

Work programme of the course:

Course title	MARKETING AND SALES
Level of higher education (degree)	FIRST (BACHELOR)
Field of study	07 MANAGEMENT AND ADMINISTRATION
Major	073 MANAGEMENT
Program subject area	MANAGEMENT (ENGLISH)
Status of the discipline	Compulsory
Mode of studies	FULL-TIME, PART-TIME, E-LEARNING
Total number of hours/ ECTS credits	150 HOURS /5 ECTS CREDITS
Language of instruction	ENGLISH
Lecturer	NAUMOVA OLENA OLEKSANDRIVNA ASSOC. PROF., PH.D.
Lecturer's profile	https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/naumova-olena-oleksandrivna
Tel. number	+380676571835
E-mail	Olenan@krok.edu.ua
Consultations	CONSULTATIONS IN MS TEAMS: FRIDAY, 11:00 A.M.-11.30 A.M. http://surl.li/mqkjxm %22%7d

1. Brief summary of the course

People often think that marketing is just selling or advertising — a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising. Even the most skillful marketer cannot make customers buy things they don't want. Rather, marketing involves identifying customer needs, satisfying these needs with the right offering, assuring availability to customers through the best distribution channels, using promotional activities to build awareness and motivate purchase, and choosing a suitable price to boost the firm's profitability while also maintaining customer satisfaction. Particular attention is paid to the analysis of the specific marketing concepts for luxury branding, fundamentally different from marketing in the mass market.

This course provides deeper knowledge of marketing concepts for products (brands) of rational and irrational demand.

The purpose of this course is to develop in students a comprehensive system of competencies that enables them to justify business decisions through the application of a marketing approach to business management.

The task of this course is to introduce students to the concepts, analyses, strategies and activities that comprise marketing, and to provide practice in assessing and solving marketing problems.

Upon completing the course in Marketing and Sales, students should possess the following knowledge and skills:

- to know: the essence of the marketing concept of management, its historical genesis, goals, principles, functions and types of marketing, the content of the marketing management process; structure and purpose of marketing information system, essence and main stages of marketing research; the concept of the marketing environment of the enterprise, the main factors of the macro - and micro - environment; model of customer behavior, features of customer behavior in consumer and industrial markets; ways to assess market capacity and forecast demand; concepts and main stages of market segmentation, leading criteria and methods of segmentation, the essence and methods of product positioning; main tasks of marketing product policy, approaches to product range management, the concept of product life cycle, stages of creation of new products; the essence of marketing pricing policy, stages of the pricing process, goals, factors, strategies, methods and tactical tools of pricing; the essence of distribution marketing policy, the concept of sales channel, methods of classification of distribution systems, distribution system management strategies; the essence of marketing communication policy, elements of the communication complex, the tasks of advertising management, sales promotion, personal sales and publicity; basics of strategic and operational marketing planning, development of marketing budgets, types of organizational structures of marketing, ways to control marketing activities. the essence of marketing communication policy, elements of the communication complex, the tasks of advertising management, sales promotion, personal sales and publicity; basics of strategic and operational marketing planning, development of marketing budgets, types of organizational structures of marketing, ways to control marketing activities. the essence of marketing communication policy, elements of the communication complex, the tasks of advertising management, sales promotion, personal sales and publicity; basics of strategic and operational marketing planning, development of marketing budgets, types of organizational structures of marketing, ways to control marketing activities.

- be able to: make plans for marketing research, justify the relevant situations, ways to obtain marketing information; to analyze the influence of macro - and micro - environment factors on the organization's activity; measure market capacity (current market potential); analyze the main sources of marketing information for decision-making and management of the enterprise; determine the direction, objectives of research needs and objects of marketing research; develop a marketing research program; to study and study the motivations of consumer behavior in order to make decisions to meet their needs; substantiate the criteria and methods of market segmentation, compile segment profiles and select the target market, offer rational ways of positioning goods; analyze the product range of the enterprise, to form proposals for streamlining the structure of the range, to develop recommendations for the content of product strategy in accordance with the stages of the product life cycle; choose strategies, methods and tactical tools of pricing in accordance with the characteristics of the product and the market situation; substantiate the rational structure of the sales system; to substantiate the rational composition of the complex of marketing communications, to plan advertising campaigns and promotions to promote sales, to organize the work of sales staff; to choose organizational structures of marketing, to carry out the analysis of performance of annual plans and the analysis of profitability by means of the corresponding tools. methods and tactical tools of pricing in accordance with the characteristics of the product and the market situation; substantiate the rational structure of the sales system; to substantiate the rational composition of the complex of marketing communications, to plan advertising campaigns and promotions to promote sales, to organize the work of sales staff; to choose organizational structures of marketing, to carry out the analysis of performance of annual plans and the analysis of profitability by means of the corresponding tools. By the end of the course, students will be equipped with a robust foundation in marketing and sales that prepares them for successful careers in these fields.

