

Educational Establishment «Belarusian State Economic University»

APPROVED

Rector of the educational establishment "Belarusian State
Economic University"


_____ V.N. Shimov

“ 26 04 _____ 2017

Registration number 3140-17 CA / Account.

MANAGEMENT OF MARKETING

The study program of higher education institutions for the academic discipline on specialties 1- 26 81 01 " Business Administration" (the English-language Master's degree)

COMPLITED BY:

IL Akulich, Head of Marketing Department of Education Institution "Belarusian State Economic University", Doctor of Economics, professor.

REVIEW:

NP Belyatsky, Head of the Department of Organization and Management of the Educational Establishment «Belarusian State Economic University», Doctor of economic sciences, professor.

NV Cherchenko, Head of Marketing of the educational institution "State Institute of Management and Social Technologies of BSU", PhD, associate professor.

Recommended for approval:

Department of Marketing Education "Belarusian State Economic University"
(Protocol number 8 from 09.03.2017);

Scientific and Methodological Council of the educational establishment
"Belarusian State Economic University"
(Protocol number 4 from "19" 04.2017).

Explanatory note

Priority direction of entrepreneurial activity of Belarusian enterprises is to increase the competitiveness of the products sold and expand the market.

This applies equally to both the domestic and foreign markets. Multivector, implemented in economic activity, involves the implementation of a differentiated approach to the formation of marketing strategies.

In this regard, the academic discipline " Management of Marketing " is one of the main disciplines that form the necessary professional knowledge in the marketing activities of the enterprise.

The aim of the course - to reveal the essence of marketing management, to form the master students skills of practical use of the acquired knowledge in the practice of economic activity of enterprises. The tasks that face the study of the discipline:

- to familiarize the undergraduates with the subject, goals and tasks of studying the discipline;
- show the specifics of the subject in the marketing course disciplines;
- master the methods of marketing management.

As a result of studying the discipline the student must

Know:

- subject, objectives and tasks of studying the discipline;
- content of marketing activities of enterprises Marketing tools;
- basic methods for assessing the economic results of implementing marketing strategies by enterprises.

To be able to:

- apply methods of market research and marketing management;
- apply decision-making skills in marketing management;
- evaluate the economic results of implementing marketing strategies of enterprises.

The academic discipline "Management of Marketing" is based on the knowledge of the basics of marketing, marketing communications and marketing research.

184 hours are devoted to the study of the discipline "Management of Marketing", among them: classrooms - 60 hours, including 30 hours - lecture classes, 30 hours - practical classes, independent work of undergraduates - 124 hours.

The form of the current certification is the exam.

CONTENTS OF EDUCATIONAL MATERIAL

Topic 1. MANAGEMENT OF MARKETING IN THE MARKETING MANAGEMENT SYSTEM

The relevance of marketing management for Belarusian enterprises. Basic concepts and categories in the system of marketing management. Goals and objectives of marketing management. Relationship with other academic disciplines, their mutual influence on the development of methods of marketing management. The influence of legal regulation on marketing management.

Topic 2. MANAGEMENT OF COMMERCIAL ORGANIZATIONS IN THE CONDITIONS OF MARKET DYNAMICS

Content and main tasks of marketing management. Modern concepts of intrafirm management. Existing approaches and options for managing the company, taking into account market trends and trends. Factors in the successful organization of modern business. Foreign and domestic experience of successful organization of company management.

Topic 3. COMPETITIVENESS IN THE MANAGEMENT OF MARKETING

The concept of competitiveness. Competitiveness of commercial organization and goods. Interrelation and interdependence of competitiveness of the organization and the goods. Relationship of competitiveness of the organization with its position in the market. Substantiation of the need to change the competitiveness of goods and organization. Economic effect of the competitiveness of goods and organization. Maintaining the competitiveness of the goods at the level of relevant consumers.

