

Educational Institution
“Belarus State Economic University”

APPROVED BY

Rector of Educational Institution

“Belarus State Economic University”

A.Egorov

49.12

2024 year.

Registration number № *6464-24*

MARKETING AND SOCIETY

The curriculum of the Educational Institution
in the academic discipline for the majors
7-06-0412-04 "Marketing"

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

COMPILERS:

K.I.Golubev, Professor of the Marketing Department of the Belarusian State Economic University, PhD in Economics.

N.A.Poleschuk Associate Professor of the Marketing Department of the Belarusian State Economic University, Candidate of Economic Sciences.

REVIEWERS:

T.N. Beliatskaya, Head of the Management Department, Belarusian State University of Informatics and Radioelectronics, PhD in Economics.

O.V.Erchak, head of the Department of Logistics and Pricing Policy of the Educational Institution “Belarusian State Economic University”, Candidate of Economic Sciences, Associate Professor.

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 curriculum in the discipline “Marketing and Society” is aimed at the development and use of marketing concepts in various sectors of the economy and awareness of the role of marketing in society. The importance and relevance of the academic discipline “Marketing and Society” is explained by the fact that marketing is an effective auxiliary tool for ensuring that consumer needs are met.

The purpose of teaching the academic discipline “Marketing and Society” is to reveal the essence and place of marketing in modern society, the possibilities of its use.

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

- clarification of the features of postmodern society;
- clarification of the social consequences of private marketing activities;
- mastering knowledge, skills and abilities in the field of social and ethical marketing.

On completion of this course, master’s degree students should have the following competencies:

in-depth professional:

justify the role and importance of marketing in the development of society, to know its social and economic importance.

As a result of studying the discipline, the master’s degree students must *know*:

- the essence and basic concepts of social and ethical marketing;
- tools for social and ethical marketing;
- basics of social and ethical marketing management.

be able to:

- apply social and ethical marketing tools;
- develop social and ethical marketing strategies;
- implement social and ethical marketing strategies in practice.

have a skill in:

- applying marketing tools of social and ethical marketing;
- planning of social and ethical marketing strategies;
- using methods of using social and ethical marketing.

As part of the educational process in this academic discipline, the master’s degree students must acquire not only theoretical and practical knowledge, skills and abilities in the 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 “Marketing and Society” for major 7-06-0412-04 “Marketing” belongs to no module of the national component.

The discipline “Marketing and Society” is based on the knowledge gained as a result of studying the academic disciplines “Marketing Theory”, “Holistic Marketing”, “Marketing of non-profit organizations”.

Form of higher education: full-time.

In accordance with the curriculum of specialties 7-06-0412-04 “Marketing” the discipline is allocated to:

Full-time education:

total number of teaching hours – 102, in-class hours - 44, of which lectures - 22 hours, tutorials - 22 hours.

Distribution of classroom time by courses and semesters:

1st semester – lectures - 22 hours, tutorials - 22 hours;

Independent work of master students – 58 hours;

Credits – 3 units.

The form of intermediate certification is a credit in the 1st semester.

CONTENT OF TRAINING MATERIAL

Topic 1. Postmodern society and marketing

Industrial and post-industrial society. Postmodern society.

Transformation of marketing concepts with the development of society.

The marketing concept involves the formation of a scientific system for providing services and obtaining mutual benefits. Its use is supposed to guide the economy, as if by an invisible hand, to meet the many, ever-changing needs of many millions of consumers. However, not all marketing practice follows these theoretical guidelines. A number of individuals and some businesses resort to questionable marketing tactics. Some private marketing deals have profound implications for a fairly wide range of individuals.

One of the features of modern society is the significant role of non-profit entities in it, the management of which involves a significant emphasis on marketing. The goal of non-profit entities is to achieve a certain social effect, i.e. a result not related to profit and aimed at the benefit of society as a whole or certain groups of the population.

Topic 2. Problems of social consequences of private marketing activities

Society is increasingly concerned about the social consequences of private marketing activities. Among the possible consequences of marketing activities for society we can consider:

- price increases,
- use of misleading techniques,
- using methods of imposing goods,
- sales of low-quality or unsafe goods,
- using the practice of planned obsolescence of goods,
- low level of service to less affluent consumers.

The real problem may be the formation of a special model of society, which assumes: excessive mercantilism, artificial desires, lack of socially necessary goods, erosion of culture, excessive political influence of business.

Among the significant threats, it is necessary to consider the impact on competition and the rights of other organizations as a result of:

- mergers that reduce competition,
- formation of artificial barriers to entry of new firms into the market,
- predatory competition.

Topic 3. Social and ethical marketing

The prisoner's dilemma model and the role of the state in society. The company must make marketing decisions taking into account consumer demands, its own needs, the long-term interests of consumers and the long-term interests of

society. The firm recognizes that by neglecting the last two considerations, it is doing both consumers and society a disservice.

