

BUNIN YELETS STATE UNIVERSITY

WORKING PROGRAM OF THE DISCIPLINE B1.C.04.06 Marketing

Training area: 38.03.02 Management

Orientation (profile): organization management and logistics

Qualification (degree): *Bachelor's degree*

Form of study: *full-time*

Institute of Economics, Management and Service Technologies

Department of Economics and Management named after N. G. Nechaev

	full-time form	full-time part shape	correspondence form
-time course	2		
Semester/ trimester	4		

Lectures	36		
в including practical training			
Laboratory classes			
Practical (seminar) classes	36		
в including practical training Form			
(s) of intermediate certification	E-exam-0,3		
Control	9		
Other forms of work			
Independent work	98,7		

Total hours: 180

Laborintensity:5credits.

Developer of the work program:

Candidate of Economic Sciences, Associate Professor T. A. Kostenkova

I.ORGANIZATIONAL AND METHODOLOGICAL SECTION

The purpose of studying the discipline: formation of students ' basic knowledge in the field of theory and practice of modern marketing.

Objectives of studying the discipline:

- consideration of the main marketing concepts and methodological principles of modern marketing;
- developing an understanding of marketing problems in Russia and abroad;
- acquisition of initial skills in conducting market research to analyze the market and consumers;
- mastering the basics of developing an organization's product, pricing, and advertising policies.

Place of the discipline in the structure of the OPOP: implemented as part of the mandatory part of the block B1. Disciplines (modules).

Planned results of training in the discipline:

Code of competence	Indicators of achievement of competence	Planned results of training in the discipline
UC-10	Know: <ul style="list-style-type: none">- the conceptual framework of economic science and the basic principles of the functioning of the economy;- the goals and mechanisms of the main types of social economic policy.	Knows: <ul style="list-style-type: none">- basic concepts of the marketing complex
	Should be able to: <ul style="list-style-type: none">- use methods of economic and financial planning to achieve the set goal;- use financial tools to manage personal finances (personal budget).	Can do: <ul style="list-style-type: none">- use marketing tools to study consumer behavior in the market
	Own: <ul style="list-style-type: none">- skills in applying economic tools for financial management, taking into account economic and financial risks in various areas of life.	Owns: <ul style="list-style-type: none">- skills in developing marketing activities after conducting an analysis
GPC4	To know: <ul style="list-style-type: none">- basic methods for identifying opportunities and threats in the external environment of the organization.	Knows: <ul style="list-style-type: none">- methods of studying the external marketing environment of an enterprise
	To be able to:	Can do: <ul style="list-style-type: none">- evaluate the capabilities of the compa-

	<ul style="list-style-type: none"> - identify and evaluate opportunities for the organization's development, taking into account available resources; - develop business plans for projects and business lines. 	ny's work, taking into account the characteristics of the external and internal marketing environment
	; Own: <ul style="list-style-type: none"> - methods of assessing market situations, taking into account the prospects of the organization's activities; - methods of developing business plans and justifying financial and economic decisions. 	Owens: <ul style="list-style-type: none"> - skills to assess the company's position in the market from the point of view of the marketing situation

II. CONTENT AND SCOPE OF THE DISCIPLINE

**with an indication of the number of hours allocated for students ' contact work
with a teacher (by type of training sessions) and for independent work**

Full-time education

n /	a Name of sections and	topics Total	Classroom classes			Sam. rab.
			LC	PZ	LB	
	Section 1. Methodological foundations of marketing	91	20	20		51
1.	Topic 1. The essence, goals and objectives of marketing	10	2	2		6
2	Topic 2. The system of marketing research and marketing information	10	2	2		6
3	Topic 3. The marketing environment of the enterprise	10	2	2		6
4	Topic 4. The consumer and his behavior in the purchase process	11	2	2		7
5	Topic 5. Analysis and segmentation market	15	4	4		7
6	Topic 6. Product and product policy	15	4	4		7
7	Topic 7. Pricing in marketing	10	2	2		6
8	Topic 8. Methods of product distribution	10	2	2		6
	Section 2. Applied marketing issues	79.7,7	16	16		47.7,7
9	Topic 9. Product movement and sales policy of the organization	15	4	4		7
10	Topic 10. Sales channel and its components	11	2	2		7
11	Topic 11. Marketing	10	2	2		6

	communications					
12	Topic 12. Advertising as a type of marketing communication	10	2	2		6
13	Topic 13. New technologies in marketing communications	11	2	2		7
14	Topic 14. Organization, management and control in the marketing system	11	2	2		7
15	Topic 15. Marketing in various fields of activity	11.7,7	2	2		7.7,7
	<i>Control</i>	9				
	<i>Exam</i>	0.3				
	<i>And more for the 4th semester</i>	170.7	36	36		98.7
	including practical training					
	TOTAL:	180	36	36		98.7,7

