

MGIMO University
School of Government and International Affairs

Syllabus approved
Dean, The MGIMO School of Government and International Affairs
Mikhail Troitskiy
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Marketing

Undergraduate Course Syllabus

Instructor
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This syllabus is designed in accordance with the MGIMO Educational Standard for the Bachelor Program in International Affairs.

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PART 1:

INSTRUCTOR INFORMATION AND COURSE DESCRIPTION

1.1 General information

- Full course title: MARKETING
- Type of course: Compulsory
- Level of course: B.A
- Year of study: 1rd
- Number of ECTS credits allocated: 3
- Name of the instructor: Assoc.Prof. Elena Ponomareva
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1.2 Course aims and learning outcomes

At present, business is becoming crucial for the development of companies, requiring them to provide high-quality market solutions and high marketing technologies to strengthen their competitive position in the global market. These issues are especially relevant for Russian companies, which activate the policy of entering foreign markets and strengthen foreign economic contacts with foreign partners.

In this regard, the discipline “Marketing” deserves special attention, the purpose of which is to form a clear understanding of marketing among students as a concept of corporate governance and a holistic system for organizing, first of all, foreign economic and entrepreneurial activities aimed at solving the company's tasks in organizing sales of goods and services, as well as production activities in different markets. Along with mastering the theoretical principles by the students of the “Marketing” discipline, considerable attention is paid to acquiring practical competencies and skills so that they can successfully apply them in their subsequent work in commercial firms and organizations engaged in marketing activities.

This course sets the following educational goals for students:

they should

- be able to organize and conduct marketing research, choose the most effective target market abroad;
- understand the importance of cultural and other features of the marketing environment of foreign countries and be able to take them into account when developing appropriate marketing activities, when conducting trade negotiations in order to ensure the effectiveness of economic activity;
- understand the main difficulties in organizing economic and business activity, be able

- to overcome them;
- be able to develop strategic and tactical measures to increase the competitive position of a product and a company when penetrating and developing markets;
- know how to create a company department of marketing and / or economic relations and organize its work;
- learn how to independently compose and implement marketing plans and plans for advertising campaigns,
- know the various types of commodities, price, marketing and communication technologies in marketing and be able to apply them in commercial practice with the most optimal effect.

The objectives of the course are the following areas:

- Give a clear idea of modern methods of marketing;
- To impart knowledge on the analysis and construction of reviews and forecasts for the development of the marketing environment;
- Introduce basic strategies for entering markets;
- Provide knowledge on improving the competitiveness of goods and services, on the company's innovation and assortment policy in business;
- To teach the differences and advantages in using various models of the product life cycle and its optimization in the markets;
- To teach to use pricing methods on world markets, to give an idea of the mechanism of prices;
- To instill skills in optimizing distribution channels, integrated logistics, and commercial activity;
- To teach technologies of advertising, PR, direct marketing and promotion,
- Provide knowledge on brand management and the system for assessing the value of brands;
- To acquaint with the peculiarities of building organizational structures for managing marketing activities;
- Teach the basic techniques of marketing planning;
- Teach methods for assessing the effectiveness of marketing activities.

1.3 Course requirements and grading

Requirements

Students are required to attend no less than 80% of classes and be prepared for class discussions. Reading of the required materials and active engagement in class discussions are expected. Always read and think about assigned reading materials before class. Perceptive observations and thoughtful questions contribute equally to a good discussion. Be ready to discuss current trends and mechanism in Marketing activity.

Grading

Final evaluation – 70%.

Three multiple choice tests – 15% (5% each test).
Class participation – 15%.

PART 2. COURSE CONTENT

2.1 Course content and readings by topic

Each student will give a five-minute presentation. There will be two student presentations and small or whole-group discussion at each seminar class. There will be also a role-play game at one of seminar classes. The course readings mainly draw upon GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen



Theme 1. Marketing concept and Features of marketing environment.

The concept and essence of marketing as a type of marketing. General and distinctive features of domestic and marketing. The structure of marketing: a passive and active mechanism of marketing.

The history of the development of marketing and the features of its formation in Russia. Changes in the nature of competition, strengthening strategic planning processes. The expansion of marketing on an scale and the complexity of the supply and marketing tasks of the company.

General and specific functions of marketing.

Strategic decisions and global goals in marketing. Concept of marketing and adaptation strategy. Advantages and disadvantages of marketing.

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 3-314

Theme 2. Marketing research, segmentation and selection of markets.

External macro and microenvironment in marketing. multinational and global environment. Competitive environment and the development of competition on a global scale.

