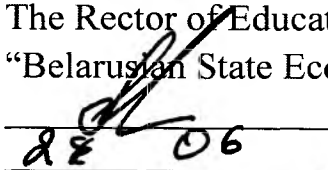


Educational Institution  
“Belarusian State Economic University”

I APPROVE

The Rector of Educational Institution  
“Belarusian State Economic University”

  
V.Y. Shutilin  
2019 year.

Reference № УД 3863-19/42.

## **HOLISTIC MARKETING**

The curriculum of the institution of higher education in the educational discipline  
for the specialty 1-26 80 05 "Marketing"

Study program of higher education establishment  
Major: 1-26 80 05 Marketing  
Master's program: «Event Marketing»

2019

**PROGRAMM AUTHOR:**

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**RECOMMENDED FOR CONFIRMATION:**

The Marketing Department of the Belarusian State Economic University  
(protocol № 10 from 14.05.2019.);

Scientific and Methodological Council of the Belarusians State Economic  
University  
(protocol № 6 from 25. 06. 2019.).

# 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 undergraduates and the formation of practical skills in the field of holistic marketing.

The main objective of the course is to familiarize undergraduates with the practice of using holistic marketing in organizations, show its applicability to enterprises in various fields and industries, demonstrate the specificity of the concept of holistic marketing in manufacturing and trading enterprises, explain the feasibility of using various components and tools of holistic marketing in terms of assess the effectiveness of their use.

As a result of studying the discipline, the master student 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.

**possess:** • the knowledge of the theoretical and practical foundations of holistic marketing; • skills to develop and implement the concept of holistic marketing in organizations of various product specifics; • 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.

The discipline "Holistic Marketing" is closely related to such disciplines as marketing and society, relationship marketing, strategic marketing, data mining in marketing, etc.

For "Event Marketing" profilization.

Total hours on discipline – 102, of them just hours of classroom – 44, including: • 28 hours – lectures, 16 hours - practical lessons for full-time education; • 6 hours – lectures, 4 hours - practical lessons for part-time education.

Form of control is an exam.

As a result of studying the discipline, the student must possess the following competences: be able to conduct market research, model consumer behavior (CK-1)

# **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. Marketing Environment**

The concept of marketing opportunities of the enterprise. The concept and levels of the marketing environment: the macroenvironment, the microenvironment and the internal marketing environment. Characteristics of macroenvironmental factors: political and legal, economic, socio-cultural, scientific and technical, natural marketing environment.

Characteristics of microenvironment factors: suppliers, intermediaries, buyers, competitors, contact audiences. Description of the factors of the internal environment of the enterprise: resources, personnel, marketing organization. Coordination of the activities of functional units.

The main methods of analysis of the macro-and micro-environment of the organization (PEST-, SWOT-, SNW-analysis, analysis of Porter's 5 competitive forces).

## **Topic 3. Marketing Information System and Marketing Research**

Marketing information system. Determination of the enterprise's need for information. Types of marketing information. Internal marketing information system. Tasks of the internal reporting system. Sources of inside information. The structure of the external information system: information about competitors, existing and potential customers, contact audiences and other elements of the

external environment. Organization of work with marketing information. Methods of collecting marketing information.

Essence, goals and functions of marketing research. The main types and forms of marketing research. Field and cabin studies. Stages of marketing research. Methods of collecting primary information: quantitative, qualitative and mixed. Approaches to sampling planning. Ways to communicate with the audience. Preparation of a report on the results of marketing research.

#### **Topic 4. Segmentation and Positioning**

Market segmentation. The main signs of market segmentation of consumer goods: geographic, demographic, socio-economic, national-cultural, personal and behavioral.

The main signs of market segmentation of industrial goods: descriptive and behavioral.

Choosing a target market. Criteria for selection of target segments. Market reach strategies: undifferentiated, differentiated, concentrated and individual marketing.

The essence and expediency of positioning. Tasks and positioning rules. The main approaches to product positioning. Stages of positioning products. Perception maps: rules of construction and interpretation.

#### **Topic 5. Consumer Behavior**

The essence of consumer behavior. Modeling consumer behavior in the consumer market. Factors affecting the behavior of buyers. External factors. Personality factors. Psychological factors. The process of making purchasing decisions.

Features of consumer behavior in individual countries. Modeling consumer behavior in industrial markets. Factors affecting consumer organizations. External, organizational, interpersonal and personal factors. The process of deciding on the procurement of the industrial market. Model of purchasing center.

Consumer rights Protection.

