

**FEDERAL STATE BUDGET EDUCATIONAL  
INSTITUTION OF HIGHER EDUCATION  
“LOMONOSOV MOSCOW STATE UNIVERSITY”**

FACULTY OF ECONOMICS

«APPROVED»

Dean of the Faculty of Economics, MSU

professor \_\_\_\_\_ A.A.Auzan

«\_\_» \_\_\_\_\_ 2021

**COURSE SYLLABUS**

**Course title:**

**INTERNATIONAL MARKETING (IN ENGLISH)**

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**Level of higher education:**

MASTER STUDIES

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**Field of study:**

38.04.02. MANAGEMENT

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**Mode of study:**

FULL-TIME

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Course syllabus is considered and approved by  
*the Educational and Methodological Council of the Faculty of Economics*  
(minutes № \_\_\_\_\_, date)

Moscow 2021

The course syllabus is developed in accordance with the self-established MSU educational standard (ES MSU) for implemented main professional educational programs of higher education for Master's degree in the field of study 38.04.02. Management

ES MSU is approved by the decision of MSU Academic Council dated December 28, 2020, minutes №7

Year (years) of enrollment: 2021 and forthcoming

### 1. Place and status of the course in the structure of the Master program

Course status: *obligatory*

Trimester: 3<sup>rd</sup>

### 2. Course Prerequisites

*This discipline is based on the knowledge and skills acquired as a result of studying following courses:*

- Managerial Economics (in English),
- Research Methods in Management (in English),
- International Business (in English).

### 3. Intended learning outcomes (ILO) of the course associated to the required competencies of the graduates

Competencies of graduates (codes)	Indicators of achievement of competencies	Intended learning outcomes of the course (module) associated to the required competencies of the graduates
PC-7. Capable of assessing the information needs of an organization, preparing analytical materials for the examination of management processes	PC-7.I-1. Conducts an analysis of the information needs of an organization	PC-7.I-1.K-1. Knows the goals and objectives of information management, causes of information needs, methods for studying information needs
		PC-7.I-1.A-1. Able to analyze information needs and determine requests for information and analytical support of an organization
		PC-7.I-2.A-2. Able to prepare materials that reveal the information needs of an organization for the examination of management processes
PC-8. Capable of conducting examination of management processes, preparing an expert opinion with provision of recommendations	PC-8.I-1. Conducts examination of management processes	PC-8.I-1.K-1. Knows the methods and principles of conducting examination of management processes
		PC-8.I-2.A-1. Able to evaluate the effectiveness of the organization's management processes
	PC-8.I-2. Presents the results of examination of the organization's management processes with provision of recommendations	PC-8.I-2.K-1. Knows current forms of presenting the results of examination of management processes
		PC-8.I-2.A-1. Able to develop recommendations for improving the efficiency of management processes based on the analysis conducted

<p><b>PC-11.</b> Capable of independently creating models and algorithms for typical and non-standard organizational and managerial tasks to optimize the internal environment and to adapt to the requirements of the external environment of a particular functional unit and an organization as a whole</p>	<p>PC-11.I-1. Conducts an analysis of factors of the external and internal environment of a specific functional unit and an organization as a whole</p>	<p><b>PC-11.I-1.A-1.</b> Able to collect and process information necessary to analyze the external and internal environment of a particular functional unit and an organization as a whole</p>
	<p>PC-11.I-2. Develops models and algorithms for standard and non-standard organizational and managerial decisions</p>	<p><b>PC-11.I-2.A-1.</b> Able to apply main methods of analysis and modeling of managerial decisions under uncertainty and in lack of information</p> <p><b>PC-11.I-2.A-2.</b> Able to develop and justify effective organizational and managerial decisions considering the requirements of the external and internal environment</p>
<p><b>SPC-3.</b> Capable of elaborating and implementing international development strategies for organizations with different forms of ownership based on the analysis of international business environment and modern trends, including digitalization of economic activities</p>	<p><b>SPC-3.I-1.</b> Formulates and implements international development strategies for companies, considering their organizational and legal form</p>	<p><b>SPC-3.I-1.A-1.</b> Able to analyze the existing international strategies of a company in international business</p> <p><b>SPC-3.I-1.U-2.</b> Able to make strategic managerial decisions in organizations / companies, considering their form of ownership and country of origin</p>
	<p><b>SPC-3.I-2.</b> Adapts development strategies of organizations to the peculiarities of their international business environment and modern trends, including digitalization of economic activity</p>	<p><b>SPC-3.I-2.A-1.</b> Able to develop a strategy for the internationalization of the company, considering the peculiarities of the foreign business environment, the potential of the foreign market</p> <p><b>SPC-3.I-2.A-2.</b> Able to adapt a company’s marketing strategies to the demands of foreign markets</p>

