



SYLLABUS “MARKETING RESEARCH AND COMMUNICATIONS”

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Department responsible for the course or equivalent: Institute of Management in Economic, Ecological and Social Systems; Department of Management and Innovative Technologies

Semester when the course unit is delivered: 7th

Level of course unit: Bachelor level

ECTS credits: 6

ADMISSION REQUIREMENTS

Applicants are expected to have completed the following courses:

- Business Economics;
- Commercial activity;
- Economy;
- Management;
- Marketing;
- Business Economics;
- Statistical Method in Economics;
- Labor Economics.

COURSE OBJECTIVES (AIMS)

- to form general professional and professional competencies, the acquisition and improvement of theoretical knowledge and practical skills to solve modern problems in the field of marketing research and communications;
- to prepare students for organizational, managerial, and information-analytical activities;
- To introduce the conceptual apparatus of discipline, basic theoretical principles, and methods, developing skills in applying theoretical knowledge to solve practical, professional, and applied problems:
 - to organize marketing research and evaluate their effectiveness.
 - to identify, shape and meet needs.
 - the development and implementation of a complex of integrated marketing communications, including using advertising.
 - the organization of the service process at trade enterprises.



- the study and forecasting of demand, considering the requirements of consumers in certain market segments.
- choosing business partners, conducting business negotiations, concluding agreements on mutually beneficial conditions.
- to participate in the implementation of projects in the field of marketing and advertising.

COURSE CONTENTS

Module 1. Marketing Research

1. The goals and specifics of marketing research in the 21st century.
2. Modern criteria for the effectiveness of marketing research.
3. The subject of marketing research.
4. The principles of hypothesis formation for marketing research.
5. Setting research questions in marketing research.
6. Formalized methods of marketing research.
7. Un-formalized methods of marketing research.
8. Place of marketing research in an integrated enterprise marketing management system.

Module 2. Marketing Communications

9. The concept and goals of marketing communications, the division into ATL and BTL communications.
10. Elements of marketing communications.
11. Stages of developing marketing communications.
12. Evaluation of the effectiveness of marketing communications
13. Types of marketing communications: advertising.
14. Types of marketing communications: sales promotion activities.
15. Types of marketing communications: trade marketing.
16. Types of marketing communications: direct marketing + social media marketing
17. Types of marketing communications: PR.

LEARNING OUTCOMES

Knowledge:

- to understand factors of the effectiveness of the marketing communication process;
- to know specifics of negotiating with business partners;
- to plan processes of a marketing communications program;
- to determine the specifics of marketing communications in new conditions of business;
- to know the typical marketing strategies of organizations;
- to understand informational technologies in marketing.

Skills:

- development of texts and documents related to marketing communications;
- analysis of different concepts of digital marketing projects;
- use of tools and information technology in the implementation of management decisions;
- identification and assessment of marketing communications programs.

Learning Outcomes:

- to be skilled in professional reasoning when discussing conclusions and recommendations on the results of the implementation of programs in the field of marketing communications;
- to operate in press centers, press services, in print departments, the media, advertising departments, in communication agencies;
- to have abilities of developing a marketing strategy for organizations and events aimed at its implementation.

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS

Each session lecturing accounts for about 60% of time, students' participation in discussion accounts for 40%. Specifically, the lecturer will invite students to speak during the lecture. At the end of each session, questions are presented for discussion.

During the seminars, students will have an opportunity to analyze some knowledge processes, to work with open source software for knowledge management and recognize how to deal with knowledge by using information technologies.



Comprehensive development of discipline involves students in:

- problem-based presentation;
- self-guided reading of the additional literature;
- participating in case studies;
- written essay;
- interview and testing.

ASSESSMENT METHODS AND CRITERIA

Criteria for evaluation:

Interview

- 15-20 points if the student demonstrates the full amount of knowledge, formulates the main provisions and definitions, understands the relationship between definitions and categories;
- 10-15 points if the student demonstrates enough knowledge, but formulates the main provisions and definitions vaguely, understands the relationship between definitions and categories;
- 5-10 points if the student demonstrates enough knowledge but formulates the main provisions and definitions vaguely, does not understand the relationship between definitions and categories;
- 0-5 points if the student does not demonstrate enough knowledge, does not see the relationship between definitions and categories.