2. Learning outcomes

General Competencies (GS):

GC 10. Ability to conduct research at the appropriate level.

GS 12. Ability to generate new ideas (creativity).

GS 14. Ability to work in an international context.

Professional Competencies (PC):

PC 4. Ability to identify functional areas of the organization and the relationships between them.

PC 5. Ability to manage the organization and its departments through the implementation of management functions.

PC 7. Ability to choose and use modern management tools.

Program learning outcomes (PLO):

PLO 3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership.

PLO 5. Describe the content of the functional fields of the organization activity.

PLO 13. Communicate orally and in writing in English and other (Ukrainian) languages.

PLO 16. Demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.

3. Course scope

Type of class	Total number of hours/ ECTS credits - 150 HOURS /5 ECTS CREDITS		
Total number of hours / mode of studies	full-time	part-time	e-learning
lectures	28	14	14
seminars / practical / laboratory classes	22	7	7
Individual work	100	129	129

4. Prerequisites

Economic Theory and Economic History, Introduction to Management

5. Hardware and software

PC / laptop, Internet access, camera, microphone

6. Course policies – students must adhere to a code of academic integrity:

<https://int.krok.edu.ua/images/download/code-of-academic-integrity-2025.pdf>

Academic integrity is the presentation of one's own work and the proper recognition of the contribution of others.

Any violation of this principle constitutes academic dishonesty and may result in poor evaluation and disciplinary action.

Forms of academic dishonesty include:

- Plagiarism - presenting all or part of someone else's work as one's own in an academic exercise, such as an exam, a computer program, or a written assignment.
- Fraud - Using or attempting to use unauthorized materials during an exam or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) a copy of an examination or exam answers.
- Promoting academic dishonesty - helping others commit an act of dishonesty, such as replacing an exam or completing a task for someone else.

Fabrication - modification or transfer, without permission, academic information, or records.

7. PROGRAMME OF THE COURSE

Introduction

An introduction to the marketing concept, the major concepts of commercial marketing and the operation of marketing systems.

Module 1. The theoretical and methodological principles of marketing

Topic 1. Nature of Marketing

Production concept, selling concept, product concept, marketing myopia, marketing concept, societal marketing concept, general demarketing, selective demarketing, market segmentation, target market, marketing strategy, the 4Ps, marketing mix, definition of marketing, relationship marketing, corporate social responsibility (CSR), cause marketing, social marketing, convenience goods, shopping goods, specialty goods. Influence of the Internet on marketing. characteristics of a virtuous firm.

Topic 2. Environments Affecting Marketing

Environmental threat, controllable and uncontrollable environments, demographics, geodemographics, six major macroenvironmental variables, price discrimination, horizontal price fixing, vertical price fixing, predatory pricing, counterfeit goods, futuristics, cultural shift, and technological forecasting.

Topic 3. Consumer Behavior

Learning, classical conditioning, instrumental conditioning, reinforcement, stimulus generalization, stimulus discrimination, brand loyalty, motives, unconscious motives, buyer decision process, information search, perception, subliminal perception, self-image, perceived risk, attitude, cognitive dissonance, post-purchase (cognitive) dissonance, buyer's remorse, purchase decision process, problem recognition, information search, evaluative criteria, alternative evaluation, consideration set, reference group, beliefs, attitude change, opinion leader, word-of-mouth advertising, buzz marketing, family, social class, culture, subculture, innovators, compatibility, complexity, divisibility, communicability, relative advantage, and adoption process.

Topic 4. Marketing Research

Marketing information system, symptom vs. problem, primary data, panel data, secondary data, exploration research, survey, sample, experiment, focus group, and depth interview.

Topic 5. Market Segmentation and Targeting

Undifferentiated marketing, market segmentation, market positioning, micromarketing, market niche strategies, concentrated marketing, family life cycle, psychographics, geodemographic segmentation, benefit segmentation, resonance marketing, microniche, ethnic marketing.

Module 2. Market Development programs

Topic 6. Product Policy

Convenience, shopping, specialty goods, unsought goods, product life cycle, introduction, growth, maturity, decline, penetration vs. skimming pricing, positioning, sick products, pruning the product line, ethnic marketing, brand, brand name, brand mark, trademark, battle of the brands, private label, brand extension, line extension, product manager, category manager, idea generation, sources of ideas for new products, screening, business analysis, concept test, product test, market test, simulated test market, organizational buyer, reciprocity, B2B, installations, accessory equipment, fabricated parts and materials, raw materials, and supplies.