#### 4. Workload of the course by types of activity

The workload of the discipline is 3 ECTS: 108 academic hours, including 52 academic hours of contact work with a professor, 56 academic hours of self-directed studies.

#### 5. Learning format

Full-time, with the use of educational platform On.Econ (use of distant learning technologies is allowed if necessary).

#### 6. Content of the course structured by topics (sections) indicating the number of academic hours allocated to them and types of training

Title and brief content of sections and topics of	Total	Contact work (work in contact	Student self-directed studies
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the course (module), Form of assessment for the course (module)	(hours)	with a professor) Types of contact work, hours				Types of self-directed studies, hours			
		Seminars	Group consultations	Individual consultations	Total	Individual work and work in small groups	Group project	Written examination (test)	Total
<b>Topic 1.</b> The concept of international marketing. Basic categories and concepts.	12	4	-	4	<b>8</b>	2	2	-	<b>4</b>
<b>Topic 2.</b> Marketing as integral part in management of an international company.	14	4	-	4	<b>8</b>	3	3	-	<b>6</b>
<b>Topic 3.</b> Major actors of world trade, their roles and functions. Macro- and microlevels of relationship marketing.	20	4	-	4	<b>8</b>	6	6	-	<b>12</b>
<b>Topic 4.</b> Tools International marketing, their role and importance in realizing the company's strategic goals.	12	4	-	4	<b>8</b>	2	2	-	<b>4</b>
<b>Topic 5.</b> Development and implementation of the international marketing strategy.	14	4	-	4	<b>8</b>	3	3	-	<b>6</b>
<b>Topic 6.</b> Specifics of marketing in the B2B and the service sectors.	20	4	-	4	<b>8</b>	6	6	-	<b>12</b>
Midterm assessment (control): — <i>Written examination (test)</i>	16	4	-	-	<b>4</b>	-	-	12	<b>12</b>
<b>Total</b>	<b>108</b>	<b>28</b>	<b>-</b>	<b>24</b>	<b>52</b>	<b>22</b>	<b>22</b>	<b>12</b>	<b>56</b>

### Brief content of the course topics

#### Topic 1. The concept of international marketing

Concept of International Marketing. A brief description of the basic concepts and terms. Factors of international competitiveness. Interrelation of marketing and sales categories. "F.A.B." theory. Four marketing axioms that are independent of business areas. The main stages in the practical use of marketing. Modern tendencies of development of marketing and prospects of its practical use. Practical examples and cases.

#### Literature:

1. Kotler Ph., Keller K. Marketing Management. 14<sup>th</sup> edition. Prentice Hall, 2012.

2. Lambin J.-J., Chumpitaz R., Schuiling I. Market-Driven Management: Strategic and Operational Marketing. Palgrave Macmillan, 2007.
3. Moore G. Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers. Harper Business, revised edition, 2006.

## **Topic 2. Marketing as an integral element of international company management**

Role of marketing in "accomplishment" of strategic tasks of a company and achievement of set goals. Marketing interpretation and practical significance of the most important managerial categories: SWOT-analysis, strategic triangle by K. Ohmae, product life cycle, BCG matrix and its marketing interpretation. Transformation of marketing under the influence of various factors. Types and varieties of market research. Essential role of marketing in preparation and acceptance of the most important managerial decisions. Practical examples and cases.

