

**PJSC “Higher Educational Institution
“INTERREGIONAL ACADEMY OF PERSONNEL MANAGEMENT”**



SYLLABUS
of the academic discipline

MARKETING

Level of higher education: first (bachelor's) level

Field of knowledge: D Business, Administration and Law

Specialty: D3 Management

Study program: Management

General information about the academic discipline

Name of the academic discipline	Marketing
Code and name of the specialty	D3 Management
Level of higher education	First (bachelor's) level
Discipline status	Compulsory
Number of credits and hours	3 credits/90 hours Lectures : 18 hours Seminars/practical classes : 18 hours Students' independent work : 54 hours
Terms of study of the discipline	4 semester
Language of instruction	Ukrainian
Final control type	Exam

General information about the instructor. Contact information.

Full name of the instructor	Iryna Lihanenko
Academic degree	PhD in Economic Sciences
Position	Associate Professor of the Department of Economics and Management (Program Guarantor)
Areas of scientific research	Strategic management of business development and marketing strategies in the context of digital transformation; formation of corporate culture, crisis management, and ensuring the economic security of enterprises.
Links to the registers of identifiers for scientists	Google Scholar: https://surl.li/tsmvep ORCID: https://orcid.org/0000-0003-0716-289X SCOPUS: https://surl.li/xvnyp
Contact information	
E-mail:	menedzmentuk@gmail.com
Department phone	+380677445957
Instructor's portfolio on the website	https://izmail.maup.com.ua/assets/files/liganenko-portfolio-a.pdf

Discipline's description.

The discipline “Marketing” is aimed at developing theoretical knowledge and practical skills in using specific marketing tools to solve current management tasks, with a focus on the needs and demands of consumers in target markets. It involves mastering the methodological framework for organizing marketing activities of various market entities and their positioning, as well as developing the ability to creatively search for ways to improve marketing performance.

The subject of the discipline is the study of processes and methods aimed at identifying and satisfying consumer needs in order to ensure the successful operation of enterprises in the market. This includes market analysis, the development and implementation of marketing strategies, and the management of the marketing mix.

The aim of the discipline is to develop in future professionals a modern worldview and specialized knowledge in the field of marketing, as well as to provide practical skills related to promoting goods to the market while meeting consumer needs, ensuring the effective functioning of the enterprise, analyzing and identifying cause-and-effect relationships between phenomena, substantiating one's position, and making managerial decisions.

The objectives of the discipline:

1. Mastering the theoretical and methodological foundations of marketing;
2. Developing a systemic approach to enterprise marketing;
3. Studying the impact of the macro- and microenvironment on marketing activities;
4. Organizing and conducting marketing research;
5. Conducting market segmentation and selecting target segments;
6. Developing a set of marketing measures related to product, price, and communication policies;
7. Strategic planning, implementation, and control of marketing programs.

Prerequisites for the discipline.

For successful mastery of the “Marketing” discipline, students should have basic knowledge of economic theory, philosophy, and the introductory course to the Management specialty, as well as digital technologies in management, and possess basic skills in critical thinking and analysis of socio-economic processes.

Post-requisites for the discipline.

The discipline “Marketing” is fundamental for further study of HR Management, Corporate Social Responsibility, Logistics Management, and other applied management cycle disciplines.

The academic discipline ensures the formation of students' general and special competencies and the achievement of the learning outcomes defined by the study program “Management”, namely:

Program competences

General competences	GC5. Knowledge and understanding of the subject area and professional activity. GC9. Ability to learn and acquire up-to-date knowledge . GC11. Ability to adapt and act in new situations. GC12. Ability to generate new ideas (creativity).
Intended learning outcomes	ILO11. Demonstrate the ability to analyze situations and communicate effectively across various areas of organizational activity . ILO18. Demonstrate skills in analyzing the effectiveness of management of operational, marketing, foreign economic activity of the enterprise, justify the directions of its future development for the preparation and presentation of analytical reports.

Content of the academic discipline

№	Topics	Number of hours, of which :				
		Le ctu res	Sem inar s	In de pe nd ent wo rk	Teaching methods	assessment methods