Topic 4: MARKET OPPORTUNITIES OF STRATEGIC BUSINESS UNITS

Assessment of the conjuncture and prospective capacity of commodity markets. Formalization and graphical representation of processed information on commodity markets. Evaluation of the parameters of the product life cycle curve. Relationship curves of the product life cycle and economic growth of the organization. Comparison of the curves of the life cycle of goods in different markets. Influence of market trends on entrepreneurial activity of organizations. Assessment of the economic and financial potential of the organization. Rationale for the application of marketing tools and strategies on the market, taking into account the conjuncture, the objectives of the organization and its potential.

Topic 5. PLANNING AND EVALUATION OF TRENDS OF MARKET DEVELOPMENT

Determination of trends and dynamics of development of markets. Quantitative assessment of capacity and competition in the markets. Quantitative and qualitative indicators of market dynamism. Evolution of consumer preferences and periods of change. Estimation of the periods of renewal of the commodity nomenclature on the market. Factors affecting the activity of enterprises in the sales market. Quantification of the curves of the product life cycle in different markets. Influence of competition and marketing strategies of organizations on changing the shape of the product life cycle curve. Substantiation of the possibility and necessity of changing the product life cycle.

Topic 6. SELECTING MARKETS FOR BUSINESS IN BUSINESS ORGANIZATIONS

The concept of justification of the choice of markets. Criteria for choosing markets. Valuable, quantitative and qualitative assessment of barriers to entry to the sales market.

Expenses of the organization to increase the market share and promote goods. Comparison of costs of penetration and promotion of goods on the market, taking into account the prospects for market development and the economic potential of the enterprise. A systematic approach to determining the level of presence in certain markets. Relationship of market activity of the organization with the purposes of its development. Methods of justifying the value of the market share of the enterprise.

**Educational-methodical map of the educational discipline
« Management of Marketing » (for daytime education)**

Section number, topics, classes	Section title, theme	The number of class hours				Other	Form of control knowledge
		Lectures	Seminars classes	Laboratory classes	Guided independent work of students		
1	2	3	4	5	6	7	8
1.	Management of Marketing in the Marketing Management System	4	4	0	0	Presentation Power Point [1-16]	Interview
2.	Management of commercial organizations in the conditions of market dynamism	4	4	0	0	Presentation Power Point Market situation [1-16]	Interview, discussion of the market situation
3.	Competitiveness in marketing management	4	4	0	0	PresentationPower Point Market situation [1-16]	Interview, discussion of the market situation
4.	Market opportunities of strategic business units	6	6	0	0	PresentationPower Point Market situation [1-16]	Interview, discussion of the market situation
5.	Planning and evaluation of development trends in the market	6	6	0	0	PresentationPower Point Market situation [1-16]	Interview, discussion of the market situation
6.	The choice of markets for entrepreneurial activities of commercial organizations	6	6	0	0	Presentation Power Point Market situation [1-16]	Interview, discussion of the market situation
	<u>In total</u>	30	30	0	0		The Exam

**Educational-methodical map of the educational discipline
« Management of Marketing » (for extramural studies)**

Section number, topics, classes	Section title, theme	The number of class hours				Other	Form of control knowledge
		Lectures	Seminars classes	Laboratory classes	Guided independent work of students		
1	2	3	4	5	6	7	8
1.	Management of Marketing in the Marketing Management System	2	2	0	0	Presentation Power Point [1-16]	Interview
2.	Management of commercial organizations in the conditions of market dynamism	4	2	0	0	Presentation Power Point Market situation [1-16]	Interview, discussion of the market situation
3.	Competitiveness in marketing management	2	2	0	0	PresentationPower Point Market situation [1-16]	Interview, discussion of the market situation
4.	Market opportunities of strategic business units	4	4	0	0	PresentationPower Point Market situation [1-16]	Interview, discussion of the market situation
5.	Planning and evaluation of development trends in the market	2	2	0	0	PresentationPower Point Market situation [1-16]	Interview, discussion of the market situation
6.	The choice of markets for entrepreneurial activities of commercial organizations	2	2	0	0	Presentation Power Point Market situation [1-16]	Interview, discussion of the market situation
	<u>In total</u>	16	14	0	0		The Exam

INFORMATION-METHODICAL PART

GUIDELINES FOR THE STUDY OF DISCIPLINE

The acquisition of knowledge of the discipline is an important stage of independent work of students. Recommended budget time for independent work on average 2-2.5 hours on 2 class hours.