Full-time and part-time education (not implemented)

Part-time education (not implemented)

III. EVALUATION MATERIALS FOR THE CURRENT AND FUTURE EVALUATION OF THE PROJECT. INTERMEDIATE CERTIFICATION OF STUDENTS IN THE DISCIPLINE

The current certification is conducted in the form of a test paper (in test form), an abstract.

Standard version of the control work

Section 1

1. Choose the most complete definition of marketing:

- a) marketing — a system of principles, methods and measures based on a comprehensive study of consumer demand and purposeful formation of the supply of services by the manufacturer;
- b) marketing — a type of human activity aimed at satisfying needs and needs through exchange;
- c) marketing — business activity that manages the promotion of goods and services from the producer to the consumer or user;

d) marketing — a complex process of scientific research, technical and economic justification, production planning and management, development, pricing policy, promotion and incentive methods in order to meet consumer demand.

2. Internal marketing information is:

- a) information collected by the firm;
- b) any information available to the firm;
- c) government information acquired by the firm;
- d) information received from a competitor company.

3. Macro-environment of the enterprise:

- a) includes a microenvironment;
- b) reflects the state-administrative and economic processes in the country;
- c) cannot be controlled by the enterprise;
- d) is controlled by the company.

4. The main goal of market segmentation:

- a) ensuring targeting of the developed product;
- b) self-assertion to management, as segmentation reflects a marketing approach;
- c) determination of the market share;
- d) implementation of marketing planning.

5. A product in marketing is:

- a) a product that does not meet the needs;
- b) the result of research, development and production;
- c) a product of activity offered on the market for sale at a certain price and at this price is in demand as satisfying needs;
- d) a duly registered designation.

6. The first stage in creating a new product is:

- a) management analysis;
- b) construction;
- c) search for ideas;
- d) preliminary evaluation and selection of ideas.

7. Which of the following statements is correct:

- a) if the main competitor has reduced the price of the product, the company should do the same;
- b) if the coefficient of elasticity is less than unity, you can increase sales by changing the price;
- c) demographic factors do not affect the buyer's perception of the price of the product;
- d) when determining the market value of a product, it is necessary to take into account the quality of the product, its use value, and the degree of novelty.

8. Initial link of the distribution channel:

- a) the store.
- b) the consumer;
- c) the manufacturer;
- d) a large wholesale enterprise.

9. The four phases of advertising impact according to the classical model are:

- a) attention, interest, decision, purchase;

- b) interest, attention, desire, challenge;
- c) attention, interest, desire, decision;
- d) attention, interest, desire, action.

10. What method of post-testing an ad campaign does the following event apply to?: "The respondent is asked questions about whether they have seen or heard an ad message without being reminded of it":

- a) a review with a reminder;
- b) a review without a reminder.
- c) testing requests.
- d) sales testing.

11. What type of distribution strategy does the following statement apply to: "An enterprise selects several retail outlets in a given region to sell its products":

- a) exclusive distribution;
- b) intensive distribution;
- c) selective distribution;
- d) logistic distribution.

12. A vertical marketing system is:

- a) distribution channels with professional management and centralized coordination, designed to effectively perform distribution functions and maximize marketing impact;
- b) independent individuals and legal entities whose main function is to bring sellers and buyers together;
- c) a distribution method in which an enterprise uses two or more distribution channels for the same basic product;
- d) a distribution strategy in which a manufacturer sells its product or service through a single intermediary in a specific geographical region.

13. A trademark is:

- a) a trademark identified by the mass consciousness;
- b) a word, letter or group of words, letters that can be pronounced;
- c) a scientifically based and experience - based idea of what a new product should be;
- d) the designation of the product registered in accordance with the established procedure to distinguish it from other goods and indicate its manufacturer.

14. Market capacity is:

- a) the amount of public funds used to purchase goods or services;
- b) aggregate purchases of industrial consumers;
- c) the volume of production of the product, taking into account changes in its inventory and the export-import balance;
- d) the ratio of supply and demand at the general economic level.

15. Which of the stages does not apply to the end-user behavior model:

- a) awareness of the need;
- b) final selection of the supplier;
- c) making a purchase decision;
- d) assessment of the correctness of the choice.