Topic 7. Pricing Policy

Pure competition, target costing, demand curve, price elasticity of demand, elastic, inelastic, segmented (segmentation) pricing, peak-user pricing, cost-based pricing, target profit pricing, value-based pricing, competition-based pricing, going rate pricing, price lining, psychological pricing, price-quality relationships, odd pricing, cost transparency, smart pricing, "tragedy of the commons," shrouding.

Topic 8. Channel Policy and Physical Distribution

Physical distribution, total cost approach to physical distribution, indirect marketing channel, direct distribution, indirect distribution, multichannel distribution systems (multiple distribution), channel conflict, forward buying, vertical marketing system (VMS), corporate VMS, contractual VMS, administered VMS, franchise, intensive distribution, selective distribution, exclusive distribution, and partnering.

Topic 9. Retailing, E-Commerce, Direct Marketing, and Wholesaling

Store retailing, specialty store, department store, warehouse clubs, superstore, scrambled merchandising, wheel of retailing theory, pyramiding, direct marketing, telemarketing, electronic commerce, asymmetric

information, wholesaling, merchant wholesaler, agent and broker, full-service wholesaler, limited-service wholesaler, rack jobber, and manufacturers' agent.

Topic 10. Engaging Consumers and Communicating Customer Value

Promotion Mix. Integrated Marketing Communications. The New Marketing Communications Model. The Need for Integrated Marketing Communications. Developing Effective Marketing Communication. A View of the Communication Process. Steps in Developing Effective Marketing Communication. Nonpersonal Communication Channels. Setting the Total Promotion Budget and Mix.

Topic 11. Advertising and Public Relations

Advertising. Major Advertising Decisions. Setting Advertising Objectives. Setting the Advertising Budget. Developing Advertising Strategy. Evaluating Advertising Effectiveness and the Return on Advertising Investment. Other Advertising Considerations. Public Relations. The Role and Impact of PR 478 Major Public Relations Tools.

Topic 12. Personal Selling and Sales Promotion

Personal Selling. The Nature of Personal Selling. The Role of the Sales Force. Managing the Sales Force Designing the Sales Force Strategy and Structure. Recruiting and Selecting Salespeople. Training Salespeople. Compensating Salespeople. Supervising and Motivating Salespeople. Evaluating Salespeople and Sales Force Performance. Social Selling: Using Digital Sales Platforms and Tools The Personal Selling Process. Steps in the Selling Process. Personal Selling and Managing Customer Relationships. Sales Promotion. The Rapid Growth of Sales Promotion. Sales Promotion Objectives. Major Sales Promotion Tools. Developing the Sales Promotion Program

Topic 13. Digital Marketing

Understanding Digital Marketing. The New Digital Marketing Model. Benefits of Digital Marketing to Buyers and Sellers Preparing for a Digital Marketing Campaign. Knowing the Digital Consumer. Understanding Consumer Omni-Channel Navigation Behavior. Using Experimentation to Understand What Works Employing Digital Channels in an Omni-Channel Strategy. Online Marketing Social Media Marketing Mobile Marketing. Creating an Integrated Omni-Channel Strategy Public Policy Issues in Digital Marketing

Module 3. Marketing Management in Practice

Topic 14. Developing and implementing marketing plans

Stages of a project and the roles of people involved at each stage, characteristics of successful and less successful projects, techniques available for planning, scheduling, resourcing and controlling activities on a project, preparing budgets and techniques for controlling progress throughout a project to ensure it is completed on time and within budget, techniques for evaluating the effectiveness of a project on its completion, an operational marketing plan, selecting an appropriate marketing mix for an organisation operating in any context.

Topic 15. Creating Competitive Advantage

Competitor Analysis. Identifying Competitors. Assessing Competitors. Selecting Competitors to Attack and Avoid. Designing a Competitive Intelligence System. Competitive Strategies. Approaches to Marketing Strategy. Basic Competitive Strategies. Competitive Positions. Market Leader Strategies. Market Challenger Strategies. Market Follower Strategies. Market Nicher Strategies.

Topic 16. Sustainable Marketing: Social Responsibility and Ethics

Sustainable Marketing. Social Criticisms of Marketing. Marketing's Impact on Individual Consumers. Marketing's Impact on Society as a Whole. | Marketing's Impact on Other Businesses. Pathways to Sustainable Marketing. Consumer Actions to Promote Sustainable Marketing. Business Actions toward Sustainable Marketing. Building a Sustainable Marketing Organization. Sustainable Marketing Principles. The Sustainable Marketing Organization.