### **Literature:**

1. Malhotra N.K., Birks D.F. Marketing Research: An Applied Approach, Trans-Atlantic Publications, Inc. – 2008.
2. Moore G. Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers. Harper Business, revised edition, 2006.
3. Ayub A., Adeel R., Muhammad S.A., Hanan I. A conceptual framework on evaluating SWOT analysis as the mediator in strategic marketing planning through marketing intelligence // European Journal of Business and Social Sciences. 2013. Vol. 2. №. 1. P. 91-98.
4. Crouch S., Housden M. Marketing research for managers. Routledge, 2012
5. Linoff G.S., Berry M.J. Data mining techniques: for marketing, sales, and customer relationship management. John Wiley & Sons, 2011.
6. Ohmae K. The „Strategic Triangle“ and Business Unit Strategy // McKinsey Quarterly. 1983. Winter. P. 9-24.
7. Piercy N., Giles W. Making SWOT analysis work // Marketing Intelligence & Planning. 1989. Vol. 7. №. 5/6. P. 5-7.

## **Topic 3. Major actors of international trade, their roles, functions and systemic relationships between them**

The essence and role of middlemen in marketing activities. Classification of market relations and factors justifying the choice of middlemen participation. The main types of middlemen and their functions. Practice of delegating of powers and construction of modern middlemen relations in strategic marketing. Meaning of direct marketing. The concept of "product levels" from the producer's and customer's viewpoints. The concept and practical use of benchmarking. Practical examples and cases.

### **Literature:**

1. Kotler Ph., Keller K. Marketing Management. 14<sup>th</sup> edition. Prentice Hall, 2012.
2. Moore G. Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers. Harper Business, revised edition, 2006.
3. Ballantyne D. A relationship-mediated theory of internal marketing // European Journal of Marketing. 2003. Vol. 37. №. 9. P. 1242-1260.
4. Bamber G. J., Gittel J. H., Kochan T. A., Von Nordenflycht A. Up in the air: How airlines can improve performance by engaging their employees. Cornell University Press, 2013.
5. Gadde L. E. Distribution network dynamics and the consequences for intermediaries // Industrial Marketing Management. 2014. Vol. 43. №. 4. P. 622-629.
6. Hoppner J.J., Griffith D.A. Looking back to move forward: a review of the evolution of research in international marketing channels // Journal of Retailing. 2015. Vol. 91. №. 4. P. 610-626.

7. Kato I., Myojo T., Suzuki R. Multi-channel communication. U.S. Patent No. 6,122,295. Washington, DC: U.S. Patent and Trademark Office, 2000.
8. Sánchez-Fernández R., Iniesta-Bonillo M.Á. The concept of perceived value: a systematic review of the research // Marketing theory. 2007. Vol. 7. № 4. P. 427-451.
9. Sweeney J.C., Soutar G. Consumer perceived value: The development of a multiple item scale // Journal of Retailing. 2001. Vol. 77. № 2. P. 203-220.

#### **Topic 4. Tools International Marketing**

The sequence of use of marketing tools to ensure efficiency. Market segmentation: causes, views, value. Concepts of segmentation in strategic marketing. The concept of the target market segment and its capacity estimation. The concept of budget support for lifestyles. Strategic value of "key account". Product positioning. The practical value of building perception maps. The interrelation of notions of trade mark and brand. The strategic importance of branding and the main theories of its creation and development. Practical examples and cases.