Factors of the external and internal environment of marketing. The main factors of the i

marketing environment: economic, scientific, technical, financial, geographical, natural, demographic, cultural, social, political, legal. And others. Factors affecting trade and investment models: economic, military-political, legal, religious.

Adaptation to the environment according to the functions of business and marketing and possible means of influencing it.

Marketing environment. The world market, its product geographical and corporate structure. Foreign market. Domestic national market.

Consumers of markets, their preferences and motives for buying. Purchasing preferences, the specifics of requests from consumers (consumer goods and manufactured goods).

Analysis of the features of sales markets, their volume and development prospects. Review and forecast of commodity markets. A wide variety of markets compared to segments of the domestic market. Total potential, unused reserves of markets. Features of the assessment of foreign markets. Market testing.

Cultural and linguistic features of foreign consumers and their impact on the company's marketing strategy.

Features of segmentation (capacity, development dynamics, entrepreneurial costs, competitive advantages, degree of risk, level of profitability of operations, etc.)

Features of the choice of foreign markets. Remediation of alternatives. The main factors influencing the decision to enter the foreign market. The stages of deciding on the target market abroad. Country-specific market mapping toolkit. Divestment decisions.

Undifferentiated, differentiated and concentrated marketing. Selection and formation of a penetration strategy. Forms and methods of penetrating foreign markets. A model of the company's behavior factors when entering foreign markets.

Features of foreign project management and risk management in foreign marketing.

Desk research in marketing. Features of the organization of desk research abroad. Problems comparing foreign statistics and the main factors of errors. Export marketing research and sources of secondary information.

Field research in marketing. The nature of the main research problems in marketing. Field research methods and their specifics in marketing.

A study of buyers of consumer goods and manufactured goods. Methodology for compiling a research project (plan). The research process and its main stages. Systematic research requirements.

Forms of organizing research in marketing. Specialized marketing research agencies and principles of their choice. Attracting firms and organizations for foreign marketing research. The scheme of guaranteeing the successful entry of the company into the foreign market.

Information support system in marketing.

Economic science in marketing research, optimization, planning and control of marketing activities.

Statistical methods in marketing; methods for constructing time series (trends), multivariate analysis (descriptive and prognostic models), regression analysis. The main areas of their application in marketing.

Methods of operational research in marketing: linear programming methods, nonlinear programming methods, dynamic programming methods, probability theory methods, quantitative planning methods, network methods, methods of competition theory (games). The main areas of their application in marketing.

The main computer programs for supporting marketing decisions: MIS (management information system), DSS (decision support system), MDSS (marketing decision support system), MSM (market selection model).

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 173-309

Theme 3. Strategies of marketing. Market entry strategies

Requirements for the head of the marketing service. Responsibilities of foreign affiliates marketers. Problems of working communications. Local citizens and expatriates. The mechanism of personnel movements in foreign operations. Rotation problems. Strategies for retraining, training and competency testing.

Search and selection of marketing managers. Professional and personal characteristics. The degree of mobility and the stability problem of the workforce. Training and motivation of specialists in high-level marketing. The impact of foreign and organizations on working conditions and remuneration of marketing specialists.

Multinational ownership and collective bargaining agreements. Development of a foreign personnel management system. Multinational teams of TNCs. Principles of ethnocentrism and polycentrism.

Development and justification of the marketing strategy of the company. The role of the parent company and production departments in the formation of marketing strategies.

Strategies for penetrating foreign markets. Strategies for winning and optimizing market share. Innovation Advantage Strategies. Strategies for differentiation and standardization of marketing activities in foreign markets. Survival Strategies. Consumer individualization strategies. Strategies for expanding foreign markets. Competitive strategies. Strategies for globalization and regionalization Strategies for consistent and synchronous marketing. Strategies of advancing and lagging (“bitten apple”) in marketing. Forms of coordination of marketing strategies.

Cycle and matrix of marketing planning. Strategic model of long-term and strategic marketing planning in TNCs. Development of a product marketing program (product launch into a foreign market). Its most important indicators and sections. Development of a marketing program for the production department. Its most important indicators and sections. Features of a sales plan for a foreign market.

Some approaches to the choice of entry mode. Export modes. Intermediate entry modes. Hierarchical modes. International sourcing decisions and the role of the sub-supplier

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 315-447

Theme 4. Product policy in marketing system

Commodity Policy. Optimization of the volume and structure of the range of export products. Strategy for product standardization and differentiation. The main advantages and limitations of the strategy for the modification of products supplied abroad. The main advantages and limitations of the standardization strategy for products shipped abroad. Problems of adaptation and product positioning in foreign markets.

product life cycle and characteristics of its main stages.

marketing policy in the field of new products and ensuring high competitiveness of Russian products . The process of developing a new product in marketing and factors for its optimization.