#### **Topic 6. Marketing Mix**

The essence of the marketing mix. 4P marketing: product, price, distribution and promotion. Commodity policy. Product Levels Marketingovaya classification of goods and services. Packaging and labeling. Decisions regarding the level of service. Branding The main indicators of the commodity nomenclature.

Price policy. Basic methods and pricing strategies. Expenses. Break-even analysis. Varieties of price discounts. Distribution policy Distribution channels. The choice of the number of intermediaries: selective, exclusive and intensive distribution. Promotion policy. Advertising. Sales promotion. Direct marketing and personal sales. Public relations.

### **Theme 7. 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.

**Educational and methodical map of the discipline "Holistic marketing"  
for specialty 1-26 80 05 Marketing  
(full-time higher education)**

Number of section, topic	Name of section, topic	Quantity of classroom hours						Other*	Form of knowledge control
		Lectures	Practice	Seminars	Laboratory classes	Quantity of Controlled Self-Educational Practice			
						L	P/S		
1	2	3	4	5	6	7	8	9	10
1	Modern Marketing Concept Basics	2	2					[1,2,3]	debate
2	Marketing Environment	2	2			4		[1,2,5,6]	test
3	Marketing Information System and Marketing Research	2					4	[1,2,3,7]	case study
4	Segmentation and Positioning	2	2			2		[1,4,9,10]	test
5	Consumer Behavior	2	2					[1,2,8,9]	debate
6	Marketing Mix	4				4	2		case study
7	Holistic Marketing Concept	4	2						case study
	<b>Hours in total</b>	<b>18</b>	<b>10</b>			<b>10</b>	<b>6</b>		



**Educational and methodical map of the discipline "Holistic marketing"  
for specialty 1-26 80 05 Marketing  
(part-time higher education)**

Number of section, topic	Name of section, topic	Quantity of classroom hours						Other*	Form of knowledge control
		Lectures	Practice	Seminars	Laboratory classes	Quantity of Controlled Self-Educational Practice			
						L	P/S		
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>10</i>
1	Modern Marketing Concept Basics	2						[1,2,3]	debate
2	Marketing Environment		2					[1,2,5,6]	test
3	Marketing Information System and Marketing Research							[1,2,3,7]	case study
4	Segmentation and Positioning		2					[1,4,9,10]	test
5	Consumer Behavior							[1,2,8,9]	debate
6	Marketing Mix	2							case study
7	Holistic Marketing Concept	2							case study
	<b>Hours in total</b>	<b>6</b>	<b>4</b>						

## **METHODICAL RECOMMENDATIONS FOR THE STUDY OF DISCIPLINE**

In mastering the knowledge of the discipline an important step is the independent work of students. We recommend a budget of time for independent work on average 2-2.5 hours for a 2-hour classroom.

The main areas of independent master's student work are:

- initially detailed familiarization with the program of the academic discipline;
- acquaintance with the list of recommended literature on the discipline as a whole and its sections, its presence in the library and other available sources, study of the necessary literature on the topic, selection of additional literature;
- study and expansion of the lecture material of the teacher due to the 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 forms of control (tests, colloquiums, examinations, etc.);
- work on the implementation of abstracts and essays;
- exam preparation.

## LITERATURE

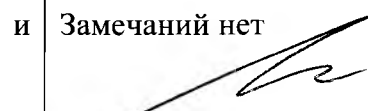
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2. Farese, L.Sh. Marketing Essentials / Lois Shneider Farese, Grady Kimbrell, Carl A. Woloszyk - McGrawHill Glencoe, 2006. - 881 p.
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### ADDITIONAL

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.
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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.

**Протокол согласования учебной программы по изучаемой учебной дисциплине с другими дисциплинами специальности**

Название учебной дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
Национальная экономика Беларуси	национальной экономики и государственного управления	Замечаний нет 	протокол № 10 от 14.05.2019 г.

**ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ  
ПО ИЗУЧАЕМОЙ УЧЕБНОЙ ДИСЦИПЛИНЕ**

на \_\_\_\_\_ учебный год

№№ пп	Дополнения и изменения	Основание

Учебная программа пересмотрена и одобрена на заседании кафедры  
маркетинга

(протокол № \_\_\_\_\_ от \_\_\_\_\_ 20\_\_ г.)

Заведующий кафедрой

д-р экон. наук, профессор \_\_\_\_\_ И.Л. Акулич

***УТВЕРЖДАЮ***

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\_\_\_\_\_ О.А. Морозевич