

**MOSCOW STATE INSTITUTE OF INTERNATIONAL RELATIONS  
MGIMO UNIVERSITY**

**School of Government and International Affairs**

*B.A. in Government and International Affairs*

«Approved»

**Director, School of Government and International Affairs**

\_\_\_\_\_Mikhail Troitskiy

«\_\_»\_\_\_\_\_ 2018

## **Basics of Marketing**

*Course Syllabus*

The course program developed by Vasilii Starostin, 2018

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The course “Basics of Marketing” is elaborated in accordance with the MGIMO Educational Standard for the Bachelor’s Program in International Affairs (program track “Government and International Affairs”).

Author \_\_\_\_\_ Prof. \_\_\_\_\_

Director of the MGIMO library \_\_\_\_\_ Marina Reshetnikova

The program is approved by Department of \_\_\_\_\_ on

\_\_\_\_\_  
Head of Department \_\_\_\_\_ Prof. \_\_\_\_\_

## **PART I. COURSE STRUCTURE AND TEACHING METHODS**

### **1.1 General information**

- Full course title: Basics of Marketing
- Type of course: Compulsory
- Level of course: B.A.
- Year of study: 2nd
- Number of ECTS credits allocated: 2

Name of lecturer(s) and office hours:

Vasiliy Starostin, Ph.D., Associate professor  
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### **1.2 Course Position in Education Program**

This one-semester program examines the fundamentals of marketing. The program has a strong emphasis on real-life case studies to give a true understanding of marketing practice worldwide, preparing students for a marketing career in a range of established businesses or entrepreneurial ventures.

Technology is an integral part of the Marketing program. It will include a range of teaching innovations that will enhance learning and bring digital media, in particular social media, into the classroom.

### **1.3 The Course Goals and Objectives**

The main goal of the course is to develop an understanding of rapidly changing business landscape with its increasing emphasis on marketing as a strategic function within an organization. The Program embraces the concept of marketing and deepens understanding of marketing tools.

#### **Course Objectives include:**

- To define the significance of marketing concept in modern companies;
- To explain the importance of pricing and sales policy;
- To cover the basics of product strategy, innovative activity, product life-cycle, optimization of the product portfolio;
- To introduce the framework for market analysis and market segmentation;
- To explore the integrated marketing communications and promotion strategies on markets;
- To master digital marketing skills

### **1.4 Learning Outcomes**

The basic principle of the course is to provide students with advanced knowledge and skills in the various functional areas of marketing in the global fast changing business environment. High innovative activity is the foundation of business success in the XXI century. Therefore, the training of innovation-oriented managers and entrepreneurs is the top priority of global companies today.

The lecturers use power-point presentation, case studies and in-class discussions.

By the end of this course students should be able to:

- Understand the business implications of marketing practices;
- To introduce the fundamentals of marketing activity as an effective function of the organization in a rapidly changing environment;
- Conduct environmental business analysis;
- Provide basic marketing research;
- Deploy strategic and tactical marketing tools for managerial decisions
- Understand techniques of marketing communications
- To demonstrate the basic knowledge of marketing concept and innovative digital technologies.

#### **Analytical competencies:**

1. Vision of a global management concept
2. Ability to analyze new information and data
3. Skills of an effective marketing management

#### **System-related competencies:**

1. Strategic marketing thinking
2. Ability to take innovative marketing decisions
3. Value system of a global leader

#### **Communication skills:**

1. Efficient team building
2. Tolerance

### **1.5 Course Requirements**

Students will be required to attend not less than 90% of classes and be prepared for the class discussions. Conscientious reading of the assigned materials is a must. Students are expected to complete all the required articles and books prior to the class. Students are expected to discuss these readings during the lectures and seminars.

- Class participation - 30%  
Students are expected to attend all the lectures seminars and participate in class discussions; since the course is partly interactive, it is essential that students attend the seminars having read the materials for that day's class.
- In-class tests – 40%

Students will write three tests during the semester. Dates of test classes are defined by the instructor and communicated to the students at the first class of the respective course

- **In-class activities - 30%**

Such a presentation is performed by each student at least once in the term. The presentation will be based on the week's additional readings and in-class instructions. The presenter should supply a brief summary of the argument but offer a critical interpretation of the reading by drawing out the key ideas of the text, linking them with others already covered, and registering agreements and disagreements. The presenter should also attempt to consider how the given argument could be framed differently. A few critical questions should further be offered for the class to discuss collectively.

## **1.6 Course Assessment**

Class Participation – 30%

Final test – 40%

In-class Activities – 30%

## **1.7 Session Requirements**

Final test will be taken in the end of the Course. Students on this Program should be prepared for presentations for each seminar.

