Course unit short abstract | The “Marketing Management” course unit is the final normative / selective academic subject in the 075 Marketing specialty for the <u>Marketing</u> educational program, which is taught in the 9th semester in the amount of <u>4</u> credits (according to the European Credit Transfer System, ECTS). |
| Course unit objective and goals | The objective of studying the normative / selective “ <u>Marketing Management</u> ” course unit is to shape in students the system of theoretical knowledge and practical skills for managing the marketing activities of the enterprise in a market economy conditions. |
| Course unit study materials | 1. Kotler, Philip, and Kevin Keller. Marketing Management. 13th ed. Prentice Hall, 2008. 2. Best, Roger J. Market-Based Management – Strategies for Growing Customer Value and Profitability. 5th ed. Prentice Hall, 2009. 3. Chernev, Alexander. “Managing the Competition.” In Strategic Marketing Management. Brightstar Media, Inc., 2009. |
| Course unit volume | 64 hours of classroom studies. Of these, 32 hours of lectures, 32 hours of practical classes and 32 hours of independent study |

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| <p>Expected learning outcomes</p> | <p>Upon completion of this course unit a student will:</p> <p><i>know:</i></p> <ul style="list-style-type: none"> • the essence of marketing management and its methodological principles; • principles, methods and tasks of marketing planning, formation of marketing strategy of the enterprise; • the essence and methods of managing the marketing complex (marketing mix), management techniques for the development of its individual components; • the essence and basic principles of implementation at the enterprise marketing and control of its marketing activities; • approaches to the management of sales staff in a modern firm, methods of their effective motivation; <p><i>be able to:</i></p> <ul style="list-style-type: none"> • apply the acquired knowledge in the process of marketing management of the enterprise; • establish and implement marketing management; • select the target market on the basis of analysis of a firm's market opportunities and its resources; • determine and form a firm's specific marketing strategy, develop appropriate marketing programs; • implement planning, organization and control in the process of developing individual components of the marketing complex. |
| <p>Key words</p> | <p>marketing management, marketing plan, marketing information system, marketing research, brand</p> |
| <p>Course unit format</p> | <p>Classroom learning</p> |
| <p></p> | <p>Conducting lectures, practical classes and consultations for a better understanding of topics</p> |
| <p>Topics</p> | <p>Conveyed in the COURSE SCHEME**</p> |
| <p>Summative assessment, form</p> | <p>exam at the end of the semester test</p> |
| <p>Prerequisite</p> | <p>To study the course unit students need basic knowledge of "Marketing", "Management", "Marketing Communications" academic subjects</p> |
| <p>Teaching methods and techniques that will be used during the course unit</p> | <p>Presentation, lectures, collaborative learning (forms – group projects, joint development, tutoring*, learning communities, etc.) project-oriented learning, discussion</p> <p>*The task of the tutor is to form an educational space as a space for the manifestation of cognitive initiatives and interests of students and to create an individual educational trajectory. The tutor forges a partnership with students, providing psychological support during their studies, organizes their educational activities, represents the academic interests of students at the faculty. Tutor's support, aimed at implementing the principle of individualization in education, promotes the fullest disclosure of the personal potential of the student, provided the establishment of a subjective relationship in which each party assumes responsibility for own choice.</p> |

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| Necessary equipment | With the consideration of the course unit peculiarities. Studying the course may not require the use of software other than commonly used programs and operating systems. |
| Evaluation criteria (separately for each type of educational activity) | <p>The evaluation is conducted on a 100-point scale. Points are awarded according to the following ratio:</p> <ul style="list-style-type: none"> • practical / independent study, etc.: 25% of the semester evaluation; maximum number of points is <u>25</u> • check measurements (modules): 25% of the semester evaluation; maximum number of points is <u>25</u> • exam /test: 50% of the semester evaluation; maximum number of points is <u>50</u> <p>Summative maximum number of points is <u>100</u></p> <p>Paper projects: Students are expected to complete several types of paper projects (essays, case studies).</p> <p>Academic honesty: Student’s work is expected to be his /her original research or reasoning. Lack of references to sources used, fabrication of sources, cribbing and cheating, interference in the work of other students are, but are not limit examples of possible academic dishonesty. Revealing of academic dishonesty signs in the student’s paper project is the ground for its rejection by the lecturer, regardless of the extent of plagiarism or deception.</p> <p>Attending classes is an important part of learning. It is expected that all students will attend all lectures and practical classes of the course unit. Students should inform the lecturer about the impossibility of attending classes. In any case, students are required to meet all deadlines set for all types of paper projects provided by the course unit.</p> <p>Study materials. All study materials that students will not be able to find on their own will be provided by the lecturer exclusively for educational purposes without the right to transfer it to third parties. Students are also encouraged to use other study materials and sources that are not among the recommended list.</p> <p>Points awarding policy. Points earned on current testing, independent study and points of summative testing are taken into account. At the same time, it is necessary to take into account the attendance at classes and the activity of the student during the practical lesson; inadmissibility of absences and lateness for classes; use of a mobile phone, tablet or other mobile devices during classes for non-learning purposes; cribbing (cheating) and plagiarism; untimely performance of the assigned task, etc.</p> <p>No form of violation of academic honesty is tolerated.</p> |
| Questions for test or exam | http://e-learning.lnu.edu.ua/mod/resource/view.php?id=24432 |
| Poll | The evaluation questionnaire to assess the quality of the course unit will be provided upon completion of the course unit. |