16. The product life cycle is extended by:

- a) quick change of the product range;

- b) finding new sales markets;
- c) development of a new product;
- d) an increase in the volume of product output.

17. The longest distribution channel is selected if:

- a) distribution of inexpensive goods;
- b) if a large retail trade enterprise can purchase large quantities of goods;
- c) the presence of a large number of small producers and retail outlets;
- d) when the manufacturer assumes intermediary functions.

18. The means of stimulating consumers are:

- a) deferred payment of invoices, bonus to the dealer, sales;
- b) premium to the dealer, price reduction, sales;
- c) price reductions, sales, coupons;
- d) sales, trainings, coupons.

19. The direct marketing channel is:

- a) trade from the distributor's warehouse;
- b) trade through stores owned by the manufacturer;
- c) trade with small wholesale enterprises;
- d) trade through retail stores.

20. Elements of supportive marketing include:

- a) price increases;
- b) reduction of advertising activity;
- c) product modernization and price increases;
- d) effective advertising and flexible pricing policies.

Section 2

1. Incentive marketing is used for:

- a) negative demand;
- b) latent demand;
- c) lack of demand;
- d) irrational demand.

2. Consumer survey data on their intentions in the market are:

- a) external information;
- b) internal primary information;
- c) internal secondary information;
- d) external confidential information.

3. For a confectionery factory, the following factors will be key in analyzing the external environment:

- a) economic, political, technological;
- b) environmental, international, economic;
- c) socio-demographic, economic, and international issues;
- d) socio-demographic, political, environmental issues.

4. Which of the following segmentation features are demographic:

- a) country, province, or municipal district;

- b) social stratum, lifestyle;
- c) use of the product;
- d) family life cycle stage, gender, age.

5. Product success at the implementation stage is determined by:

- a) concentrated marketing;
- b) customer feedback, advertising;
- c) consumer properties of the product;
- d) a low ratio of advertising costs to the volume of sales of goods.

6. The product life cycle is extended by:

- a) quick change of the product range;
- b) development of a new product;
- c) finding new sales markets;
- d) an increase in the volume of product output.

7. Which of the following statements is correct:

- a) the company may accept a temporary price reduction in order to reorganize its inventory;
- b) when setting the price, the time of purchase of the product is not taken into account;
- c) if the main competitor has reduced the price of the product, the company should do the same;
- d) demographic factors do not affect the buyer's perception of the product price.

8. The direct marketing channel is:

- a) trade from the distributor's warehouse;
- b) trade through stores owned by the manufacturer;
- c) trade with small wholesale enterprises;
- d) trade through retail stores.

9. Advertising in the mass media is:

- a) meetings and press conferences;
- b) directories.
- c) advertising on transport;
- d) advertising in newspapers and magazines.

10. What method of post-testing an ad campaign does the following event apply to?: "Research is being conducted to compare the effectiveness of mass media and testing purchases made by consumers":

- a) a review with a reminder;
- b) a review without a reminder.
- c) testing requests.
- d) sales testing.

11. What type of distribution strategy does the following statement apply to: "An enterprise seeks to sell goods or services in as many retail outlets as possible":

- a) exclusive distribution;
- b) intensive distribution;
- c) selective distribution;
- d) logistic distribution.

12. Exclusive product distribution means:

- a) distribution channels with professional management and centralized coordination, designed to effectively perform distribution functions and maximize marketing impact;
- b) a distribution strategy in which the manufacturer sells its product in the maximum possible number of retail outlets;
- c) a distribution method in which an enterprise uses two or more distribution channels for the same basic product;
- d) a distribution strategy in which a producer sells its product or service through a single intermediary in a certain geographical region.

13. The product life cycle is:

- a) a scientifically based and experience - based view of what the new product should be like;
- b) study of the reaction of consumers to changes in the conditions of trial sale of small batches of goods;
- c) the time from the moment of the initial appearance of the product on the market to the termination of its sale in this market;
- d) a set of properties and characteristics of products that are able to meet the specified or expected needs.

14. In conditions of full demand, the following applies:

- a) supportive marketing;
- b) demarketing;
- c) incentive marketing;
- d) conversion marketing.

15. What laws are the basis of the economic approach to the formation of a model of consumer behavior:

- a) the law of demand and the law of supply;
- b) the law of minimization of marginal utility and the law of demand;
- c) the law of marginal utility and the law of supply;
- d) the law of utility maximization and the law of marginal utility.

