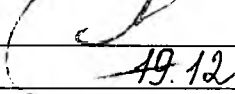


Educational Institution  
“Belarusian State Economic University”

APPROVED BY  
Rector of Educational Institution  
“Belarus State Economic University”

  
\_\_\_\_\_  
19.12 2024 year.  
Registration number № 6466-24

**HOLISTIC MARKETING**

The curriculum of the Educational Institution  
in the academic discipline for the major  
7-06-0412-04 “Marketing”

The curriculum is based on the educational standard for advanced higher education ESHE 7-06-0412-04-2023, and the curriculum for the major 7-06-0412-04 “Marketing”

**COMPILER:**

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**RECOMMENDED FOR APPROVAL:**

Department of Marketing of the Educational Institution “Belarusian State Economic University”

(protocol No. 4 dated 11.11.2024);

Methodological commission for the specialties “Marketing”, “Logistics”, “Advertising activities” of the educational institution “Belarusian State Economic University”

(protocol No. 2 dated 29.11.2024);

Scientific and methodological council of the educational institution “Belarusian State Economic University”

(protocol No. 2 dated 18.12.2024).

## EXPLANATORY NOTE

The transformation of the modern marketing paradigm, the increase in the number of interested participants in commodity exchange relations, the multifaceted interests of the target audience, the expansion of the scope of activity not only at the micro, but also at the macro level necessitate the use of an expanded, integrated approach to marketing activities. Today, the marketing concept is holistic marketing, which is designed to provide an integrated approach in the marketing management system, synthesize existing marketing concepts as a whole structure into a single model, focus marketing activity on the integrated elements of the organization's business interactions with customers, suppliers, intermediaries and other contact audiences.

**The purpose** of the discipline is the acquisition of theoretical knowledge by master's degree students and the formation of practical skills in the field of holistic marketing.

Achieving this goal involves solving the **following tasks**:

- practical application of the concept of holistic marketing in organizations,
- implementation of holistic marketing strategies at enterprises in various fields and industries,
- justification of the feasibility of using various components and tools of holistic marketing from the point of view of the effectiveness of their use.

As a result of studying the academic discipline "Holistic Marketing", the following competencies are formed:

**universal:**

develop innovative susceptibility and ability for innovative activities.

**specialized:**

conduct marketing market research, model consumer behavior (for the "Event Marketing" specialization);

introduce the concept of holistic marketing into the organization's activities, conduct marketing market research, model consumer behavior (for the "International Marketing" specialization);

As a result of studying the discipline, the master's degree students must

**know:**

- essence, basic concepts and categories of holistic marketing; the main components of holistic marketing;
- types of marketing information, stages and methods of conducting marketing research;
- concepts of integrated, internal, social and affiliate marketing.

**be able to:**

- assess the current marketing approach in the enterprise;
- apply various methods of analyzing marketing activities;
- plan and analyze activities in the context of the marketing mix, count their contribution to business development;
- organize marketing processes in terms of the concept of holistic marketing;

- develop and implement marketing programs and campaigns based on their breadth and interdependence.

***have a skill in:***

- applying knowledge of the theoretical and practical foundations of holistic marketing;
- developing and implementing of the concept of holistic marketing in organizations of various product specifics;
- using methods of analysis and planning of marketing activities in the enterprise, depending on its strategic and tactical goals;
- the practice of evaluating the effectiveness of the use of marketing tools in organizations.

As part of the educational process in this academic discipline, a master's degree students must acquire not only theoretical and practical knowledge and skills in his specialty, but also develop his value-personal, spiritual potential, develop the qualities of a patriot and citizen, ready for active participation in economic, industrial, socio-cultural and public life of the country.

The academic discipline "Holistic Marketing" belongs to the modules "Practical Marketing" (specialization "International Marketing") and "Marketing Tools for Managing the Innovation Market" (specialization "Event Marketing") of the educational institution component.

The discipline "Holistic Marketing" is studied based on the disciplines "Marketing Theory", "International Marketing", "Internet Marketing".

Form of higher education: full-time.

