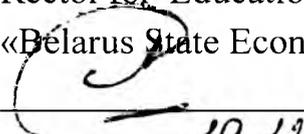


Educational Institution
"Belarus State Economic University"

APPROVED

Rector for Educational Institution
«Belarus State Economic University»


A.V. Yegorov

19 12 2024

Reg. No 6371-24 /academic

MARKETING OF INNOVATION PROJECT

The syllabus of the educational institution
for the specialty 7-06-0412-04 "Marketing"

The syllabus is based on the In-depth Higher Education Standard for the specialty 7-06-0412-04-2023, and the curriculum for the specialty 7-06-0412-04 «Marketing».

COMPILED BY:

V.S. Pratasenia, Head of the Department of Industrial Marketing and Communications of the educational establishment «Belarusian State Economic University», PhD in Economics, Associate Professor

V.A. Siniauskaya, Associate Professor of the Department of Industrial Marketing and Communications of the educational establishment «Belarusian State Economic University», PhD in Economics, Associate Professor.

REVIEWED BY:

T.F. Starovoitova, Associate Professor of the Department of Information Resources Management of the Academy of Public Administration under the President of the Republic of Belarus, PhD in Economics, Associate Professor

O.V. Gulina, Vice-Dean of the Faculty of Economic and Management of the educational establishment «Belarusian State Economic University», PhD in Physics and Mathematics, Associate Professor

RECOMMENDED FOR APPROVAL BY:

Department of Industrial Marketing and Communications of the educational institution “Belarus State Economic University”

(Min. № 4 dated 14.11.2024);

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

(Min. № 2 dated 29.11.2024);

Scientific and Methodological Council of the educational institution “Belarus State Economic University”

(Min. № 2 dated 18.12.2024).

EXPLANATORY NOTE

The «Marketing of Innovation Project» course is directed to formation of analytical thinking, skills of work with the various marketing tools for justification of innovative marketing projects.

The objective of the discipline is forming of the complex of theoretical and practical knowledge in the marketing sphere usable for the development and realization of the innovative marketing project.

To achieve the objective, teaching the discipline pursues the following **tasks**:

- to disclose the basic concepts and theoretical bases of innovation engineering approach;
- to acquaint master students with the main approaches and methods of assessment of the innovative project effect and efficiency;
- to disclose the content of the main marketing functions, methods and tools applicable in innovative engineering;
- to learn cash flows management, their structure and efficiency indicators;
- to learn evaluation and management of innovative projects risks.

On completing the course of «Marketing of Innovation Project» the following competences are formed:

universal: to develop innovation susceptibility and ability to innovation activity;

in-deep professional: to apply marketing methods and tools in relation to innovative projects, generate and promote new ideas, apply them to commercialize the results of research activities.

Because of studying “Marketing of Innovation Project” discipline master students must:

to know:

- principles, content and peculiarities of project approach to investment management, its possibilities and advantages within innovative activity;
- theoretical and methodical bases of marketing management of innovation project;
- methods, forms and organization of innovation project realization (financial, material, technical, information and other support of innovation project realization);
- initial indicators and information necessary for the economic substantiation of innovation project;
- methods, possibilities and conditions of the project risks minimization;
- indicators of the economic effect and efficiency of innovation project;

to be able:

- to identify the investment idea and possibilities (of the economic branch, enterprise, organization);
- to formulate the innovation intension and develop the concept of concrete project, to organize necessary marketing investigations;

- to evaluate market conjuncture, project lifecycle, and to predict internal and external factors influence;
- to create and substantiate innovation project business-plan and sources of its financing;
- to use in practice the knowledge obtained within «Marketing Innovation Project» discipline studying: to develop innovation projects with correspondent calculation and substantiation of its economic efficiency;

to have skills in:

- formulation of the targets of innovation engineering;
- obtaining of the marketing information needed for the development and realization of innovation project business-plan;
- evaluation of the economic efficiency of innovation project and results of its realization with the use of project approach;
- automation of business-planning of innovation activity with the use of information technologies.

