

SYLLABUS OF THE COURSE OF «Psychology of marketing»

Field of knowledge		07 «Management and administration»	Educational level	bachelor			
Specialty		075 «Marketing»	Semester	5			
Educational and professional program		«Marketing»	Type of discipline	selective			
Amount:	Credits ECTS	Hours	By the type of the classes:				
	5	150	Lectons	Seminars	Practice session	Labs	Self-preparation
			18	-	54	-	78

COURSE ANNOTATION

Interconnection in the structural and logical scheme

Educational components that precede the study	1. Marketing communications 2. Marketing 3. Consumer behavior
The educational components for which it is basic	1. Procurement Marketing 2. International Marketing 3. Marketing Support for Telecommunication Enterprise Projects

The purpose of the course:	to form and develop students' general and professional competencies in basic psychological ideas about advertising strategies, as well as forming their initial skills for practical work in the field of advertising business.
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Competencies in accordance with the educational and professional program

Soft- skills / General competencies (GC)	Hard-skills / Special (professional) competences
GC1. The ability to realize their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of man and citizen in Ukraine. GC3. Ability to think abstractly, analyze and synthesize. GC7. Ability to apply knowledge in practical situations. GC9. Information and communication technology skills. GC12. Ability to communicate with representatives of other professional groups of different levels (with experts in other fields of knowledge / types of economic activity). GC13. Ability to work in an international context. GC14. The ability to act socially responsible and consciously.	SC4. Ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components. SC15. The ability to understand the conditions of international segmentation efficiency, to apply the methodology of foreign markets analysis, to develop strategies for entering foreign markets. SC17. Ability to communicate in a foreign language, including professional business communication.

Learning outcomes according to educational and vocational program (program learning outcomes - PLO)

PLO10. Explain information, ideas, problems and alternative management decisions to professionals and non-marketers, representatives of various structural units of a market entity. PLO12. To show skills of independent work, flexible thinking, openness to new knowledge, to be critical and self-critical. PLO16. Meet the requirements of today's marketer, increase the level of personal training. PLO17. Demonstrate the skills of written and oral professional communication in national and foreign languages, as well as the proper use of professional terminology. PLO18. Demonstrate responsibility for the moral, cultural, scientific values and achievements of society in professional marketing.

ORGANIZATION OF STUDY

Topic, topic description	Type of classes	Week of semester	Forms and methods of study / questions for self-preparation work
Section 1. PSYCHOLOGICAL BACKGROUND OF MARKETING ACTIVITIES			
Topic 1. Psychological features of concepts of marketing and marketing analysis To know: place of psychological knowledge in marketing activity. To be able: identify patterns and mechanisms for indirect target group management. Formation of competencies: GC1, GC3, GC7, GC9, GC12-GC14, SC14, SC15, SC17 Result of the study: PLO10, PLO12, PLO16-PLO18 Recommended references: 3, 6	Lecture 1	1	Lecture-visualization, express student survey
	Practice session 1	1	Oral interviewing, testing, educational discussion.
	Practice session 2	1	Discussion of the situational task on the topic of the lecture.
	Lecture 2	2	Lecture-visualization, express student survey
	Practice session 3	2	Oral interviewing, testing, educational discussion.
	Practice session 4	2	Presentation report on the subject of independent study of the discipline.
Topic 2. The essence of the procurement activity of the enterprise. To know: the concept of logistics within the concept of procurement marketing; To be able: identify procurement methods and analyze procurement	Lecture 3	3	Lecture-visualization, express student survey
	Practice session 5	3	Oral interviewing, testing, educational discussion.
	Practice	3	Solution of practical stages of "Procurement stages"