#### **Literature:**

1. Aaker D.A. Building strong brands. London: Simon & Schuster, Free Press, 1996.
2. Batey M. Brand Meaning: Meaning, Myth and Mystique in Today's Brands. Routledge, 2015.
3. Cheverton P. How Come Your Brand Isn't Working Hard Enough: The Essential Guide to Brand Management. Kogan Page, London, 2002.
4. Gad Th. Customer Experience Branding – Driving Engagement Through Surprise and Innovation, Kogan Page, London, 2016.
5. Kapferer J.-N. The New Strategic Brand Management: Creating and Sustaining Brand Equity. Kogan Page, London, 2008.
6. Kotler Ph., Keller K. Marketing Management. 14<sup>th</sup> edition. Prentice Hall, 2012.
7. Ries A., Trout J. Positioning: The Battle for Your Mind. New York: McGraw Hill, 1981.
8. Da Silveira C., Lages C., Simões C. Reconceptualizing brand identity in a dynamic environment // Journal of Business Research. 2013. Vol. 66. № 1. P. 28-36.
9. Hassan S.S., Craft S. Examining world market segmentation and brand positioning strategies // Journal of Consumer marketing. 2012. Vol. 29. № 5. P. 344-356.
10. Holbrook M. B., Hirschman E. C. The experiential aspects of consumption: Consumer fantasies, feelings, and fun // Journal of consumer research. 1982. Vol. 9. № 2. P. 132-140.
11. Schlegelmilch B. B. Segmenting Targeting and Positioning in Global Markets // Global Marketing Strategy. – Springer International Publishing, 2016. – P. 63-82.
12. Singh J., P. Kalafatis S., Ledden L. Consumer perceptions of cobrands: The role of brand positioning strategies // Marketing Intelligence & Planning. 2014. Vol. 32. № 2. P. 145-159.
13. Veloutsou C., Arvaniti G. M. Company Initiated Communities of Fantasy and Brands as Relationship Builders // Marketing Challenges in a Turbulent Business Environment. Springer International Publishing, 2016. P. 239-243.

### **Topic 5. Development and implementation of international marketing strategy**

Marketing mix and its modifications. Development and implementation of a marketing strategy. Factors competitiveness. Product Policy. Weighted pricing policy. Distribution policy. Sales promotion. Role and modern methods of advertising. Advertising budget. Practical examples and cases.

#### **Literature:**

1. Black S. Practice of Public Relations. Routledge, 2013.
2. Duncan Th. R. IMC: Using Advertising and Promotion to Build Brands. McGraw-Hill, 2002.
3. Giannini G. T. Marketing public relations. Pearson Education India, 2010.
4. Kotler Ph., Armstrong G. Principles of Marketing. 17<sup>th</sup> edition. Pearson, 2017.
5. Kotler Ph., Keller K. Marketing Management. 14<sup>th</sup> edition. Prentice Hall, 2012.
6. Lane R., King K. Kleppner's Advertising Procedure. 18<sup>th</sup> edition, Pearson, 2010.
7. Percy L. Strategic Integrated Marketing Communication. Theory and Practice. Butterworth-Heinemann, 2008.
8. Ries A., Trout J. Positioning: The Battle for Your Mind. New York: McGraw Hill, 1981.
9. Schultz D., Tannenbaum S., Lauterborn F. The New Marketing Paradigm. Integrating Marketing Communications. McGraw-Hil, 1996.
10. Berger J., Sorensen A. T., Rasmussen S. J. Positive effects of negative publicity: When negative reviews increase sales // Marketing Science. 2010, Vol.29. №5. P.815-827.
11. Dominici G. From marketing mix to e-marketing mix: a literature overview and classification // International Journal of Business and Management. 2009. Vol.4. №9. P.17-24.
12. Holm O. Integrated marketing communication: from tactics to strategy // Corporate Communications: An International Journal, 2006
13. Lauterborn R. New Marketing Litany: 4 Ps Passé. C Words Take Over. // Advertising Age, October 1990.

### **Topic 6. Specifics of marketing in the B2B and in the service sectors**

Global marketing in the 21st century. "Business-to-business" (B2B) marketing: the main differences from the consumer goods markets (B2C) and peculiarities of marketing strategies implementation. Peculiarities of organization, distribution of responsibility, structure of acceptance of purchasing decisions, transformation of means of marketing stimulation. The role of advertising and direct sales, features of communications. Services marketing: four key features of a service product. Organization of business in the service sector. The role of interactivity. Classification of tangibility of services and change of marketing paradigm. Marketing services and consulting. Peculiarities of consulting in strategic marketing matters. Stages and types of marketing consulting.