Within the framework of this training programme master students are to gain the theoretical and practical knowledge and skills, to develop their moral, personal and spiritual potential as well as to cultivate the virtues of a true citizen and patriot who is able to actively participate in the economic, social and cultural life of the nation.

“Marketing of Innovation Project” discipline are included in the “Marketing of Innovation” module of the state component of the curriculum.

Training discipline «Marketing of Innovation Project» is related with the disciplines «Marketing and Society», «Intelligent data analysis in Marketing»

Connections with other academic disciplines are that in order to study this academic discipline, mastering the disciplines "Marketing and Society" and "Data Mining in Marketing" is necessary. In turn, the discipline "Marketing of Innovative Project" is important for mastering the discipline "Digital marketing", writing a term paper and a master's thesis.

Form of the in-depth higher education degree program — full-time.

In accordance with the university curriculum, the study of the academic discipline includes:

the total hours of the course – 108, the total classroom hours – 36, including 18 hours of lecturing, 8 hours of practical classes, and 10 hours of laboratory classes.

Distribution of classroom time by courses and semesters:

2nd semester – lectures 18 hours, practical classes – 8 hours, laboratory classes – 10 hours.

Self-study — 72 hours.

The labor input accounts to 3 credits.

Interim certification form – credit.

TRAINING MATERIAL CONTENT

Topic 1. Innovation activity of economic subjects as an object of engineering and marketing

Innovation as a product and a source of the economic subjects' development. Strategies of the enterprise and marketing role. Comparative characteristic of traditional and innovative production processes. Types and elements of innovative activity at the enterprise.

Definitions of the «project» term. Targets of the project and their hierarchy. Parameters of the project and their characteristic. Restrictions and resources of the project. Classification of projects. Innovative engineering. The place of marketing in the innovative engineering. Distinctive features of the innovative project. Types of innovative projects. Definition of the «portfolio of innovative projects» term. Creation of the portfolio of innovative projects. Marketing role. Spatial illustration of the innovative project development process.

Topic 2. Lifecycle of the innovation project

Definition of «innovation project lifecycle» term. Project cycle: phases, stages and sub-stages. Phases of the innovative project lifecycle: pre-investment, investment, post-investment. Stages of the innovative project and their characteristic. Marketing functions, methods and tools realized within of phases and stages of the innovative project lifecycle.

Topic 3. Marketing evaluation of the potential of innovation project

Determination of structure of the project. Development of the scheme of the business-process which defining orientation and content of innovation activity. Analysis of a state and forecast of technological and economic development of key and allied industry branches, enterprises and markets. Development of the technical project for detailed market research. Technologies of purposeful search of the innovative ideas. The choice of the innovative idea for development of the innovative project.

Topic 4. Business-plan of the innovation project and its structure

Definition of «business-plan» term. Types of business-plans. Targets, tasks and functions of the business-plan. Requirements of the international economic organizations to the business-plan development. The legislation regulating business-planning in the Republic Belarus. The recommended approximate structure of the business-plan. Sections of the business-plan of the innovative project and their key indicators.

Determination of business opportunities. Determination of the innovative project, its purposes, end result, structure, etc. Technical, technological, organizational, economic and commercial characteristics of the innovative product (process). Marketing chapter of the business-plan: structure and indicators. Plan of the innovative production, indicators and a technique of their calculation. Organizational plan of the

innovative product creation. Diagnostics of organizational structure and production management system. Identification of the project risks and mechanisms of their insurance and neutralization. Definition of the project financing sources. Financial chapter of the project and its indicators.

Topic 5. Marketing chapter of the business-plan of innovation project

Marketing characteristic of the innovative product. Assessment of construction, production technologies, design features. Comparison of product properties with competitors' goods and goods-substitutes. Licensing and certification. Description of packing and trade mark. Detailed characteristic of the main current and perspective sales markets for innovative production. Calculation of sales markets capacity. Calculation (forecast) of a share of the enterprise in these markets. Methods of studying of target consumers needs. Assessment of the factors forming demand on the innovative product. Assessment of the market reactions on the innovative product emergence. The analysis of the competition on innovative product sales markets. Identification all acting and potential competitors and determination of the strong and weak sides of their activity. Determination of number and share at the market of the enterprises which are producing similar products. Assessment of image of competitors, their organizational structures, income, price level, efficiency of advertizing. Assessment of competitiveness level of the innovative products. Assessment of advantages of the enterprise developing the project, in comparison with the main competitors concerning characteristics of innovative products, prices, discounts, sales channels, and promotion methods.