## PART 2. COURSE CONTENT

### 2.1 Forms of Work

Forms of work	Academic hours
<b>Total</b>	<b>72</b>
Total for lectures, seminars and test	<b>32</b>
Lectures	16
Seminars	16
<b>Homework</b>	<b>40</b>
Preparation for lectures and seminars, research, cases	40
Course Assessment	Final test

### 2.2 Course Outline

No	Topics	(Total) Academic Hours	Academic Hours						Final test
			Classes					Individual Work	
			Lectures	Seminars	Practice	Small Group Classes	Individual Classes		
1.	Marketing Fundamentals		2	2					Case 1
2.	Modern tools for marketing activity		4	4					Case 2
3.	Marketing Mix Concept		4	4					Case 3
4.	Marketing Program Elaboration		4	4					Case 4
	Total:	32	16	16					2

### 2.3 The List of Courses

No	Group og topics	Topics
1.	Marketing Fundamentals	1 Modern marketing concepts 2 Business environment
2.	Modern tools for marketing activity	3 Strategic and tactical marketing tools 4 Marketing research: getting to know your business and customers
3.	Dealing with Marketing Mix Elements	5 Marketing communications: behind the advertising boom 6 New product development: how to succeed in the era of consumerism

4.	Marketing Program Elaboration	7 One-to-one marketing: following customers' voice 8 Creating brand identity
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## Lecture Plan and Reading

<b>Lecture Topic</b>	<b>Reading</b>
Lecture 1 Modern marketing concepts	Essential reading Kotler, Philip. Marketing Management / Philip Kotler, Kevin Lane Keller. - 15th ed. (2016), <b>Chapter 1</b>
Lecture 2 Business environment	Essential reading Johnson Gerry, Scholes Kevan, Whittington Richard. Exploring corporate strategy, Prentice Hall (2008) <b>Page 53-81</b> <b>page 110-111</b>  Additional reading Kotler, Philip. Marketing Management / Philip Kotler, Kevin Lane Keller. - 15th ed. (2016), <b>Chapter 6</b>
Lecture 3 Strategic and tactical marketing tools	Essential reading Kotler, Philip. Marketing Management / Philip Kotler, Kevin Lane Keller. - 15th ed. (2016), <b>Chapter 9</b> <b>Chapter 10</b>  Additional reading Designing Brand Identity, <b>Page 136-138</b> , JWT Meet the BRIC Millenials
Lecture 4 Marketing research: getting to know your business and customers	Essential reading Kotler, Philip. Marketing Management / Philip Kotler, Kevin Lane Keller. - 15th ed. (2016), <b>Chapter 4</b> Wheeler, Alina, Designing Brand Identity, John Wiley & Sons 2013 <b>Page 120</b>
Lecture 5 Marketing communications: behind the advertising boom	Essential reading Kotler, Kevin Lane Keller. - 15th ed. (2016), <b>Chapter 20</b>  Additional reading Wheeler, Alina, Designing Brand Identity, John Wiley & Sons 2013 <b>Page 2-14</b>
Lecture 6 New product development: how to succeed in the era of consumerism	Kotler, Kevin Lane Keller. - 15th ed. (2016), <b>Chapter 15</b>
Lecture 7 One-to-one marketing: following customers' voice	Essential reading McKinsey&Company. What shoppers really want from personalized marketing? <a href="https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/what-shoppers-really-want-from-personalized-marketing">https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/what-shoppers-really-want-from-personalized-marketing</a>

Lecture 8 Creating brand identity	Essential reading Wheeler, Alina Designing Brand Identity, John Wiley & Sons 2013 <b>Page 2-14</b>
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## 2.4 Seminar Plan

### *Seminar 1*

#### **Topic 1. Adjusting marketing instruments**

**Principal questions:** Marketing mix; problems associated with product and promotion activities.

### *Seminar 2*

#### **Topic: Factors affecting the industry**

**Principal questions:** How to apply macro- meso- and micro-analysis for competitive market environment

### *Seminar 3*

#### **Topic: Creating consumer personas**

**Principal questions:** Why consumers' profiles are required for marketing practice. How to research clients for making a good Personas?

### Case Study

### *Seminar 4*

#### **Topic: Creating print advertising**

**Principal questions:** How to use advertising strategies and appeals to succeed in print campaign

### *Seminar 5*

#### **Topic: Building research program**

**Principal questions:** What is the structure of proper survey and how to design a questioner? Managing research design.

### *Seminar 6*



**Topic: Moving from product idea to product concept**

**Principal questions:** Product Life-cycle. Technologies of product life-cycle management on international markets. New product development. What is the difference between product idea and product concept

*Seminar 7*

**Topic: Finding brand archetypes**

**Principal questions:** What is the purpose of managing brand archetypes? How brand archetypes ideas are used in marketing communications?

*Seminar 8*

**Topic: Facebook Ad campaign**

**Principal questions:** How to adjust Facebook advertising campaign using Ads Manager and correct targeting.

*Seminar 9*

**Topic: Marketing Program Development**

**Principal questions:** Marketing program role in corporate governance. Structure and different types of Marketing Program.

**PART 3. FINAL REMARKS**

- Plagiarism is considered as a severe violation and as an indication of incompetence in the course. Plagiarism is understood as making of one's text using compilation method for other people's publications, even connected with own phrases and sentences. Collective performance of individual tasks is also unacceptable. Proved plagiarism an F-mark is given regardless of the fulfillment of all other requirements.
- Assignments are to be handed in on the due date. Late submissions will translate into the lowering of the grade by 1/3 of a grade for each day of delay.
- Students are asked to keep a copy of all work submitted for evaluation.