The main areas of students' independent work are:

- initially a detailed introduction to the program of the discipline;
- familiarization with the list of recommended books on the subject as a whole and its divisions, its presence in the library and other available sources, the study of relevant literature on the subject, the selection of secondary literature;
- exploring and expanding teacher lecture material at the expense of special literature, consultations;
- preparation for practical and seminars on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic monitoring forms (tests, colloquiums, tests, etc.);
- work on the implementation of the abstracts;
- preparation for tests.

LITERATURE


Basic:

1. Akulich, I.L. Marketing: a textbook for students of higher educational institutions in economic specialties / I.L. Akulich. - Minsk: The Higher School, 2014. - 511 p.
2. Best, R. Marketing from the consumer / R. Best. - Moscow: Mann, Ivanov and Ferber, 2012. - 760 p.
3. Keller, L. Management-marketing / L. Keller, F. Kotler. - St. Petersburg: Peter, 2014. - 800 p.
4. Strategy of the development of the consumer market in Belarus taking into account the integration processes / N.S. Sheleg, I. M. Mikulich // Scientific Works of the Belarusian State Economic University - 2013. - Issue. 6. - P. 432-440.
5. Razumova, S.V. Strategic Marketing / S.V. Razumova. - Minsk: BSEU, 2008. - 375 p.
6. Poleshchuk, I.I. Pricing in the world market: the teaching method. Allowance / I.I. Poleschuk, V.V. Tereshina. - Minsk: BSEU, 2005. - 132 p.

Additional:

7. Cvens, D.V. Strategic marketing / D.V. Cvens. - Moscow: Williams, 2008. - 512 p.
8. Walker, Jr., O. Marketing strategy. Course MBA / O. Walker-Jr. And others - M.: Vershina, 2006. - 496 p.
9. Golubkov, E.P. Theory and methodology of marketing: the present and the future / EP Golubkov. - Moscow: Business and Service, 2008. - 416 pp.
10. Doyle, P. Marketing management and strategy: [textbook: trans. With English] / P. Doyle, F. Stern. - 4 th ed. - St. Petersburg [and others]: Peter, 2007. - 420 p.
11. Tretyak, V.P. Marketing: a textbook for students of higher educational institutions studying in the specialties "Commerce (Trading)", "Advertising", "Marketing"; Ed. V.P. Tretyak. - M. Master: INFRA-M. 2012. - 366 p.
12. Enis, B.M. Classics of marketing: a collection of works that have had the greatest impact on marketing: Per. With the English. /; Comp: B.M. Enis et al. - St. Petersburg: Peter, 2001. - 746 p.
13. Pankrukhin, A.P. Marketing: a textbook for stud. Universities. training. On spec. "Marketing" / AP Pankrukhin; Guild of marketers. - 6 th ed., Sr. - M.: Omega-L, 2009. - 656 p.
14. Bagiev, G.L. International Marketing / G.L. Bagiev, N.K. Moiseeva, V.I. Cherenkov. - St. Petersburg: Peter, 2009. - 553 p.
15. Enin, Yu.I. Fundamentals of Internet Marketing. Educational-methodical complex. Enin, V.S. Golik, A.P. Kovalev. - Minsk: MIU, 2013. - 124 p.

**Protocol of the study program for the study of educational discipline with
other specialty disciplines**

The name of discipline, which requires approval	The name of the department	Suggestions for changes in the content of the training program for the study discipline	The decision, which was adopted at the department, establish a training program (with the date and protocol number)
Price policy	Department of logistics and pricing policy	No objections 	№ 8 Protocol on 09.03.2017

**Additions and changes to the study program for the study of educational
discipline**

on _____ academic year

№	Additions and changes	Base
	Additions and changes are not present	

The study program is reviewed and approved at a meeting of the Department of Marketing (Protocol № _____ of _____ 20__)

Head of Department

Dr. Econ. Sciences, Professor _____ IL Akulich

APPROVED

Dean of the Faculty of Marketing and Logistics

C. Econ. Sciences, Associate Professor _____ AA Tsygankov