sources; Formation of competencies: GC1,GC3,GC7,GC9,GC12-GC14, SC14,SC15,SC17 Result of the study: PLO10,PLO12,PLO16-PLO18	session 6		
	Lecture 4	4	Lecture-visualization, express student survey
	Practice session 7	4	Oral interviewing, testing, educational discussion.
	Practice session 8	4	Presentation report on the subject of independent study of the discipline
Topic 3. The stages of the procurement marketing process To know: logistics marketing needs; To be able: to classify purchases; Formation of competencies: GC1,GC3,GC7,GC9,GC12-GC14, SC14,SC15,SC17 Result of the study: PLO10,PLO12,PLO16-PLO18 Recommended references: 6-10	Lecture 5	5	Lecture-visualization, express student survey
	Practice session 9	5	Oral interview, educational discussion, presentation report on the subject of independent study of the discipline.
	Practice session 10	5	Preparation of presentations on the topic "Features of the organization of the procurement policy of the enterprise"
	Lecture 6	6	Lecture-visualization, express student survey
	Practice session 11	6	Oral survey, educational discussion "Psychology of marketing decision making"
	Practice session 12	6	Module control №1 "THEORETICAL PRINCIPLES OF THE ESSENCE OF PURCHASING MARKETING"
Topic 1. The essence of procurement marketing Topic 2. The essence of the purchasing activity of the enterprise. Topic 3. The stages of the procurement marketing process	Self-preparation	1-6	1. Vendor evaluation through certification. 2. Audit assessment of the supplier. 3.Price-guidelines in procurement. 4. Contract (contract) types of prices in the purchase. 5. Purchases of material and technical resources. 6.Basic conditions of purchase and delivery .
Section 2. RESEARCH ON THE WORK OF THE SHOPPING CENTER AND PLANNING THE PROCUREMENT PROCESS FOR THE NEEDS OF THE ORGANIZATION			
Topic 4. Procurement process by purchasing organizations. To know: procurement criteria of organizations; To be able: to characterize the purchasing behavior of organizations and to determine the volume of orders or purchases; Formation of competencies: GC1,GC3,GC7,GC9,GC12-GC14, SC14,SC15,SC17 Result of the study: PLO10,PLO12,PLO16-PLO18 Recommended references: 11-13	Lecture 7	7	Lecture-visualization, express student survey
	Practice session 13	7	Oral interview, educational discussion, presentation report on the subject of independent study of the discipline.
	Practice session 14	8	Situational tasks "Procurement by buyer organizations"
	Practice session 15	8	Oral poll, business game "Consumer buying behavior»
	Practice session 16	8	Presentation report on the subject of independent study of the discipline
	Topic 5. Online shopping in the markets of organizations. To know: the essence of online auctions in the markets of organizations; To be able: compare the stages of the purchase by the consumer and the organization. Formation of competencies: GC1,GC3,GC7,GC9,GC12-GC14, SC14,SC15,SC17 Result of the study: PLO10,PLO12,PLO16-PLO18 Recommended references: 6-10	Lecture 8	9
Practice session 17		9	Oral survey, educational discussion, "Online purchases in the organization's markets.
Practice session 18		9	Усне опитування, навчальна дискусія, доповідь з презентацією за тематикою самостійного вивчення дисципліни.
Practice session 19		10	Study discussion, presentation report on the topic.
Practice session 20		10	Oral interview, educational discussion, presentation report on the subject of independent study of the discipline.
Topic 6. Shopping center To know: benefits of online purchasing in organizations' markets; To be able: allocate roles in the purchasing center; determine the importance of the purchasing center; Formation of competencies: GC1,GC3,GC7,GC9,GC12-GC14, SC14,SC15,SC17 Result of the study: PLO10,PLO12,PLO16-PLO18 Recommended references: 6-10		Lecture 9	11
	Practice session 21	11	Oral survey, educational discussion, "Organization of work of the shopping center".
	Practice session 22	11	Presentation report on the subject of independent study of the discipline
	Practice session 23	12	Oral interview, educational discussion, presentation report on the subject of independent study of the discipline
	Practice session 24	12	Oral interview, presentation report on the subject of independent study of the discipline.
	Practice session 25	13	Module control №2 Researching the work of the shopping center and planning the procurement process for the needs of the organization

Topic 4. Procurement Process by Purchasing Organizations. Topic 5. Online procurement in the markets of organizations. Topic 6. Shopping center.	Self-preparation	7-12 1. The impact of the alternative "to produce independently" on the development of the consumer. 2. Consumed and functional consumer properties (characteristics) material resources. 3. The essence and purpose of functional-cost analysis material resources for procurement. 4. Optimization of the procurement program by analysis of the mutual impact of different types of material resources being purchased. 5. Periodic and long-term recurrent purchases with the alternative of "buy from the outside" and their impact on the development of the supplier.
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MATERIAL AND TECHNICAL SUPPORT OF DISCIPLINE

