

Educational Institution  
“Belarusian State Economic University”

I APPROVE

The Rector of Educational Institution  
“Belarusian State Economic University”

\_\_\_\_\_ V.Y.Shutilin  
\_\_\_\_\_ 2019.

Reference № \_\_\_\_\_

## **MARKETING AND SOCIETY**

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 № \_\_\_\_ from \_\_\_\_ 2019.);

Scientific and Methodological Council of the Belarusians State Economic University  
(protocol № \_\_\_\_ from \_\_\_\_ 2019.).

# Explanatory note

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

Objectives of the discipline: to give future specialists knowledge, skills and abilities in the field of social and ethical marketing.

The interdisciplinary connections of the discipline "Marketing and Society" are primarily with such academic disciplines as microeconomic analysis and politics, relationship marketing, marketing management, etc.

Competences of the discipline "Marketing and Society":

- independently study new methods of economic design, research, production organization;
- to be able to 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 student must:

***know:***

- essence and of societal marketing concept;
- tools of societal marketing concept;
- management fundamentals of societal marketing concept.

***be able to:***

- implement the tools of of societal marketing concept;
- develop strategies of societal marketing concept;
- implement strategies of societal marketing concept;

***possess:***

- tools of societal marketing concept;
- strategies of societal marketing concept;
- methods of societal marketing concept usage.

The study of the disciplines "Marketing and Society" is carried out in the classroom and practical classes provided by the curriculum, as well as through independent work in the learning process.

The discipline "Marketing and Society " is closely related to such disciplines as holistic marketing, 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: • 22 hours – lectures, 22 hours - practical lessons for full-time education; • 4 hours – lectures, 6 hours - practical lessons for part-time education.

Form of control is credit.

# **CONTENT OF EDUCATIONAL MATERIAL**

## **Topic 1. Postmodern society and marketing.**

Industrial and post-industrial society. Postmodern society. Transformation of marketing concepts with the development of society.

The concept of marketing involves the formation of a scientific system of service delivery and mutual benefit. It is assumed that its use as an invisible hand directs the economy to meet the many constantly changing needs of many millions of consumers. However, not all marketing practice follows these theoretical guidelines. A number of individuals and some firms have resorted to using questionable marketing techniques. Some private marketing deals have profound implications for a fairly wide range of people.

One of the features of modern society is the significant role of non-commercial entities in it, the management of which implies 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 the society as a whole or of certain groups of the population.

## **Topic 2. Problems of the social consequences of private marketing activities.**

Society's growing concern is the social consequences of private marketing. Among the possible consequences of marketing activities for society can be: price increases, the use of methods of misleading, the use of methods of imposing goods, the sale of poor-quality or unsafe goods, the use of the practice of planned obsolescence of goods, the low level of service to less affluent consumers.

The real problem can be the formation of a special model of society, which implies: excessive mercantilism, artificial desires, lack of socially necessary goods, cultural erosion, 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 narrow competition, the formation of artificial barriers to market entry for new firms, and predatory competition.

### **Topic 3. Societal marketing.**

Model "prisoner's dilemma" and the role of the state in society. The firm must make marketing decisions based on the needs of consumers, their own needs, long-term interests of consumers and long-term interests of society. The company is aware that, ignoring the last two considerations, it provides a disservice to both consumers and society.

The manager should have a set of principles that would help him in the moral assessment of the seriousness of each situation and the solution of the problem, how far you can go without overstepping the norms of integrity. Every marketing actor must work out for himself the basic principles of good behavior. Any system of morality is based on the notions of a good life and the interrelation of one's own well-being with the well-being of others. Having developed clear principles for himself, the marketing leader will be able to cope with the many intricate problems that arise in the field of marketing and in other spheres of human activity.

A huge number of marketing opportunities are now opening up to the marketer thanks to the Internet, scientific and technical progress in the use of new types of energy, the emergence of household computers and robots, cable and satellite television, modern medicine, new types of transport, new forms of recreation and entertainment, and new communications. . At the same time, forces will act within the social and economic environment, imposing ever greater restrictions on the practice of marketing activities. And the decisive word remains for firms that will be able to create new values and conduct marketing, full of moral responsibility to society.

Prospects for the development of non-profit organizations and their management to improve the system of service delivery in society.

Ethical standards in a multinational society. Prospects for the production of kosher and halal products.

**Educational and methodical map of the discipline "Marketing and society"  
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		
<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	Postmodern society and marketing	4	4					[1,2,3]	debate
2	Problems of the social consequences of private marketing activities	4	4			4	4	[1,2,5,6]	test
3	Societal marketing	6	6			4	4	[1,2,3,7]	case study
	<b>Hours in total</b>	<b>14</b>	<b>14</b>			<b>8</b>	<b>8</b>		

**Educational and methodical map of the discipline "Marketing and society"  
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	Postmodern society and marketing		2					[1,2,3]	debate
2	Problems of the social consequences of private marketing activities	2	2					[1,2,5,6]	test
3	Societal marketing	2	2					[1,2,3,7]	case study
	<b>Hours in total</b>	<b>4</b>	<b>6</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;
- preparation for credit.

## 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.

**The protocol of coordination of the curriculum for the studied academic discipline with other disciplines of the specialty**

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)

**ADDITIONS AND AMENDMENTS TO THE EDUCATIONAL PROGRAM  
ON THE STUDIED TRAINING DISCIPLINE**

for the \_\_\_\_\_ year

№	Additions and changes	The ground

The curriculum is revised and approved at a meeting of the Department of Marketing (protocol № \_\_\_\_ from \_\_\_\_\_ 20\_\_ year)

Head of the Department

Doctor of Economics, Professor \_\_\_\_\_ I.L. Akulich

I APPROVE

Director of IMP

Candidate of Economic Sciences,

Associate Professor \_\_\_\_\_ O.A. Morozevich