Discussions

- 15-20 points if the student reinforces his judgments with factual data that increases the practical value of his own opinion, demonstrates the ability to draw conclusions, upholds his own point of view, and orient himself in the material presented. The degree of participation in the general discussion is very high;
- 10-15 points if the student analyzed the material, but does not provide evidence, the conclusions are not sufficiently substantiated, even though he is oriented in the material presented and is trying to defend his own point of view. The degree of participation in the general discussion is quite high;
- 5-10 points if the student analyzed the material but did not provide evidence, did not substantiate conclusions, did not try to defend his own point of view. The degree of participation in the general discussion is not high enough;



- 0-5 points if the student did not analyze the material and showed a low degree of participation in the general discussion, preferring to remain silent.

Essay

- **15-20 points** - Relevance, purpose, and objectives: the problem is clearly identified, and its relevance is justified, the goal is formulated, the research objectives are defined. The structure is fully consistent with the recommendations. Design: volume is maintained, requirements for the external design are met. Text quality: the analysis of the problem with the involvement of several sources of literature is carried out, own position is logically stated, conclusions are formulated, the topic is fully disclosed. references to sources from the list of references are indicated. The student demonstrates a complete understanding of the described problem, gives correct answers to all questions on the topic of the essay;
- **10-15 points** - Relevance, purpose, and objectives: the problem is identified, but there is no clear justification for its relevance. Structure: no gross text structure errors. Design: the text of the essay is framed with minor violations of the design requirements set forth in this document, the volume is maintained. Text quality: the analysis of the problem with the involvement of several sources of literature is carried out, own position is logically stated, conclusions are formulated, the topic is revealed. The student demonstrates a significant understanding of the problem, does not give answers to all questions or incomplete answers;
- **5-10 points** - Relevance, purpose, and objectives: the relevance of the problem is insufficiently substantiated, the purpose and objectives of the study are not formulated. Structure: There are significant errors in text structuring. Design: The text of the abstract is framed with violations of the design requirements set forth in this document. Text quality: the analysis of the problem was carried out according to one source, there are no conclusions, the topic is not fully disclosed. The student demonstrates a partial understanding of the problem, answers are given only to basic questions.
- **0-5 points** - Relevance, purpose, and objectives: there is clearly no justification for the relevance of the problem, the purpose, and objectives of the essay. Structure: there are gross errors in text structuring. Design: the essay is framed with gross violations of the design requirements set forth in this document. Text quality: the topic is not disclosed, the requirements for the task are not fulfilled. The student demonstrates a lack of understanding of the problem, there are no answers to questions or answers are incorrect.

COURSE LITERATURE (RECOMMENDED OR REQUIRED)

1. Tsoi M. Ye., Schekoldin V. Yu. Marketing research: study guide: in 3 parts, Part 1. Directions and methods of marketing research. Novosibirsk: Novosibirsk State Technical University, 2018. 67 pp.
https://biblioclub.ru/index.php?page=book_red&id=575338
2. The basics of advertising: a workshop. Compiled by: Arutunova E.A. Stavropol: North Caucasus Federal University (NKFU), 2015. 122 pp.
https://biblioclub.ru/index.php?page=book_red&id=458170
3. Integrated marketing communications: textbook / ed. I. Sinyaeva. - Moscow: Unity, 2015. - 504 p. - (Magister).
https://biblioclub.ru/index.php?page=book_red&id=119438
4. Maruseva I. V., Kokareva A. V. Management and marketing in the service (PR and advertising as a toolkit): a training manual. Under the general editorship: Maruseva I.V. Ed. 2nd, rev. Moscow, Berlin: Direct Media, 2019. 591 pp. https://biblioclub.ru/index.php?page=book_red&id=562282
5. Marketing. Fundamentals of marketing: a training manual / S.V. Alivanova, V.V. Kurennaya, O.A. Cherednichenko, Yu.V. Rybasov. - Stavropol: Stavropol State Agrarian University, 2015. - 100 p.
https://biblioclub.ru/index.php?page=book_red&id=438721
6. Godin A. M. Marketing: a textbook for bachelors. 12th ed. Moscow: Dashkov and Co., 2016. 656 pp. Recommended by the authorized institution of the Ministry of Education and Science of the Russian Federation - the State University of Management as a textbook for students of higher educational institutions studying in the areas of training "Economics", "Management", "Trade" (qualification "bachelor") https://biblioclub.ru/index.php?page=book_red&id=453262
7. Lebedev A. N., Gordyakova O. V. Personality in the system of marketing communications: monograph. Moscow: Institute of Psychology, Russian Academy of Sciences, 2015. Volume: 303 pp.
https://biblioclub.ru/index.php?page=book_red&id=430544
8. Problems, opportunities, and prospects for the development of marketing and trade: conference materials. Under the general editorship: Lygina N.I. Moscow, Berlin: Direct Media, 2015. 397 pp.
https://biblioclub.ru/index.php?page=book_red&id=426547