Development of the marketing plan. Definition of the targets, tasks and strategy of marketing of the innovative project. Formation of the price policy. Justification of the choice of forms and sales channels of an innovative product, including schemes of logistic ensuring deliveries. Formation of a system of marketing communications (creation of the public relations, choice of productive advertisement, justification of productive methods of sales promotion). Itemized calculation of the marketing budget of the innovative project. Assessment of the marketing efficiency.

Topic 6. Risks of the innovation project and marketing tools of their identification, localization and neutralization

Definition of the «risks» term in the economic sphere. The factors causing risks and indicators of their measurement. Classification of risks. The risks identified in innovative activity. Diagnostics and minimization of risk influence. Innovative risks identified at a stage of the project initiation. Determination of the scientific, technical, technological, administrative intellectual potential for implementation of the project. Economic risks and criteria of their determination. The market risks of the project and factors forming them. Marketing instruments of identification, measurement and neutralization. Financial risks, indicators of their measurement, mechanism of insurance and management.

Topic 7. Evaluation of marketing productivity and efficiency of innovation project

Definition of the terms «marketing productivity» and «project efficiency». Assessment of the expected economic effect of the project implementation. Basic principles and indicators of productivity and efficiency evaluation of the innovative project in general and marketing of the innovative project in particular. Social, cost, environmental and administrative efficiency of the innovative project. Marketing influence. Indicators of the effect and efficiency of the innovative project (the net profit value, internal return rate, the index of profitability, a payback period).

THE DISCIPLINE-DESIGNED THEMATIC OF THE “MARKETING OF INNOVATION PROJECT” SYLLABUS
Full-time form of in-deep higher education

Number of topics	Titles of topics	Number of classroom hours							Literature	Academic performance assessment	
		lectures	practical classes	seminar classes	laboratory classes	Supervised independent study					
						lectures	practical classes	seminar classes			
1	2	3	4	5	6	7	8	9	11	12	
2nd term											
Topic 1	Innovation activity of economic subjects as an object of engineering and marketing	2								[1]-[3]	
	Practical class «Innovation activity of economic subjects as an object of engineering and marketing»		2							[6]	Oral questioning
Topic 2	Lifecycle of the innovation project	2								[2], [3], [4]	
	Laboratory class «Analysis of the stages of lifecycle of the innovation project»				2					[2], [6]	Report defense
Topic 3	Marketing evaluation of the potential of innovation project	2								[1], [5], [8], [9]	
	Laboratory class «Evaluation and analysis of the potential of innovation project»				2					[1], [5], [8], [9]	Examination work
Topic 4	Business-plan of the innovation project and its structure	4								[2], [5]	
	Practical class «Business-plan of the innovation project and its structure»		2							[2], [5]	Oral questioning

1	2	3	4	5	6	7	8	9	11	12
	Laboratory class «Development of the separate chapters of the business-plan of the innovation project»				2				[2], [3], [5], [10]	Report defense
Topic 5	Marketing chapter of the business-plan of innovation project	4							[2], [3], [5], [10]	
	Laboratory class «Development of the marketing chapter of the business-plan of innovation project»				2				[7], [11], [12]	Examination work
Topic 6	Risks of the innovation project and marketing tools of their identification, localization and neutralization	2							[1], [5], [8], [9]	
	Practical class «Risks of the innovation project and marketing tools of their identification, localization and neutralization»		2						[1], [5], [8]	Oral questioning
	Laboratory class «Assessment of the risks of the innovation project»				2				[1], [5], [8], [9]	Examination work
Topic 7	Evaluation of marketing productivity and efficiency of innovation project	2							[1], [8], [10]	
	Practical class «Evaluation of marketing productivity and efficiency of innovation project»		2						[7], [11], [12]	Oral questioning
Total hours 2nd term		18	8		10					Credit
Total hours		18	8		10					

INFORMATION AND METHODOLOGY PART

Literature**Basic:**

1. 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. – URL: https://elibrary.ru/download/elibrary_46185636_42355782.pdf (дата обращения: 04.12.2024).