Marketing policy in the field of packaging, labeling of goods delivered abroad, as well as the organization of service and the development of a trademark and trademark. The life cycle of a trademark. Legal norms and language features of individual states. marketing of services.

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 459-514

Theme 5. Price policy in the marketing system.

Factors of mechanization of pricing and pricing strategies in marketing. State and prices. Taxation, inflation, devaluation. Fluctuations in exchange rates and their impact on price levels. Price competition in the market. Elasticity of demand. Price orientations on competition, costs, demand. Long-term price goals and long-term price planning in marketing. The pricing policy of “breakthrough” and “skimming” when entering a new product on a foreign market. Reimbursement pricing policy. The policy of price differentiation and features of its application in marketing. Price control levels in marketing. Gray import.

Export prices and the specifics of their formation. The effect of price escalation on export. Source of export sales profitability. Price discrimination in the domestic and foreign markets. Quotations in the currency of export and in foreign currency. Dumping and its types. Features of pricing in countertrade: barter, compensatory trade, agreements with tolling raw materials (tolling), clearing, switch transactions. leasing prices and licenses. Features of pricing in financial and foreign trade zones.

Domestic price solutions in overseas market. Price control. Their mechanism of action and financial and strategic aspects. Measures to counteract their use by countries that do not receive payments to the budget.

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 517-549

Theme 6. Place policy in the marketing system.

The goals and features of the choice of distribution channels in marketing. Channel design and management. Sales channels between the state and their selection criteria. Sales channels within the framework of a foreign state and criteria for their selection. Control and financing mechanism of foreign sales channels. Concentrated and dispersed distribution channels.

Sales systems “push” and “pull”. The difficulties of standardizing a foreign sales network. sales strategies: multi-level, selective, exclusive, intensive. Strategy "Aikido". The specifics of the choice of channels and distribution companies abroad. Segmentation distribution. The hidden costs of foreign sales. Organization of retail and wholesale trade abroad.

Indirect export. Resellers and agents: functions and principles of choice. The role of Chamber of Commerce and Industry, banks, trade associations, associations of trading

agencies. Types of agency agreements. Motivation of work of foreign agencies. trading companies. Trading houses, universal and specialized trading companies. Trading branches of manufacturing companies. Strategic alliances in business. Export Consortia. Government measures to stimulate exports.

sales management. Export managers and the specifics of their work. Requirements for export managers. The work of experts abroad: conditions and costs of their maintenance.

Direct export. Retail organization. Organization of trade orders by mail. Foreign branches and branches.

A joint venture in trade: leasing, franchising, industrial cooperation, contract manufacturing, management contract, and especially the marketing systems of firms.

Production abroad. The decision to invest and reinvest and the factors that determine them. Foreign investment insurance. Production in third countries. Free shopping areas. The specifics of distribution channels.

integrated logistics and its model. Transportation and warehousing in world trade. Information and communication support of world trade.

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 550-584

Theme 7. Promotion policy in the marketing system.

A set of measures to promote the product on the world market and its positioning in marketing. Advantages and disadvantages of strategies for standardization and individualization of advertising campaigns. Features of compiling an advertisement. national mass media. The specifics of their choice. The choice of a foreign advertising agency. Multinational advertising agencies. Direct mail advertising. advertising research.

Sales promotion in marketing. Press releases in foreign media. Brand names, company image and national image.

exhibitions and fairs. shows. The principles of their organization and participation procedures.

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 585-625

Theme 8. Organization and control of marketing.

The organization of marketing and the basic models for its reform. The principles of building the organizational structure of marketing, its optimization. Centralization and decentralization of marketing management: advantages and disadvantages. Specialized marketing companies of profile.

Evaluation of the results of marketing activities of the company. Control of the marketing activities of the company and its specificity. Control through the standardization of marketing activities. Control through the formation of a single communication and information system. Foreign sales risk control mechanism.

Reference: GLOBAL MARKETING. A DECISION-ORIENTED APPROACH by Svend Hollensen, pp. 657-735

2.2 Recommended Primary Sources and Publications

1. Fu H, Zou S. *International Marketing : Emerging Markets* [e-book]. Bingley: Emerald; 2011. Available from: eBook Academic Collection (EBSCOhost)

2.3 Recommended Websites

1. The electronic library system "Znanium" <http://znanium.com/>
2. The electronic library system "BOOK.ru" <https://book.ru/>
3. Electronic library system "University library online" <https://biblioclub.ru/>