- Canva, Illustrator, Pablo buffer - create brand book elements
- Logaster, Cool Text, Online Logo Maker, Logo Ease, Online Designimo - logo creation services
- Microsoft Power BI - visualization of marketing data
- Asana, Wonderlist - for scheduling working hours and executing enterprise marketing plans;

INFORMATION SUPPORT DISCIPLINE

1. Marketing research and business analytics. Educational materials in the Moodle system - <http://dl.dut.edu.ua/course/view.php?id=2300>
2. Vinogradova O.V. Modern types of marketing. Educ. manual - Kyiv: DUT, 2019. - 262 p. <http://www.dut.edu.ua/en/lib/1/category/743/view/1703>
3. Darchuk V.G. Analysis and planning of marketing activities. Tutorial. - Kyiv: DUT, 2019. - 146 p. - [Electronic resource]. Access Mode - http://www.dut.edu.ua/uploads/1_796_67558907.pdf Reshetilova TB Marketing research: a textbook / TB. Reshetilova, S.M. Dovgan .- Dnepropetrovsk: NSU, 2015. - 357 p. <http://www.dut.edu.ua/en/lib/5/category/743/view/1232>
4. Auckland M.A., Zharskaya IO Consumer behavior. Educ. pos. - K.: 2014. - 208p. http://www.dut.edu.ua/uploads/1_1654_14738472.pdf
5. Akimova E.E. The best textbook on sales. M.: Speech, 2008. - 256 p.
6. Vinogradova O.V. Modern types of marketing. Textbook / OV Vinogradov. - Kiev: DUT, 2019. - 262 p. <http://www.dut.edu.ua/en/lib/1/category/743/view/1703> Петруня Ю. Є. Маркетинг : навчальний посібник / Ю. Є. Петруня, В. Ю. Петруня. – 3-тє вид., переробл. і доповн. – Дніпропетровськ : Університет митної справи та фінансів, 2016. – 362 с. <http://www.dut.edu.ua/ua/lib/3/category/743/view/1656>

COURSE POLICY («GAME RULES»)

- The course involves team-work.
- The learning environment is friendly, creative, and open to constructive criticism.
- Mastering the discipline requires mandatory attendance at lectures and practical classes, as well as independent work
- Independent work includes theoretical study of topics related to the topics of lectures that are not included in the theoretical course, or have been briefly discussed, their indepth study with the recommended literature.
- All tasks envisaged by the program must be completed in time.
- If the student is absent for good reason, he/she will present the completed tasks during the independent preparation and teacher's consultation.
- While working on assignments, academic integrity is not tolerated: when using Internet resources and other sources of information, the student must indicate the source used in the course of the assignment. If plagiarism is detected, the student receives 0 points for the task.
- A student who is late is considered to have missed the class for an unreasonable excuse with a score of 0 points per class, and at the same time has the right to attend the class.
- For use of telephones and computer facilities without the teacher's permission, the student breaks discipline, gets 0 points for the class.

CRITERIA AND METHODS OF EVALUATION

Forms of control	Types of educational work	Evaluation
CURRENT CONTROL	<i>Work at practical classes, including:</i>	
	• attendance at classes (for being absent for a good reasons it is allowed to work out the passed material)	0.5 points for each visit
	• presentation report on the subject of independent study of the discipline (evaluation depends on the completeness of disclosure of the topic, quality of information, independence and creativity of the material, quality of presentation and report)	maximum of 10 points for each presentation
	• verbal survey, testing, solving practical problems	0.5 points for each correct answer
	• participation in educational discussion, discussion of a situational task	2 points for each correct answer
INTERMEDIAT E ASSESSMENT	• participation in a business game	3 points for each participation
	Module Control № 1 «PSYCHOLOGICAL BACKGROUND OF MARKETING ACTIVITIES»	5 points for each correctly completed task. maximum score is 20 points