A manager must have a set of principles to guide him in morally assessing the seriousness of each situation and deciding how far to go without violating the standards of integrity. Every marketer must develop fundamental principles of ethical conduct. Any moral system is based on ideas about the good life and the relationship between one's own well-being and the well-being of others. Having developed clear principles for himself, a marketer will be able to cope with the many complex problems that arise in the field of marketing and in other areas of human activity. A marketer is currently faced with a huge number of marketing opportunities thanks to the Internet, scientific and technological progress in the use of new types of energy, the emergence of computers and robots, cable and satellite television, modern medicine, new types of transport, new forms of recreation and entertainment, and new means of communication. At the same time, forces will operate within the socio-economic environment that impose ever greater restrictions on the practice of marketing activities. And the final word remains with the companies that are able to create new values and conduct marketing that is full of moral responsibility to society.

The prospects for the development of non-profit organizations and their management to improve the system of providing services in society are determined by the socio-economic system, national legislation, and the peculiarities of the behavior model of citizens.

EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

"Marketing and Society"

Majors 7-06-0412-04 "Marketing"

(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									
1	Section 1. Postmodern society and marketing								
Topic 1.1	Postmodern society	4						[1-11]	
	Postmodern society		4					[1-11]	Survey, discussion
Topic 1.2	Marketing in a postmodern society	4						[1-11]	
	Marketing in a postmodern society		4					[1-11]	Presentations
2	Section 2. Problems of social consequences of private marketing activities								
Topic 2.1	Economic problems in society and marketing	2						[1-11]	
	Economic problems in society and marketing		2					[1-11]	Test, discussion
Topic 2.2	Social problems of society and marketing	2						[1-11]	
	Social problems of society and marketing		2					[1-11]	Knowledge control 1, Case-studies
Topic 2.3	Problems of social system development and marketing	2						[1-11]	

	Problems of social system development and marketing		2					[1-11]	Survey, discussion
3	Section 3. Social and ethical marketing								
Topic 3.1	Social marketing	4						[1-11]	
	Social marketing		4					[1-11]	Practical work
Topic 3.2	Social and ethical marketing in the non-profit sector	4						[1-11]	
	Social and ethical marketing in the non-profit sector		4					[1-11]	Knowledge control 2
	Total 1st semester	22	22			0	0		Credit
	Total hours	22	22			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. Social Marketing. Influencing Behaviors for Good / Philip Kotler, Nancy Lee. – 3rd ed. – LA, London, New Dehli, 2008 - 443 p.
- 4 Kotler, Philip. Social Marketing. Improving the Quality of Life / Philip Kotler, Ned Roberto, Nancy Lee. – 2nd ed. – Thousand Oaks, London, New Dehli, 2002 - 435 p.

Additional:

5. Andreasen, A. R. (2005), Social marketing in the 21st century, London: Sage Publications.
6. Conroy, D. M. and Lee, K. C. C. (2006), "Imposed Change and Social Sustainability" International Journal of Environmental, Cultural, Economic, and Social Sustainability, Vol. 2 (4), pp. 64-70.
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. Baibardina, T. N. Marketing and society : a textbook for students of institutions of higher education in the specialty of the master's degree in Marketing / T. N. Baibardina, O. A. Burtseva ; Belkoopsoyuz, UO "Belarusian. trade and economy. un-t demand. cooperation". Gomel : Belarusian University of Trade and Economics of Consumer Cooperation, 2022. – 315 p. – – (in Russian).
10. Mulina, N. A. Creativity in marketing and social communications : Textbook / N. A. Mulina, V. A. Chvyakin. – Петрозаводск : Международный центр научного партнерства «Новая Наука», 2021. – 137 p. – ISBN 978-5-00174-211-1. – URL: https://www.elibrary.ru/download/elibrary_46185636_59023415.pdf (дата обращения: 06.12.2024).
11. Pasquier, M. Marketing Management and Communications in the Public Sector / Martial Pasquier, Jean-Patrick Villeneuve. – Second Edition. – New York : Routledge, 2018. – 275 p. – URL: <https://library.oapen.org/bitstream/handle/20.500.12657/46734/oa-9781317222613.pdf;jsessionid=8CB4BDCC04783822B38E053A74298F64?sequence=1> (date of application: 09.12.2024).

Questions for the credit

1. Industrial and post-industrial society
2. Postmodern society
3. Transformation of marketing concepts with the development of society
4. Questionable marketing techniques
5. Business social responsibility
6. The concept of societal marketing
7. The role of non-commercial entities
8. The social consequences of private marketing
9. Model "prisoner's dilemma"
10. Marketing decisions based on the long-term interests of society
11. Ethical standards in a multinational society
12. Consumerism and its impact on marketing
13. Environmental Movement (environmentalism)
14. Business contribution to sustainable economic development
15. Corporate governance and corporate ethics
16. Role of business in improving the welfare of society
17. Fair pricing
18. Production and sale of high-quality safe goods
19. Customer satisfaction and fair competition commitment
20. Corporate charity and volunteering

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 students is given 58 hours for independent work.

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 an 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 credit.

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;
- discussion;
- presentations;
- case-studies;
- practical work;
- knowledge control;
- test.

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 a credit.

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)
Global marketing	Department of Marketing	No suggestions	Protocol № ____ from ____, 2024