In accordance with the curriculum of the specialty 7-06-0412-04 "Marketing", the **"International Marketing" specialization** is allocated for the study of the discipline:

total number of teaching hours – 102, in-class hours - 42, of which lectures - 18 hours, tutorials - 24 hours.

Distribution of classroom time by courses and semesters:

1st semester – lectures - 18 hours, tutorials - 24 hours;

Independent work of master's degree student – 60 hours;

Credits – 3 units.

The form of intermediate certification is an exam.

In accordance with the curriculum of the specialty 7-06-0412-04 "Marketing", the **"Event Marketing" specialization** is allocated for the study of the discipline:

total number of teaching hours – 102, in-class hours - 44, of which lectures - 28 hours, tutorials - 16 hours.

Distribution of classroom time by courses and semesters:

1st semester – lectures - 28 hours, tutorials - 16 hours;

Independent work of master's degree student – 58 hours;

Credits – 3 units.

The form of intermediate certification is an exam.

## CONTENT OF EDUCATIONAL MATERIAL

### **Topic 1. Modern Marketing Concept Basics**

The essence of marketing. Types of marketing. Goals and objectives of marketing. Principles of marketing. Stages of the marketing process. Basic marketing categories. Needs, wants and demands. Consumer demand. Goods as a means of meeting the needs. Exchange and deal. Marketing understanding of the market. Capacity and market share. Concepts of business: industrial, product, marketing concept and the concept of traditional marketing. Marketing mix and its modifications.

### **Topic 2. Holistic Marketing Concept**

The essence of the concept of holistic marketing. Integrity as one of the fundamental principles of marketing. Tools for holistic (holistic) marketing. Integrated marketing. Development of an integrated marketing program. The concept of integrated communications. Internal marketing. Intercompany marketing activities. Approaches to the organization of intra-company marketing. Key elements of in-house marketing. Needs of internal customers. Internal marketing mix.

Societal marketing. Corporate Social Responsibility. Multidimensional analysis methods: SPACE analysis, ETOM analysis, QUEST analysis, KPI analysis. Relationship Marketing (Affiliate Marketing). Stakeholders internal and external. The value of the client, its definition. Features of promotion in relationship marketing. Marketing innovation: benchmarking, Internet marketing.

### **Topic 3. Internal marketing**

The concept of internal marketing of an enterprise. Elements of an internal marketing system. Key components of effective internal marketing. Personnel management. Employees as the most important marketing tools of the company. Employee training and development programs directly affect the company's profits. The connection between learning and business success.

Key elements of the organization's corporate culture. Providing constant and timely support from company managers. Workplace culture. Effective internal communications. Integration of organizational culture with the personal and professional needs of employees. Benefits of internal marketing.

### **Topic 4. Relationship Marketing**

Relationship marketing: concept and principles. Prerequisites for the emergence of relationship marketing, relationship paradigm. The meaning of consumer loyalty. Methods for assessing consumer loyalty. Programs to increase customer loyalty. The price of loyalty. Relationship marketing implementation process: strategic orientation, structure, business processes, technology. Internet and relationship marketing. Network economy and competitiveness.

Vertical and horizontal relationships. Research in relationship marketing. Approaches to segmentation and positioning. Features of promotion within the concept. Long-term relationship. Income from relationships, basic metrics for assessing effectiveness.

### **Topic 5. Performance marketing**

Concept and features of performance marketing. Basic principles of performance marketing. Performance marketing channels.

Stages of developing a performance marketing strategy: setting goals, choosing channels and advertising models, preparing advertising campaigns and media plans, setting KPIs and choosing analytics tools, assessing the effectiveness and optimizing the strategy.

Key performance marketing performance indicators: ROI (return on investment), LTV (customer lifetime value), average check, CAC (customer acquisition cost), conversion rate, ARPU (average revenue per user).

### **Topic 6. Social and ethical marketing**

The essence of social and ethical marketing. The emergence of socially ethical marketing. Goals of social and ethical marketing. Features of the implementation of the concept. Socially ethical marketing and reputation.

