




SYLLABUS OF THE DISCIPLINE " MARKETING MANAGEMENT "

	Educational Programme	Level of higher education	Field of study; speciality	Discipline status																																																								
	«Management»	second (master's degree)	07 "Management and administration" 073 "Management"	mandatory																																																								
Information about the teacher		Year of study and term	Scope of the discipline, final control	Language of instruction																																																								
PhD in Economics, associate professor O. V. Pavlova, pavlovaolga154@gmail.com		2 nd year, 3 rd term	4 credits (120 hours), Lectures: full-time – 36 hours (part-time – 8 hours), Practical classes: full-time – 36 hours (part-time – 4 hours), Independent work: full-time – 48 hours (part-time – 108 hours), exam	Ukrainian																																																								
Purpose and objectives of the discipline			Content of the discipline																																																									
<p>The purpose of studying the discipline is to develop competencies in theoretical knowledge and methodological foundations, principles, tasks and functions of managing the processes of marketing activities of the enterprise.</p> <p>Objectives of the discipline: acquaintance of higher education students with the relevant concepts, categories and processes of marketing management; study of the system of methods and tools for managing the company's marketing activities; mastering practical skills in marketing planning, formation of organizational marketing structures, control and analysis of marketing activities; acquiring skills of creative search for areas to improve the management of marketing activities of the company; solving specific marketing tasks and performing relevant functions</p>			<p>Content module 1: Theoretical foundations and organization of marketing management</p> <p>Topic 1: The concept of marketing management</p> <p>Topic 2. The process of marketing management</p> <p>Topic 3. Organization of marketing management</p> <p>Topic 4. Creating marketing organizational structures</p> <p>Content module 2. Planning and control in marketing management</p> <p>Topic 5. The essence and structure of marketing planning</p> <p>Topic 6. Marketing strategies</p> <p>Topic 7. Marketing programmes</p> <p>Topic 8. Control and analysis of marketing activities</p>																																																									
Integral and general competencies	Special (professional) competencies		Programme learning outcomes																																																									
<p>IC The ability to solve complex tasks and problems in the field of management or in the learning process, which involve conducting research and/or implementing innovations under uncertain conditions and requirements.</p> <p>GC 1 Ability to conduct research at the appropriate level;</p> <p>GC 6 Ability to generate new ideas (creativity);</p>	<p>SC 1 Ability to choose and use management concepts, methods and tools, including in accordance with defined goals and international standards;</p> <p>SC 3 Ability for self-development, lifelong learning, and effective self-management;</p> <p>SC 4 Ability to effectively use and develop the organization's resources;</p> <p>SC 7 Ability to develop projects, manage them, show initiative and entrepreneurship;</p> <p>SC 11 The ability to develop and implement appropriate strategies and plans for the development of an industrial enterprise in the conditions of transformations of the business environment</p> <p>SC 12 The ability to make effective management decisions and ensure their implementation using innovative tools (methods) of industrial enterprise management</p>		<p>PLO 1 Critically consider, select and use the necessary scientific, methodical and analytical tools for management in unpredictable conditions;</p> <p>PLO 2 Identify problems in the organization and justify the methods of solving them;</p> <p>PLO 3 Design effective management systems of organizations;</p> <p>PLO 4 Justify and manage projects, generate business ideas;</p> <p>PLO 5 Plan the activities of the organization in strategic and tactical sections;</p> <p>PLO 7 Organize and carry out effective communications within the team, with representatives of various professional groups and in an international context;</p> <p>PLO 13 Be able to plan and carry out informational, methodical, material, financial and personnel support of the organization (unit).</p> <p>PLO 14 To coordinate the activities of industrial enterprise divisions on the basis of effective organization of business processes.</p> <p>PLO 15 Ability to think strategically and initiate management at an industrial enterprise</p>																																																									
Evaluation of learning outcomes			Learning methods																																																									
<p>The results of the final (term) control in the form of an exam are evaluated on a 100-point scale (60 points - the maximum number of points for the ongoing control, 40 points - the maximum number of points for the exam) and are translated into a national 5-point grading system ("excellent", "good", "satisfactory", "unsatisfactory with the possibility of retaking" and "unsatisfactory with mandatory re-study of the discipline") and the corresponding ECTS grades ("A", "B", "C", "D", "E", "FX", "F").</p>			<p>Lectures, presentations, seminars (practical) classes, tests, solving problem-oriented tasks (cases), brainstorming and other forms of group work, participation in discussions and debates, presentations of the results of completed tasks and research, independent work, work with notes, scientific and educational literature, information and Internet resources</p>																																																									
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Suggested reading list (basic)																																																												
<p>1. Борисенко О. С., Шевченко А. В., Фісун Ю. В., Крапко О. М. Маркетинговий менеджмент : навч. посіб. Київ : НАУ, 2022. 204 с. ISBN 978-966-932-177-0.</p> <p>2. Дудар В. Управління маркетингом : електронний навч. посіб. Тернопіль : Західноукраїнський національний університет, 2022. 85 с.</p>																																																												