4th semester

Content module 1. Theoretical and methodological foundations of marketing

Topic 1.	The essence of marketing and its modern concept	2	2	4	Mini-lecture, problem discussion, analysis of cases	Oral survey, testing, situation analysis
Topic 2.	Marketing and meeting needs. Buyer behavior	2	2	4	Lecture-discussion, analysis of consumer behavior, work in groups	Test tasks, evaluation of presentation s of group works
Topic 3.	The structure of the marketing system and features of its functioning	2	1	4	Interactive lecture, system structure modeling, SWOT analysis	Testing, a written task to build a model
Topic 4.	Marketing research	1	2	6	Lecture with elements of	Protection of

					discussion, workshop on data analysis, analysis of examples	individual tasks, research report
Content module 2. Formation of the marketing complex and organization of marketing activities of the enterprise						
Topic 5.	Marketing product policy	2	2	6	Lecture-presentation, assortment analysis, work with examples	Testing, evaluation of the performed analysis
Topic 6.	Marketing pricing policy	2	2	6	Lecture, calculation exercises on price formation, discussion of strategies	Calculation task, testing
Topic 7.	Marketing sales policy	2	2	6	Lecture, analysis of sales channels, case method	Oral survey, testing
Topic 8.	Marketing communication policy	1	2	6	Lecture, advertising campaign development, role-playing game	Protection of the mini-project, testing
Topic 9.	Planning and organization of marketing activities of the enterprise	2	2	6	Lecture-discussion, work with business plans, workshop	Plan check, oral survey
Topic 10.	Software products and their use in modern marketing activities	2	1	6	Software demonstration, training on using CRM/ERP, practical exercises	Evaluation of completed tasks in the software, testing
Module Assessment Task						
	Total	18	18	54		
Final assessment: exam						

Technical equipment and/or software – official website of IAPM:

<http://IAPM.com.ua> The educational process involves the use of classrooms, a library, a multimedia projector, and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to internet resources, which is provided through a free Wi-Fi network.

Forms and methods of assessment.

Assessment of students' academic performance is divided into ongoing and final (semester) assessment.

Ongoing assessment is conducted during practical (seminar) classes and is aimed at systematically checking the understanding and assimilation of theoretical material, as well as the ability to apply theoretical knowledge when completing practical tasks. The possibilities of ongoing assessment are extensive: it can support learning motivation, stimulate educational and cognitive activity, enable a differentiated approach to teaching, and ensure individualization of the learning process.

Forms of student participation in the educational process subject to ongoing assessment include:

- oral reports;
- comments and questions to the speaker;
- consistent performance in seminar classes and active participation in discussions;
- participation in debates and interactive learning activities;
- analysis of legislation and academic literature;
- written assignments (tests, quizzes, creative tasks, essays, etc.);
- preparation of theses and summaries of academic or scientific texts;
- independent study of course topics.

Methods of ongoing assessment include: oral assessment (interview, discussion, report, presentation, etc.); written assessment (tests, essays, written presentations on assigned topics, etc.); combined assessment; presentation of independent work; observation as a method of assessment; testing; analysis of problem situations.

Grading system and requirements.

Table of distribution of points received by students

	Ongoing knowledge assessment	Modular assessment task	Exam	Total points
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Topics	T o p i c 1	T o p i c 2	T o p i c 3	T o p i c 4	T o p i c 5	T o p i c 6	T o p i c 7	T o p i c 8	T o p i c 9	T o p i c 0	20	40	100
Work in a seminar	3	3	3	3	3	3	3	3	3	3	3		
Independent work	1	1	1	1	1	1	1	1	1	1	1		

The table contains information about the maximum points for each type of assignment.

When assessing the mastery of each topic within ongoing educational activities, students receive marks in accordance with the approved assessment criteria for the respective discipline.

The criteria for evaluating learning outcomes and the distribution of points are regulated by the Regulations on the Assessment of Students' Academic Achievements at PJSC "HEI IAPM".

Modular assessment. Modular assessment in the discipline "Marketing" is conducted in written form as testing using closed-type test items, including alternative and matching formats.

Criteria for evaluating the modular test in the academic discipline "Marketing":

When evaluating the modular test, the volume and correctness of the completed tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- the grade "good" (B) is given for the completion of 80% of all tasks;
- the grade "good" (C) is given for the completion of 70% of all tasks;
- the grade "satisfactory" (D) is given if 60% of the proposed tasks are completed correctly;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- the grade "unsatisfactory" (FX) is given if less than 50% of the tasks are completed.

Absence from the modular test work - 0 points.

The above grades are transformed into rating points as follows:

"A" - 18-20 points;

"B" - 16-17 points;

"C" - 14-15 points;

"D" - 12-13 points.

"E" - 10-11 points;
 "FX" - less than 10 points.

The final semester assessment in the academic discipline "Marketing" is a mandatory form of evaluating student learning outcomes. It is conducted within the period established by the academic schedule and covers the volume of material defined in the course syllabus.

The final assessment is administered in the form of an exam. A student is admitted to the exam only if all required coursework specified in the syllabus has been completed.

The final (semester) grade for a discipline assessed by examination consists of two components: the results of ongoing assessment and the exam grade.

The maximum number of points for ongoing assessment is 60, and the maximum for the exam is 40.

The minimum number of points required to pass the exam is 25.

The grade for ongoing assessment is formed as the sum of rating points earned by the student during seminar/practical classes and any incentive (bonus) points, if applicable.