The ESG phenomenon. Development of the company's ESG strategy. Violation of social and ethical principles. HR brand and social and ethical marketing. Advantages and disadvantages of using an ESG strategy.

Assessing the effectiveness of using social and ethical marketing. Basic metrics.

# EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

## "Holistic Marketing"

Major 7-06-0412-04 "Marketing", the "International Marketing" specialization  
(full-time receiving advanced higher education)

Section number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
1 semester									
Topic 1	Modern Marketing Concept Basics	2						[1-9]	
	Modern Marketing Concept Basics		4					[1-9]	Survey, abstracts on the topic
Topic 2	Holistic Marketing Concept	4						[1-9]	
	Holistic Marketing Concept		4					[1-9]	Knowledge control 1, solving practical cases
Topic 3	Internal marketing	2						[1-9]	
	Internal marketing		4					[1-9]	Test, presentations
Topic 4	Relationship Marketing	2						[1-9]	
	Relationship Marketing		4					[1-9]	Survey, solving practical cases
Topic 5	Performance marketing	4						[1-9]	
	Performance marketing		4					[1-9]	Knowledge control 2, presentations
Topic 6	Social and ethical marketing	4						[1-9]	
	Social and ethical marketing		4					[1-9]	Project defence
	Total 1 semester	18	24			0	0		Exam
	Total hours	18	24			0	0		

# EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

## "Holistic Marketing"

Major 7-06-0412-04 "Marketing", the "Event Marketing" specialization

(full-time receiving advanced higher education)

Section number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
1 semester									
Topic 1	Modern Marketing Concept Basics	4						[1-9]	
	Modern Marketing Concept Basics		2					[1-9]	Survey, abstracts on the topic
Topic 2	Holistic Marketing Concept	6						[1-9]	
	Holistic Marketing Concept		4					[1-9]	Knowledge control 1, solving practical cases
Topic 3	Internal marketing	4						[1-9]	
	Internal marketing		2					[1-9]	Test, presentations
Topic 4	Relationship Marketing	6						[1-9]	
	Relationship Marketing		4					[1-9]	Survey, solving practical cases
Topic 5	Performance marketing	4						[1-9]	
	Performance marketing		2					[1-9]	Knowledge control 2, presentations
Topic 6	Social and ethical marketing	4						[1-9]	
	Social and ethical marketing		2					[1-9]	Project defence
	Total 1 semester	28	16			0	0		Exam
	Total hours	28	16			0	0		



## INFORMATIONAL AND METHODOLOGICAL PART

**Literature****Basic:**

1. Bearden, William O. Marketing: principles and perspectives / William O. Bearden, Thomas N. Ingram, Raymond W. LaForge. - USA: Irwin, 1995. - 631 p.
2. Farese, L.Sh. Marketing Essentials / Lois Shneider Farese, Grady Kimbrell, Carl A. Woloszyk - McGrawHill Glencoe, 2006. - 881 p.
3. Kotler, Philip. Marketing management / Philip Kotler, Kevin Keller. – Twelfth ed. - New Jersey, 2006. - 813 p.
4. McDaniel, Carl Marketing research essentials / Carl McDaniel, Roger Gates. - 8th ed. - Hoboken: Wiley & Sons, 2012. - 480 p.

**Additional:**

5. Gronroos, Ch. From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing / Ch. Gronroos // Management Decision. - 1994. - Vol. 32. - № 2. - P. 4-20.
6. Storbacka, K. Managing Customer Relationships for Profit: The Dynamics of Relationship Quality /K. Storbacka, T. Strandvik, Ch. Gronroos // International Journal of Service Industry Management. 1994. - Vol. 5. - № 5. - P. 21-38.
7. Churchill, Gilbert A. Marketing: creating value for customers / Gilbert A.Churchill, J. Paul Peter. - Burr Ridge [etc.]: Richard D. Irwin, 1995. - 703 p.
8. Peter, J.Paul Marketing management: knowledge and skills: [text, analysis, cases, plans] / J. Paul Peter, James H. Donnelly. - Chicago [etc.]: Richard D. Irwin, 1995. -XIII, 864 p.
9. Locher, Ed Holistic Marketing: Digital Transformation through People, Processes, and Technology / Ed Locher. – Austin : River Grove Books, 2023. – 128 p. – URL: <https://oceanofpdf.com/authors/ed-locher/pdf-epub-holistic-marketing-digital-transformation-through-people-processes-and-technology-download/> (date of application: 09.12.2024).