#### **Literature:**

1. Beckwith H. The Invisible Touch: The Four Keys to Modern Marketing. Grand Central Publishing, 2001.
2. Brennan R., Canning L., McDowell R. Business-to-business Marketing. Springer, NY, 2014.
3. Egan, J. Relationship marketing. Exploring relational strategies in marketing. Prentice Hall, NY, 2004
4. Kotler Ph., Armstrong G. Principles of Marketing. 17<sup>th</sup> edition. Pearson, 2017.
5. Kotler Ph., Keller K. Marketing Management. 14<sup>th</sup> edition. Prentice Hall, 2012.



6. Kotler Ph., Pfoertsch W. B2B Brand Management. Springer, NY, 2006
7. Lovelock Ch., Wirtz J. Services Marketing: People, Technology, Strategy. 8<sup>th</sup> edition, Wpsc (US), 2016.
8. Babin B.J., Boles J.S., Griffin M. The Moderating Role of Service Environment on the Customer Share→ Customer Commitment Relationship. In *New Meanings for Marketing in a New Millennium*. Springer International Publishing, 2015. P. 266-271.
9. Ballantyne D., Aitken R. Branding in B2B markets: insights from the service-dominant logic of marketing. // *Journal of Business & Industrial Marketing*, 2007. Vol. 22. № 6. P.363-371.
10. Eid R., Trueman M., Moneim Ahmed A. A cross-industry review of B2B critical success factors // *Internet research*.2002. Vol. 12. № 2. P.110-123.
11. Gummesson E., Grönroos C. The emergence of the new service marketing: Nordic School perspectives // *Journal of Service Management*. 2012. Vol. 23. № 4. P. 479-497.
12. Hadjikhani A., LaPlaca P. Development of B2B marketing theory // *Industrial Marketing Management*, 2013. Vol. 42. № 3. P. 294-305.
13. Holliman G., Rowley J. Business to business digital content marketing: marketers' perceptions of best practice // *Journal of research in interactive marketing*. 2014. Vol. 8. № 4. P. 269-293.
14. Lages C.R., Simões C.M., Fisk R.P., Kunz W.H. Knowledge dissemination in the global service marketing community // *Managing Service Quality: An International Journal*. 2013. Vol. 23. № 4. P. 272-290.
15. Lovelock C., Patterson P. *Services marketing*. Pearson Australia, 2015.
16. Mari M., Poggessi S. Servicescape cues and customer behavior: a systematic literature review and research agenda // *The Service Industries Journal*. 2013 Vol. 33. № 2. P. 171-199.
17. Mullins R.R., Ahearne M., Lam S.K., Hall Z.R., Boichuk J.P. Know your customer: How salesperson perceptions of customer relationship quality form and influence account profitability // *Journal of Marketing*. 2014. Vol. 78. № 6. P. 38-58.
18. O'Cass A., Ngo L.V., Siahtiri V. Marketing resource-capability complementarity and firm performance in B2B firms // *Journal of Business & Industrial Marketing*. 2015. Vol. 30. № 2. P. 194-207.
19. Nilsson E., Ballantyne D. Reexamining the place of servicescape in marketing: a service-dominant logic perspective // *Journal of Services Marketing*. 2014. Vol. 28. № 5. P. 374-379.
20. Reis R., Oates C., McGuinness M., Elliott D. Developing relationships through direct marketing in a business-to-business context: The training sector in Portugal // *International Journal of Engineering and Industrial Management*. 2015. Vol. 20. № 2. P. 47-59.
21. Zeithaml V., Bitner M., Gremler D. *Services Marketing strategy*. In *Wiley International Encyclopedia of Marketing: Marketing Strategy*, Vol. 1. Robert A. Peterson and Roger A. Kerin, eds. Chichester, UK: John Wiley & Sons, 2010. P.208-218.