After evaluating a student's exam responses, the instructor adds the exam score to the points earned for ongoing assessment to determine the final grade for the course.

Scale for the assessment of exam tasks

Scale	Total points	Criteria
Excellent level	30–40	The task is completed with high quality; the student has achieved the maximum score in the assessment of theoretical knowledge.
Good level	20–29	The task is completed with high quality and a sufficiently high proportion of correct answers.
Satisfactory level	10–19	The task is completed with an average number of correct answers; the student has demonstrated theoretical knowledge with significant errors.
Unsatisfactory level	0–9	The task is not completed; the student has demonstrated theoretical knowledge with major errors.

Assessment of additional (individual) types of educational activities. Additional (individual) types of educational activity include student participation in scientific conferences, research societies and problem groups, preparation of publications, and other activities beyond the tasks defined in the syllabus of the academic discipline.

By decision of the department, students who engage in research work or complete certain types of additional (individual) educational activities may receive incentive (bonus) points for a specific educational component.

Incentive points are not mandatory and are not included in the standard point distribution table or the main assessment scale.

A single event may serve as the basis for awarding incentive points for only one educational component – the one to which it is most relevant.

Assessment of independent work

The total number of points earned by a student for completing independent work is one of the components of academic performance in the discipline. Independent work for each topic, in accordance with the course program, is evaluated within the range of 0 to 1 points using standardized and generalized knowledge assessment criteria.

Scale for evaluating the performance of independent work (individual tasks)

The maximum possible assessment of independent work (individual tasks)	Execution level			
	Excellent	Good	Satisfactory	Unsatisfactory
1	1	0,75	0,5	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations, and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparation of summaries on independently studied topics; testing or written examinations; preparation of draft articles, conference abstracts, and other publications; other forms that ensure comprehensive assimilation of the study program and contribute to the gradual development of skills for effective independent professional (practical, scientific, and theoretical) activity at a high level.

To assess the learning outcomes of a student during the semester, a 100-point, national and ECTS assessment scale is used

Summary assessment scale: national and ECTS

Total points for all types of learning activities	ECTS assessment	National scale assessment for exam, course project (work), internship	
		National scale assessment for exam, course project (work), internship	For pass/fail (credit)
90 – 100	A	excellent	pass
82 – 89	B	good	
75 – 81	C		
68 – 74	D	satisfactory	
60 – 67	E		

35 – 59	FX	unsatisfactory with the possibility of retaking	fail unsatisfactory with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	fail unsatisfactory with mandatory re-study of the discipline

Discipline's Policy.

- regularly attend lectures and practical classes;
- work systematically and actively in lectures and practical classes;
- catch-up on missed classes;
- perform the tasks required by the syllabus in full and with appropriate quality;
- perform control and other independent work;
- adhere to the norms of academic behaviour and ethics.

The academic discipline “Marketing” requires adherence to the principles of ethics and academic integrity, with particular emphasis on preventing plagiarism in all its forms. All written assignments, reports, essays, abstracts, and presentations must be original, authored by the student, and not overloaded with quotations, which must be accompanied by references to primary sources. Violations of academic integrity include academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Student assessment is based on participation and activity in seminar/practical classes, completion of independent work tasks, and performance of assignments aimed at developing practical skills and competencies. Additional (bonus) points may be awarded for activities such as participation in round-table discussions, scientific conferences, or student research competitions.

Methodological support of the academic discipline

Teaching and methodological support for the discipline includes lecture notes, methodological guidelines for conducting practical (seminar) classes, and methodological recommendations for students' independent work in the academic discipline “Marketing”.

Recommended sources of information:

Basic literature:

1. Pavlov K. V., Lyalyuk A. M., Pavlova O. M. Marketing: theory and practice : textbook. Lutsk: SPD Gadyak Zhanna Volodymyrivna, printing house

«Volynpoligraf» 2022. 408 p.

2. Sofienko A.V., Shuklina V.V., Naboka R.M. Theoretical marketing: Study guide /A. IN. Sofienko., V. IN. Shuklina, R. M. Naboka. – 2nd ed., revised. and add. – Kherson: Book publishing house FOP Vyshemirskyi, 2021.– 494 p
3. Senyshyn O. S., Kryvoshko O. IN. Marketing: education. manual. Lviv: Ivan Franko Lviv National University, 2020. 347 p.
4. Bagorka M. O., Pisarenko V. V., Kadryrus I. G., Yurchenko N. AND. Anti-crisis marketing : training. manual. Dnipro: Zhurfond, 2022. 344 p.
5. Pisarenko V.V., Bagorka M.O. Strategic marketing: tutorial – Dnipro: Publisher 2019 - 240 p..
6. Philip Kotler, Armstrong Gary Basics of Marketing: 5th Edition; trans. from English. Kyiv: «Scientific world», 2022. 880 p.