2. Key issues for management of innovative projects : Edited by Bernardo Llamas Moya, M. Dolores Storch de Gracia, Luis F. Mazadiego. – Croatia: National and University Library in Zagreb, 2017. – 196 p. – URL: https://mts.intechopen.com/storage/books/5697/authors_book/authors_book.pdf (дата обращения: 04.12.2024).

3. Pratasenia, V.S. Marketin of Inovations : textbook / V.S. Pratasenia. – Minsk : BSEU, 2024. – 547 p. (In Russian).

Additional:

4. Trott, P. Innovation Management and New Product Development / P. Trott. – 7th edition. – London: Pearson, 2021. – 568 p.

5. Piercy N. Marketing budgeting. A Political and Organisational Model / N. Piercy. - London; Sydney; Dover: Croom Helm, 2015. - 522 p.

6. Wang, B. Creativity and Data Marketing: A Practical Guide to Data Innovation (Marketing Science) / B. Wang. – London: Kogan Page, 2017. – 240 p.

7. Pradeep, A.K. AI for Marketing and Product Innovation: Powerful New Tools for Predicting Trends, Connecting with Customers, and Closing Sales / A.K. Pradeep, A. Appel, S. Sthanunathan. – New York: Wiley, 2018. – 272 p.

8. Grigsby, M. Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques / M. Grigsby. – London: Kogan Page, 2018. – 240 p.

9. Farris, P. Marketing Metrics: The Manager's Guide to Measuring Marketing Performance / P. Farris, N. Bendle, P. Pfeifer, D. Reibstein. – New Jersey, Upper Saddle River: Pearson FT Press, 2015. – 464 p.

10. Artun, O. Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data / O. Artun, D. Levin. – New York: Wiley, 2015. – 272 p.

11. Gentsch, P. AI in Marketing, Sales and Service: How Marketers without a Data Science Degree can use AI, Big Data and Bots / P. Gentsch. – London: Palgrave Macmillan, 2019. – 292 p.

12. Borek, A. Marketing with Smart Machines: Customer Interaction in the Algorithmic Economy / A. Borek, J. Reinold. – Scotts Valley: CreateSpace Independent Publishing Platform, 2016. – 194 p.

List of questions for credit

1. Innovation as a product of the evolution of the economy.
2. Innovation as sources of economic development.
3. Innovation activities of the enterprise and its composition.
4. Innovation enterprise development strategy. Place of the marketing.
5. Comparative characteristics of innovation production process and traditional production.
6. The concept of "project." Project definition. Delineation of the concepts of "innovation project" and "investment project."
7. Project (innovation) goals and their hierarchy.
8. Project parameters and their characteristics.
9. Project constraints and resources.
10. Classification of projects.
11. Essence and algorithm of innovation design.
12. Distinctive features of innovation design.
13. Types of innovation projects and their characteristics.
14. Portfolio of innovation projects. Purpose and composition.
15. Formation of a portfolio of innovation projects. The role of marketing.
16. Design cycle: phases, stages, stages.
17. The concept of "life cycle of an innovation project."
18. Phases of lifecycle of the innovation project.
19. Stages of the lifecycle of the innovation project and their characteristics.
20. Milestones of the lifecycle of the innovation project and their characteristics.
21. Marketing methods and tools in managing the lifecycle of the innovation project.
22. Definition of the innovation project structure.
23. Mapping the business process, creating innovation.
24. Methods for generating and selecting innovation ideas.
25. Technologies of targeted search for innovation ideas.
26. Conducting detailed marketing research.
27. The concept of the business plan. Definition of the business plan.
28. Types of business plans and their characteristics.
29. Goals, objectives and functions of the business plan.
30. Requirements of international economic organizations for the development of business plans.
31. Legislative acts and regulatory documents regulating innovation design.
32. Recommended sample of the business plan structure.
33. The main indicators of the business plan of the innovation project.
34. Business opportunities of the organization.
35. Objectives of the innovation project and its structure.
36. Technical, technological, organizational, economic and commercial characteristics of an innovation product.