(MODULE	Module Control № 2 «RESEARCH ON THE WORK OF THE SHOPPING CENTER AND PLANNING THE PROCUREMENT PROCESS FOR THE NEEDS OF THE ORGANIZATION»	5 points for each correctly completed task. maximum score is 25 points
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CONTROL)			
Additional assessment	Participation in scientific conferences, preparation of scientific publications, incl. in English, participation in the All-Ukrainian competitions of scientific student works in specialty, creation of cases, etc.	According to the decision of the department	
FINAL EVALUATION credit	The purpose of the test is to control the formation of practical skills and professional competences necessary for the performance of professional duties. The test takes the form of an interview.	The evaluation criteria are listed in the table	
Maris	Evaluation criteria	Level of competence	Score / record in the exam sheet
90-100	The student demonstrates complete and excellent knowledge of the educational material in the amount that corresponds to the work program of the discipline, correctly and reasonably makes the necessary decisions in various non-standard situations. Able to implement theoretical provisions of the discipline in practical calculations, to analyze and collate data of the specialist activity objects on the basis of knowledge and skills acquired from the given and related disciplines. Knows current technologies and methods of calculations in this discipline. During the training completing the practical classes, when performing individual / control tasks, showed the ability to independently solve the tasks set, to actively participate in the discussion, can defend their own position in the issues and decisions under consideration. A decrease in the 100-point mark may be due to insufficient disclosure of the subject matter being studied but beyond the scope of the work program material or the student may be uncertain about the interpretation of the theoretical backgrounds or complex practical tasks.	High Fully provides the knowledge, skills and competency requirements of the discipline's work program. Students' own suggestions in assessing and solving practical problems increases his / her ability to use the knowledge that he / she has acquired in the study of other disciplines, as well as the knowledge acquired during the in-depth study of issues related to the discipline being studied.	Excellent / Passed (A)
82-89	The student demonstrates good knowledge, has a good knowledge of the material that corresponds to the work program of the discipline, makes an analysis of possible situations on their basis and is able to apply theoretical provisions in solving practical problems, but allows some inaccuracies. Able to correct mistakes that are small, which are insignificant. Knows current technologies and methods of calculations in this discipline. During the training during the practical training, when performing individual / control tasks and explaining the decisions made, gives comprehensive explanations.	Sufficient Provides the student with an independent solution to the basic practical problems in conditions when the initial data change in comparison with the examples considered in the studied disciplines	Good / Passed (B)
75-81	The student is generally well-versed in the material, knows the basic provisions of the material, which corresponds to the work program of the discipline, makes an analysis of possible situations on their basis, and is able to apply in solving typical practical problems, but allows some inaccuracies. Able to explain the basic provisions of the completed tasks and give the correct answers when changing the result with a given change in the output parameters. The errors in the answers / decisions / calculations are not systematic. Knows the characteristics of the basic provisions that are decisive in conducting practical classes, in performing individual / control tasks, and in explaining the decisions made, within the discipline being studied.	Sufficient The specific level, according to the studied material of the work program of the discipline. Additional questions about the possibility of using theoretical provisions for practical use are difficult.	Good / Passed (C)
64-74	The student has mastered the basic theoretical material, provided by the work program of the discipline, and understands the standard practice assignments, has suggestions on the direction of their solutions. Understands the basic principles that are crucial in the course, can solve similar tasks to those dealt with by the teacher, but allows a considerable amount of inaccuracies and gross mistakes that can be eliminated with the help of the teacher.	Average Provides a sufficiently reliable level of reproduction of the basic provisions of the discipline	Satisfactorily/ Passed (D)
60-63	The student has certain knowledge provided in the work program of the discipline, has basic provisions, which are studied at a level that is determined as the minimum acceptable. Using basic theoretical principles, a student with difficulty explains the rules for solving practical / computational problems of the discipline. Practical / individual / control tasks are much formalized: there is an alignment of the algorithm, but there is no deep understanding of the work and relationships with other disciplines.	Average It is the minimum permissible in all components of the curriculum in the discipline	Satisfactorily/ Passed (E)
35-59	The student can recall some snippets from the course. Although the student completed the program of the discipline, he/she worked passively; his answers during the practical work are in most cases incorrect, unsubstantiated. The student does not have a comprehensive understanding of the material of the discipline.	Low Does not provide practical implementation of the tasks that are formed when studying the discipline	Unsatisfactory with the ability to reassemble / Not passed (FX) is not inserted to the student achievement sheet

1-34	The student did not fully meet the requirements of the work program of the discipline. His/Her knowledge in the final stages of training is fragmentary. Student is not allowed to take the test.	Unsatisfactory The student is not prepared to independently solve problems that outline the purpose and tasks of the discipline	Unsatisfactory with compulsory re-study / Excluded (F) is not inserted to the student achievement sheet
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