****COURSE SCHEME**

| Week | Topic, plan, short theses | Form of activity (studying) | Study materials.*** Internet resources | Task, hours | Deadline |
|------|---|-----------------------------|---|-------------|----------|
| 1. | <p>TOPIC 1. UNDERSTANDING MARKETING MANAGEMENT</p> <ol style="list-style-type: none"> 1. The Importance of Marketing 2. The Scope of Marketing 3. Core Marketing Concepts 4. The New Marketing Realities 5. Company Orientation toward the Marketplace 6. The New Four Ps 7. Marketing Management Tasks | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-1 | 2 | |
| 2. | <p>TOPIC 2. DEVELOPING MARKETING STRATEGIES AND PLANS</p> <ol style="list-style-type: none"> 1. Marketing and Customer Value 2. Corporate and Division Strategic Planning 3. Business Unit Strategic Planning 4. Product Planning: The Nature and Contents of a Marketing Plan | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-2 | 2 | |
| 3. | <p>TOPIC 3. COLLECTING INFORMATION AND FORECASTING DEMAND</p> <ol style="list-style-type: none"> 1. Components of a Modern Marketing Information System 2. Internal Records 3. Marketing Intelligence 4. Analyzing the Macroenvironment 5. Forecasting and Demand Measurement | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-3 | 2 | |
| 4. | <p>TOPIC 4. CONDUCTING MARKETING RESEARCH</p> <ol style="list-style-type: none"> 1. The Marketing Research System 2. The Marketing Research Process 3. Measuring Marketing Productivity | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-4 | 2 | |
| 5. | <p>TOPIC 5. CREATING LONG-TERM LOYALTY RELATIONSHIPS</p> <ol style="list-style-type: none"> 1. Building Customer Value, Satisfaction, and Loyalty 2. Maximizing Customer Lifetime Value 3. Cultivating Customer Relationships 4. Customer Databases and Database Marketing | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-5 | 2 | |

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| 6. | <p style="text-align: center;">TOPIC 6. ANALYZING CONSUMER MARKETS</p> <ol style="list-style-type: none"> 1. What Influences Consumer Behavior? 2. Key Psychological Processes 3. The Buying Decision Process: The Five-Stage Model 4. Behavioral Decision Theory and Behavioral Economics | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-6 | 2 | |
| 7. | <p style="text-align: center;">TOPIC 7. ANALYZING BUSINESS MARKETS</p> <ol style="list-style-type: none"> 1. What Is Organizational Buying? 2. Participants in the Business Buying Process 3. The Purchasing/Procurement Process 4. Stages in the Buying Process 5. Managing Business-to-Business Customer Relationships 6. Institutional and Government Markets | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-7 | 2 | |
| 8. | <p style="text-align: center;">TOPIC 8. IDENTIFYING MARKET SEGMENTS AND TARGETS</p> <ol style="list-style-type: none"> 1. Bases for Segmenting Consumer Markets 2. Bases for Segmenting Business Markets 3. Market Targeting | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-8 | 2 | |
| 9. | <p style="text-align: center;">TOPIC 9. BUILDING STRONG BRANDS</p> <ol style="list-style-type: none"> 1. Creating Brand Equity 2. Crafting the Brand Positioning 3. Competitive Dynamics | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-9 | 2 | |
| 10. | <p style="text-align: center;">TOPIC 10. SETTING PRODUCT STRATEGY</p> <ol style="list-style-type: none"> 1. Product Characteristics and Classifications 2. Product and Services Differentiation 3. Design 4. Product and Brand Relationships 5. Packaging, Labeling, Warranties, and Guarantees | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-10 | 2 | |
| 11. | <p style="text-align: center;">TOPIC 11. DESIGNING AND MANAGING SERVICES</p> <ol style="list-style-type: none"> 1. The Nature of Services 2. The New Services Realities 3. Achieving Excellence in Services Marketing 4. Managing Service Quality 5. Managing Product-Support Services | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-11 | 2 | |

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| 12. | <p>TOPIC 12. DEVELOPING PRICING STRATEGIES AND PROGRAMS</p> <ol style="list-style-type: none"> 1. Understanding Pricing 2. Setting the Price 3. Adapting the Price 4. Initiating and Responding to Price Changes | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-12 | 2 | |
| 13. | <p>TOPIC 13. DESIGNING AND MANAGING INTEGRATED MARKETING CHANNELS</p> <ol style="list-style-type: none"> 1. Marketing Channels and Value Networks 2. The Role of Marketing Channels 3. Channel-Design Decisions 4. Channel-Management Decisions 5. Channel Integration and Systems 6. Conflict, Cooperation, and Competition 7. E-Commerce and M-Commerce Marketing Practices | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-13 | 2 | |
| 14. | <p>TOPIC 14. MANAGING RETAILING, WHOLESALING, AND LOGISTICS</p> <ol style="list-style-type: none"> 1. Retailing 2. Private Labels 3. Wholesaling 4. Market Logistics | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-14 | | |
| 15. | <p>TOPIC 15. DESIGNING AND MANAGING INTEGRATED MARKETING COMMUNICATIONS</p> <ol style="list-style-type: none"> 1. The Role of Marketing Communications 2. Developing Effective Communications 3. Deciding on the Marketing Communications Mix 4. Managing the Integrated Marketing Communications Process | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-15 | 2 | |
| 16. | <p>TOPIC 16. MANAGING MASS AND PERSONAL COMMUNICATIONS</p> <ol style="list-style-type: none"> 1. Developing and Managing an Advertising Program 2. Deciding on Media and Measuring Effectiveness 3. Sales Promotion. Events and Experiences. Public Relations 4. Direct Marketing 5. Interactive Marketing 6. Word of Mouth 7. Designing the Sales Force. Managing the Sales Force 8. Principles of Personal Selling | Lecture | http://e-learning.lnu.edu.ua/course/view.php?id=1311#section-16 | 2 | |