16. Franchising is:

- a) a distribution method in which the enterprise uses two or more distribution channels for the same basic product;
- b) a distribution strategy in which a producer sells its product or service through a single intermediary in a specific geographical region;
- c) a contract between the lead enterprise and a natural or legal person that allows these persons to engage in a certain type of business using the brand name in accordance with certain rules;
- d) distribution strategy, in which the manufacturer sells its product in the maximum possible number of outlets.

17. The strategy of mass (undifferentiated) marketing assumes that:

- a) the company focuses its efforts and resources on one market segment and offers products specifically for this group of customers;
- b) the company does not take into account the differences between segments and considers the market as a single whole;
- c) the company strives to develop several market segments at once with specially designed products and specific marketing policies;

d) the company takes into account the differences between segments and considers the market as a whole.

18. The characteristic of a product that reflects its difference from a competitor's product both in terms of the degree of compliance with a specific need and in terms of the cost of meeting this need is called:

- a) a trademark;
- b) corporate identity;
- c) competitiveness of the product;
- d) the brand.

19. Intermediaries who have the right to act on behalf of the manufacturer are called:

- a) brokers;
- b) small wholesale suppliers;
- c) wholesalers;
- d) agents of the manufacturer.

20. Irrational demand is formed for:

- a) tobacco and meat products;
- b) alcoholic beverages and fish products;
- c) плодовоовощные canned fruits and vegetables and alcoholic beverages;
- d) tobacco products and alcoholic beverages.

Approximate topics of research papers

1. Concept of marketing activity of the enterprise
2. Comprehensive market research-the basis of marketing activities
3. Market segmentation is the main principle of market research.
4. Market in the marketing system
5. Competitiveness assessment
6. Consumers and their behavior: marketing aspects of problems
7. Types of goods and product markets, their marketing development and evaluation
8. Economic конъюнктура and its role in marketing activities of the enterprise
9. Organization of marketing management
10. Marketing control
11. Developing a business plan
12. Key factors and tools of price marketing
13. Marketing objectives and features for consumer and industrial goods.
14. Key factors of a firm's success in the market
15. New product development strategy
16. Advertising in the product distribution system
17. Direct marketing
18. Market intermediaries as a marketing activity area
19. Organization of product sales
20. Methods of demand forecasting.
21. Marketing environment and its role in choosing a marketing strategy
22. Система и Sales promotion system and tools: types and purpose

23. Industrial marketing
24. Travel marketing
25. Marketing in non-profit organizations
26. International marketing: forms and their content
27. International marketing research
28. International price Policy
29. The impact of international marketing on structure, planning, and control across the enterprise
30. Industrial marketing in Russia and foreign countries.
31. Participants of the sales system and business relationships in industrial marketing.
32. Product range management in industrial marketing.
33. Personal Sales Management
34. Product range management
35. Organization and management of sales channels in industrial marketing
36. Demand generation and sales promotion in industrial marketing
37. Planning and control in industrial marketing
38. Industrial marketing at the present stage

Intermediate certification of students is carried out in the form of an exam using the following assessment materials: list of questions for the exam.

Questions for the exam (4 semester full-time study)

1. The essence of marketing and its role in the economy.
2. Types of marketing.
3. Marketing functions, principles, and objectives.
4. Marketing management concepts.
5. The role and functions of marketing research.
6. Methods of marketing research.
7. Marketing research scheme.
8. Organization of marketing research.
9. The concept of the marketing environment of an enterprise.
10. The main factors of the external macro environment of the enterprise.
11. The main factors of the external microenvironment of the enterprise.
12. Internal environment of the enterprise.
13. Rules of consumer behavior.
14. Principles of consumer research.
15. A model of consumer behavior.
16. An economic approach to the formation of a model of consumer behavior.
17. Analysis of market conditions.
18. Analysis of competition and competitors.
19. Market segmentation.