8. Course scheme

Topic	Number of hours			Control form
	Full-time	Part-time	E -learning	

	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	
Module # 1										
Nature of Marketing	2	1	7	1	1	9	1	1	9	S, T, CS, P, E
Company and Marketing Strategy	2	1	7	1	1	9	1	1	9	S, T, CS, P, E
Analyzing the Marketing Environment	2	2	7	1	1	9	1	1	9	S, T, CS, P, E
Consumer Decision Making	2	2	7	1	1	9	1	1	9	S, T, CS, P, E
Marketing research	2	2	7	1	1	9	1	1	9	S, T, CA, CS, P, E
Customer-Driven Marketing Strategy	2	2	7	1	1	9	1	1	9	S, T, CA, CS, P, E
Pricing policy	2	2	7	1	1	9	1	1	9	S, T, CA, CS, P, E
Module #2										
Marketing channels	2	2	7	1	-	9	1	-	9	S, T, CA, CS, P, E
Managing Retailing, Wholesaling, and Logistics	2	-	7	1	-	9	1	-	9	S, T, CA, CS, P, E
Advertising and Public Relations	2	2	7	1	-	9	1	-	9	S, T, CA, CS, P, E
The definition and categorization of luxury	2	2	7	1	-	9	1	-	9	S, T, CS, E
Characteristics of luxury products: the code of luxury	2	2	7	1	-	10	1	-	10	S, T, CA, CS, P, E
The relationships between cultural values and consumer motivations for purchasing luxury brands	2	1	8	1	-	10	1	-	10	IA, S, T, CS, P, E
The luxury marketing-mix	2	1	8	1	-	10	1	-	10	S, T, CS, P, E
Total hours	28	22	100	14	7	129	14	7	129	-
TOTAL	150			150			150			-

Control form

IA – individual assignments

S – survey

T – test, mid-term tests

CA – calculation assignments

CS – solving case-studies

P – oral presentation

E - exam

9. Individual tasks

Individual tasks are an integral part of the educational process, as they contribute to the development of analytical skills, creative thinking and independence of students.

Content of an individual educational and research task (educational project)
The individual task consists of three types of questions, task options posted on the moodle platform: 1. Open question:

- o Requires a detailed, detailed answer based on theoretical knowledge and analysis of additional information.
 - o Tests your understanding of the topic, ability to formulate your own opinions and argue your position.
2. Calculation task:
- o Involves performing certain calculations using formulas or economic models.
 - o Tests knowledge of economic methods and the ability to apply them in practice.
3. Situational task:
- o Presents a real economic problem or case that needs to be analyzed and a solution proposed.
 - o Tests your ability to apply theoretical knowledge to solve practical problems and make informed decisions.
- Requirements for completing the task:
- Clear structure: Answers should be logically structured, contain an introduction, main body and conclusions.
 - Argumentation: Each statement must be supported by arguments and references to sources.
 - Accuracy of calculations: When performing calculations, it is necessary to observe accuracy and use appropriate units of measurement.
 - Originality: Answers must be your own and contain no plagiarism.
 - Design: The work must be designed in accordance with the requirements specified on the moodle platform.

10. Teaching methods

In the process of studying the discipline "Marketing and Sales", various types of educational activities, teaching methods and technologies are used.

Types of educational activities:

1. Lectures: classes where the teacher presents theoretical and practical guidance material, analyzing the main concepts and tools of marketing.
2. Seminars: interactive sessions in which students discuss topics, analyze case studies, and participate in group discussions that contribute to a deeper understanding of the material.
3. Practical classes: focus on the application of marketing tools for making management decisions.

Teaching methods and technologies:

1. Presentations and multimedia materials: the use of slides, videos and graphs, which facilitate the perception of information and make the educational process more visual.
2. Active learning methods: include group projects, discussions, role-playing games, and brainstorming sessions that promote active student involvement in the process.
3. Case method: analysis of real business situations, which allows students to practically apply theoretical knowledge, develop critical thinking and decision-making skills.

Use of information technologies: interactive platforms for learning

11. Control methods

Control measures are used to determine the success of training. Control measures include current and final control.

Current control is carried out during practical (seminar) classes and is aimed at checking the level of preparedness of the student to perform a specific task.

The final control is carried out to evaluate the learning results after the end of the study of the discipline (semester control) or modules separated according to the working curriculum.