### **Questions for the exam**

1. Essence and types of marketing
2. Basic categories of marketing
3. Capacity and market share
4. Business Concepts
5. Marketing mix and its modifications
6. The essence of the concept of holistic marketing
7. Holistic marketing tools
8. Multidimensional analysis methods: SPACE analysis, ETOM analysis, QUEST analysis, KPI analysis
9. Marketing of innovations: benchmarking, Internet marketing
10. The concept of internal marketing of an enterprise
11. Key components of effective internal marketing
12. Relationship marketing: concept and principles
13. Stakeholders internal and external
14. Vertical and horizontal relationships
15. Methods for assessing consumer loyalty
16. Relationship marketing implementation process
17. Internet and relationship marketing
18. Features of promotion in relationship marketing
19. Income from relationships, basic metrics for assessing effectiveness
20. Concept and features of performance marketing
21. Stages of developing a performance marketing strategy
22. Key performance marketing performance indicators
23. Performance marketing channels
24. The essence of social and ethical marketing
25. Features of the implementation of the concept of social and ethical marketing
26. Socially ethical marketing and reputation
27. Development of the company's ESG strategy
28. HR brand and social and ethical marketing.
29. Advantages and disadvantages of using an ESG strategy.
30. Basic metrics for assessing the effectiveness of using social and ethical marketing

## **Organization of independent work of master's degree students**

To obtain competencies in an academic discipline, an important stage is the independent work of master's degree students.

A full-time master's degree student is given 60 hours for independent work for the "International Marketing" specialization and 58 hours for independent work for the "Event Marketing" specialization

The content of master's degree students' independent work includes all topics of the academic discipline from the "Content of educational material" section.

When studying academic discipline, the following forms of independent work are used:

- independent work in the form of solving individual problems in the classroom during practical classes under the supervision of a teacher in accordance with the training schedule.
- in-depth study of sections, topics, individual issues, concepts.
- performing standard calculations, individual projects.
- preparation for practical classes, including preparation of messages, thematic reports, information and demonstration materials, presentations, etc.
- work with educational, reference, analytical and other literature and materials.
- compiling a review of scientific (scientific and technical) literature on a given topic.
- performing information searches and compiling a thematic selection of literary sources and Internet sources.
- analytical text processing (annotating, summarizing, reviewing, summarizing).
- preparation for passing the exam.

### **Quality control of knowledge acquisition**

Diagnosis of the quality of knowledge acquisition is carried out within the framework of ongoing monitoring and intermediate certification. Current control activities are carried out throughout the semester and include the following forms of control:

- survey in classroom sessions;
- abstracts on the topic;
- knowledge control;
- solving practical cases;
- presentations;
- test;
- project defense.

Current certification in the academic discipline is carried out at least three times a semester. The result of ongoing monitoring for the semester is assessed by a mark on a ten-point scale and is derived based on the marks given during the ongoing monitoring activities during the semester.

Requirements for master's degree students when passing intermediate certification.

Master's degree students are admitted to intermediate certification in an academic discipline, subject to successful completion of the current certification (implementation of ongoing control measures) in the academic discipline provided for in the current semester by this curriculum.

Interim certification is carried out in the form of an exam.

### **Methodology for forming a grade in an academic discipline**

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU Master's degree students.

THE PROTOCOL OF COORDINATION OF THE CURRICULUM FOR THE  
STUDIED ACADEMIC DISCIPLINE WITH OTHER DISCIPLINES OF THE  
MAJOR

The name of the school disciplines with which approval required	Title of the department	suggestions about changes in curriculum content institutions of higher academic education	The decision taken by the department that developed the curriculum (with the date and protocol number)
Digital Marketing	Department of Marketing	No suggestions	Protocol № ____ from ____, 2024