Additional literature:

1. Barabanova V.V., Bogatyreva G.A. Innovative marketing: education. manual. Kryvyi Rih : Ed. DonNUET, 2022. 145 p. URL: <http://surl.li/zcxnbc>
2. Zorina O. I., Syvolovska O. V., Neskuba T. V., Mkrtchyan O. M. Marketing communications: education. manual. Kharkiv: UkrDUZT, 2022. 227 p. URL: <http://surl.li/mllcsk>
3. Kalina I.I., Karbovska L.O. Marketing by field of activity: textbook. Kyiv: Interservice. 2024. 252 p.*
4. Karbovska L. O., Zheleznyak K. L. Event (event) marketing – is a tool of marketing communications of the enterprise to increase its competitiveness. Scientific works of MAUP. Series: Economic sciences. 2023. Vol. 2 (69). Kyiv: Interregional Academy of Personnel Management. with. 31 - 40. <https://doi.org/10.32689/2523-4536-2019-01/57-60-66>. (Professional edition)
5. Karbovska, L. O., & Zheleznyak, K. L. (2025). Modern trends in the development of marketing of services in the field of entertainment. <https://doi.org/10.5281/zenodo.14796838>(Фахове edition)
6. Karbovska L.O., Lukash S.V. Challenges and prospects of implementing innovations in the field of packaging: the experience of the German company/Review of transport economics and management» Issue 12(28) 2024. (Professional edition)
7. Karbovska. Status and trends of the medical services market in Ukraine: problems and prospects // Journal of science. Lyon №9/2020. IISN 3475-3281.25-30: <https://www.joslyon.com>
8. Shaban Kateryna. Karbovska Liubov. Zhelezniak Kateryna. “Use of foresight technologies and roadmaps in strategic management of marketing innovation activities of enterprises State and Regions” 2814. August 15, 2025. (Professional edition)
9. Shaban K.S., Karbovska L.O., Kalina I.I., Kozlova A.I. Formation of marketing innovation policy of printing enterprises of Ukraine: problems and prospects for development. Improvement of Ukraine's development directions in the conditions of the modern world situation: col. monogr. Kharkiv: SG NTM «New course», 2023. – 182 p. (Professional edition)

10. Kotler F. Marketing management: textbook /F. Kotler, K.L. Keller and Ukrainian collective of singers. - Kyiv: Khimgest, 2008. - 720 p.
11. Kraus K. M. Marketing management of small trade enterprises: monograph. Kyiv: Center for Educational Literature, 2022. 226 p.
12. Lypchuk, V. V. Marketing research: education in the fields of /V. V. Lypchuk, L. V. Pogrebnyak - Lviv: "Magnolia 2006", 2019 - 352 p
13. Liganenko, I., Bodenchuk P.S., Moskalyuk V.I. (2024). Artificial intelligence in digital marketing. Transformational economy, № 2(07), <https://www.transformations.in.ua/index.php/journal/article/view/97/95>
14. Liganenko, I., Darushin , O., & Nikolaev, O. (2024). Peculiarities of pricing at production enterprises in conditions of economic instability. Economy and society, (61). <https://doi.org/10.32782/2524-0072/2024-61-96>
15. Marketing : education by /V Lypchuk, R. Dudyak, S. Bugil, Ya Yanyshyn under the general editorship of V V Lypchuk - Lviv : "Magnolia 2006", 2020 - 456 p
16. Slobodianyk A. M., Mogilevska O. Yu., Romanova L. V., Salkova I. YU. Digital marketing: theory and practice: education. manual. Kyiv: Kimu, 2022. 228 p
17. Chunikhina T.S., Liganenko I.V., Chernyshov O.Yu., Kubai O.G. Variational modeling of marketing strategies of industrial enterprise pricing, International Scientific Journal "Internauka". Series: "Economic Sciences", Internauka, Issue № 9, September 2022.
18. Shynkarenko V. G. Marketing of mutual relations between TP and the main partners: training for university students /V. G. Shynkarenko, V. Fedotova M-vo education and science, youth and sports of Ukraine, KhN DU - Kh: KhN DU, 2020 - 230 p
19. Shurpa S.Ya. Prospects for finding funding for scientific startups in Ukraine /S.Ya.Shurpa //Bulletin of Vasyl Stefanyk Prykarpattia National University. Series: Economy. 2019. – Issue 14. – P. 157–160.

Information resources:

1. National repository of academic texts – resource for searching for modern Ukrainian educational and scientific materials URL: <https://nrat.ukrintei.ua>
2. Educational portal of the Verkhovna Rada of Ukraine (Legislation) – database of current legal acts URL: <https://zakon.rada.gov.ua>
3. NBUV (National Library of Ukraine named after V. AND. Vernadskyi) – scientific resources and archive of periodicals URL: <http://www.nbuu.gov.ua>