During the study of this course, the following forms of current control are used: mid-term tests.

When studying this course, the following form of semester control is used: credit.

12. Distribution of points received by students

Evaluation of student learning results is carried out according to the University scale (0-100, taking into account optional tasks - 120 points) and the national scale.

General course evaluation system: Participation in the work during the semester / credit – 70%/30%

All tasks must be written independently, plagiarism is prohibited, no references or citations are required. The quality and originality of your arguments are evaluated. The task should be presented in Moodle

13.1. Scoring scheme for the course

Type of educational activity	Max score	Max total score
Modules #1 & #2		
Solving case-studies (3 x 5 points)	15	
Calculation assignments (4 x 2,5 points)	10	
Surveys / Test (2 x 5 points)	10	
Oral presentation (2 x 5 points)	10	
Individual work (1 x 10 points)	10	
Mid-term test (2 x 7,5 points)	15	
Total for modules #1 & #2	70	
Semester-module control work		30
Total for the course		100

13.2. Conditions for awarding points

1. Solving case-studies (Maximum Score – 5 Points)

- Completeness of the Solution (2 Points): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
- Accuracy of Answers (2 Points): All numerical data and calculation results must be accurate.
- Clarity of Presentation (1 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

2. Calculation assignments (Maximum Score – 2,5 Points)

- Completeness of the Solution (1 Point): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
- Accuracy of Answers (1 Point): All numerical data and calculation results must be accurate.
- Clarity of Presentation (0,5 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

3. Tests (Maximum Score – 5 Points)

- Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 20).

4. Survey (Maximum Score – 5 Points)

- Correctness of Answers (3 Points): Answers to questions must be accurate and correct.
- Coverage of the Topic (2 Points): Answers should demonstrate knowledge of all key aspects of the topic.

5. Oral presentation (Maximum Score – 5 Points)

- Substance (2 Points): Completeness and depth of topic coverage, inclusion of relevant data and examples.
- Visual Presentation (2 Points): Quality of slides, use of graphics, clarity, and aesthetics.
- Communication Skills (1 Point): Ability to convey information to the audience, respond to questions, and engage listeners.

6. Individual Work (Maximum Score – 10 Points)

- Depth of Research (3 Points): Quality of topic analysis, use of various sources of information and literature.
- Structure and Formatting (2 Points): Adherence to formatting requirements, logical structure of the work, correctness of citations.
- Originality and Creativity (2 Points): Presence of personal conclusions, recommendations, and interesting ideas.
- Responses to Questions (3 Points): Engagement in presenting work results, participation in discussions, and feedback.

7. Mid-term tests (Maximum Score – 7,5 Points)

- Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 30).

13.3. Final assessment criteria

University scale	Ukrainian Grade
90 and higher	excellent
70–89	good
50–69	satisfactory
1–49	unsatisfactory

14. Methodological provision

Attention students: all educational and methodological materials (lecture plans and videos, presentations/seminar assignments/case-studies, etc.) are submitted in Moodle Course: Marketing and sales (Olena Oleksandrivna Naumova): <https://dist.krok.edu.ua/course/view.php?id=91>

Link for Dspace

<https://dspace.krok.edu.ua/handle/krok/1223>

15. Recommended literature

Basic

1. Kotler P., Armstrong G., Harris L., He H. (2020) *Principles of Marketing*. 15th Edition. Pearson, ISBN: 9781292269566
2. Kotler P., Kartajaya H., & Setiawan I. (2021). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons, ISBN: 9781119668541
3. Kotler P., Kartajaya H., & Setiawan I. (2016). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons, ISBN: 1119341205

Additional

4. Gilles Kröger (2021). Understanding digital marketing: *The principles of digital marketing explained simply and practically*. Lulu Press, Incorporated, ISBN: 1300217553
5. Brexendorf T.O., Kapferer, J.N., Kernstock J., Powell S.M. (2017) *Advances in Luxury Brand Management*. Springer International Publishing, ISBN: 9783319511276
6. Kapferer J. N., & Bastien V. (2009). *The luxury strategy: Break the rules of marketing to build luxury brands*. Kogan page publishers, ISBN: 0749454776

16. Additional information on the discipline (educational component)

Certificates of completion for distance or online courses on the relevant topics may be credited provided that the requirements outlined in the corresponding regulation are met.

Work programme of the discipline:

Compiled by: Associate Professor of the Department of International Business, PhD in economics, Associate Professor Olena Oleksandrivna Naumova.

Approved: at the meeting of the Department of International Business (Protocol No. 2 dated September 17, 2024).