37. Marketing section of business plan of innovation project and its structure.
38. Innovation product production plan. Indicators and their characteristics
39. Organizational plan for creating an innovation product. Diagnostics of the organizational structure and production management system.
40. Identification of innovation project risks and mechanism of their insurance and neutralization.
41. Identifying of the project funding sources.
42. Financial section of the business plan of the innovation project and its indicators.
43. Marketing characteristics of the innovation product.
44. Characteristics of the main potential markets for the innovation product.
45. Calculation of innovation product market capacity.
46. Assessment of factors shaping demand for innovation products.
47. Analysis of competition in the innovation market.
48. Assessment of the level of competitiveness of an innovation product.
49. Development of an innovation project's marketing plan.
50. Definitions of innovation project marketing goals, objectives and strategies.
51. Formation of an innovation product pricing system.
52. Selection of forms and distribution channels for the innovation product.
53. Formation of a marketing communications system for an innovation product.
54. The concept of the risk of an innovation project and their classification.
55. Market risks, their identification and neutralization.
56. Financial risks of the innovation project and their insurance.
57. Marketing efficiency and efficiency of an innovation project.

List of laboratory classes

1. Analysis of the stages of lifecycle of the innovation project
2. Evaluation and analysis of the potential of innovation project
3. Development of the separate chapters of the business-plan of the innovation project
4. Development of the marketing chapter of the business-plan of innovation project
5. Assessment of the risks of the innovation project

List of technical training tools and devices for laboratory classes

1. Computers with the access to the Internet.
2. Interaction board.

Methodical recommendations for self-study of master's students

Self-study of master students is a very important stage in obtaining course knowledge.

72 hours are allocated for self-study of a full-time student.

The content of students' self-study includes all the discipline topics from the section «Training material content».

Main components of self-study for master's students are the following:

- self-study work in the form of solving individual tasks in the classroom during practical classes under the supervision of a teacher in accordance with the schedule;
- detailed review of sections, topics, certain issues, concepts;
- preparation for examination tasks;
- preparation for practical and laboratory classes, including the preparation of reports (including thematic reports), informational and visual materials, abstracts, presentations, essays, etc.;
- preparation of the reports on the base of the results of laboratory and individual practical works;
- work with educational, reference, analytical and other literature and materials;
- compilation of an overview of scientific (research) literature on a given topic;
- information search and compilation of a thematic collection of literary sources, Internet sources;
- analytical processing of the text (annotation, summarization, review, compilation of a summary);
- preparation for the interim certification.

Assessment procedures

Assessment is carried out within the framework of monitoring and intermediate certification.

Monitoring tools are used during the term and include the following forms of assessment:

examination work;

oral questioning during the auditory classes;

defense of the report about laboratory works execution.

The monitoring during the term is carried out at least 3 times a semester.

The result of the monitoring during the term is estimated by a mark in points on a ten-point scale and is derived based on the marks put during the activities of the monitoring during the term.

Requirements for the student during the intermediate certification.

Master students are allowed to undergo certification in the academic discipline on condition of successful completion of the monitoring certification (monitoring tools) in an academic discipline set out in the current term by this curriculum.

Intermediate certification is carried out in the form of a credit.

The methodology of forming a mark for an academic discipline

Mark for an academic discipline is formed in accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU students.

MINUTES OF SYLLABUS ENDORSEMENT WITH OTHER ACADEMIC
DISCIPLINES OF THE SPECIALTY

Title of the academic discipline with the current discipline should be endorse	Department	Suggestions of changes in the syllabus content	Decision of the department (with the number and date of the minutes)
Digital Marketing	Department of Marketing	No 