- 20.Choosing a market coverage strategy.
- 21.Choosing a product positioning strategy.
- 22.The concept of a product and its functions. Classification of goods.
- 23.Product life cycle.
- 24.Strategy for developing new products.
- 25.Product range.
- 26.Trademark.
- 27.Service in the product policy system.
- 28.Product competitiveness.
- 29.The role of price in the theory and practice of competition. Formation of the sale price.
- 30.Pricing strategies. Types of prices.
- 31.Distribution channels: concept and functions.
- 32.Structure of distribution channels.
- 33.Intermediaries as subjects of the distribution channel. Classification of intermediaries.
- 34.Vertical marketing system.
- 35.Physical distribution and logistics.
- 36.The concept of a sales channel: its functions and types.
- 37.Economic forms of organizing a sales channel.
- 38.Main features of wholesale trade.
- 39.Key features of retail trade.
- 40.The concept and types of marketing communications.
- 41.Sales promotion as a type of marketing communications.
- 42.Public relations as a type of marketing communications.
- 43.Direct marketing as a type of marketing communications.
- 44.Concept, essence, content, and types of advertising.
- 45.Basic requirements for advertising. Ad effectiveness.
- 46.SMM marketing in social media.
- 47.Online advertising: concept, types, effectiveness.
- 48.The main types of marketing organizational structures.
- 49.The concept of marketing strategy and tactics.
- 50.Planning in marketing.
- 51.Marketing financing.
- 52.Bank marketing.
- 53.Marketing of the securities market.
- 54.International marketing.

IV. LIST OF LITERATURE REQUIRED FOR MASTERING DISCIPLINES

4.1. Basic literature

1. Karpova S. V. Marketing: theory and practice : a textbook for bachelors / S. V. Karpova. - Moscow: Yurayt PublishingHouse, 2022. - 408 p — - (Bachelor's degree. Academic course). — ISBN 978-5-9916-2661-3. - Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/509104> (accessed: 19.04.2024).

2. Marketing : textbook and practical course for universities / T. A. Lukicheva [et al.]; edited by T. A. Lukicheva, N. N. Molchanov. - Moscow: Yurayt PublishingHouse, 2021. - 370 p — - (Higher education). - ISBN 978-5-534-01478-5. - Text: electronic // EBS Yurayt [website]. — URL: <https://urait.ru/bcode/469356> (accessed: 19.04.2024).

4.2. Additional literature

1. Kuzmina E. E. Marketing : textbook and practical course for universities / E. E. Kuzmina. - 2nd ed., reprint. and add-ons. - Moscow: Yurayt PublishingHouse, 2021. - 419 p — - (Higher education). - ISBN 978-5-534-13841-2. - Text: electronic // EBS Yurayt [website]. — URL: <https://urait.ru/bcode/468861> (accessed: 19.04.2024).

2. Rebrova N. P. Marketing: textbook and practical course for universities / N. P. Rebrova. - Moscow: Yurayt PublishingHouse, 2022. - 277 p — - (Higher education). — ISBN 978-5-534-03466-0. - Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/489477> (accessed: 19.04.2024).

V.. List of resources of the information and TELECOMMUNICATION NETWORK "INTERNET", NECESSARY for mastering DISCIPLINES

№ Item No	. Link to the information resource	Name of the development in electronic form	Availability
1.	http://www.aup.ru /	Administrative and management portal. It includes an electronic library of business literature and documents, a business forum on various aspects of the theory and practice of organization, planning and management of enterprises. The sections also contain ready-made business plans, statistical reference books, and analytical reviews.	Free access

2.	https://maed.ru/	Website of the Marketing Academy. It contains a database of useful materials for anyone who wants to learn marketing.	Free access
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VI. MODERN PROFESSIONAL DATABASES AND INFORMATION AND REFERENCE SYSTEMS

1	http://www.biblioclub.ru.biblioclub.ru	Electronic Library System (EBS) University Library online	Registration via any university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet
2	https://urait.ru/	Educational platform "Yurayt"	Registration via any university computer. In the future, unlimited individual access is provided from any point where there is access to the Internet
3	www.garant.ru	www.garant.ru Legal information Portal	Free access
4	www.elibrary.ru	Russian information portal in the field of science, technology, medicine and education	Free access
5	www.consultant.ru	Russian Computer Reference and legal system	Free access

VII. LICENSED AND FREELY DISTRIBUTED SOFTWARE software

When implementing an academic discipline, the following licensed and freely distributed software is used:

- Microsoft Windows;
- Microsoft Office;
- LibreOffice , etc..

VIII. EQUIPMENT AND TECHNICAL MEANS OF TRAINING, REQUIRED FOR THE IMPLEMENTATION OF AN EDUCATIONAL PRO- ЦЕССЫ ДЛЯ ОСУЩЕСТВЛЕНИЯ ОБРАЗОВАТЕЛЬНОГО PROCESS BY DISCIPLINE

Training sessions are held in classrooms equipped with specialized furniture, including stationary or portable teaching equipment (projector, screen, computer / laptop).

Independent work is carried out in classrooms equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of the university.