## **7. Assessment tools to assess the course learning outcomes**

### **7.1. Sample assessment tools:**

Learning outcomes of the course	Types of assessment tools
<b>PC-7.I-1.K-1.</b> Knows the goals and objectives of information management, causes of information needs, methods for studying information needs	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> <li>• Written examination (test)</li> </ul>
<b>PC-7.I-1.A-1.</b> Able to analyze information needs and determine requests for information and analytical support of an organization	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>PC-7.I-2.A-2.</b> Able to prepare materials that reveal the information needs of an organization for the examination of management processes	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>PC-8.I-1.K-1.</b> Knows the methods and principles of conducting examination of management processes	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> <li>• Written examination (test)</li> </ul>
<b>PC-8.I-2.A-1.</b> Able to evaluate the effectiveness of the organization's management processes	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>PC-8.I-2.K-1.</b> Knows current forms of presenting the results of examination of management processes	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> <li>• Written examination (test)</li> </ul>
<b>PC-8.I-2.A-1.</b> Able to develop recommendations for improving the efficiency of management processes based on the analysis conducted	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>PC-11.I-1.A-1.</b> Able to collect and process information necessary to analyze the external and internal environment of a particular functional unit and an organization as a whole	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>PC-11.I-2.A-1.</b> Able to apply main methods of analysis and modeling of managerial decisions under uncertainty and in lack of information	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>PC-11.I-2.A-2.</b> Able to develop and justify effective organizational and managerial decisions considering the requirements of the external and internal environment	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>SPC-3.I-1.A-1.</b> Able to analyze the existing international strategies of a company in international business	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>SPC-3.I-1.U-2.</b> Able to make strategic managerial decisions in organizations / companies, considering their form of ownership and country of origin	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>
<b>SPC-3.I-2.A-1.</b> Able to develop a strategy for the internationalization of the company, considering the peculiarities of the foreign business environment, the potential of the foreign market	<ul style="list-style-type: none"> <li>• Individual work and work in small groups</li> <li>• Group project</li> </ul>

SPC-3.I-2.A-2. Able to adapt a company's marketing strategies to the demands of foreign markets

- Individual work and work in small groups
- Group project

### 7.2. Course assessment criteria (scores):

Types of assessment tools	Score
Individual work and work in small groups: essays, participation in discussions, participation in group case studies, presentations	60
Group project	60
Written examination (test)	30
<b>Total</b>	<b>150</b>

### 7.3. Grade for the course is determined based on the following criteria:

Grade	Minimum score	Maximum score
<i>Excellent</i>	127,5	150,0
<i>Good</i>	97,5	127,0
<i>Satisfactory</i>	60,0	97,0
<i>Failed</i>	0,0	59,5

**Note:** in case a student's score obtained during the trimester is less than 20% of the maximum score of the discipline, the following rule of passing the course should be applied at the midterm assessment (and further re-examination): 'a student can obtain only a satisfactory mark and only in case she/he receives for the midterm assessment, including all the course material, no less than 85% of the score allocated to this assessment'.

### 7.4. Typical tasks and other materials necessary to assess the learning outcomes:

— *Written examination (test)*

Sample test questions:

1. Which companies are attested as multinational?
  - a) having subsidiaries in two or more countries;
  - b) having more than 1 000 employees in the staff;

- c) procuring products abroad;
  - d) having employees of different nationalities in their staff.
2. What is the international marketing chain?
- a) expansion of the company to foreign markets;
  - b) planning the development of the company;
  - c) international agreements;
  - d) receiving excess profits.
3. Which of the motives of the export activity is the "reactive"?
- a) profit and growth;
  - b) competitors ' pressure;
  - c) economies of scale;
  - d) ambitions and aspirations.

— *Individual work and work in small groups*

Individual work and work in small groups can be in the form of essays, participation in discussions, participation in group case studies, presentations.

- Sample essay topic:

Specific features of marketing activities in various branches of businesses. Possible business choices: a commercial bank, a retail store, a consulting company, a mobile provider, a construction company, an educational institution, a political party, any other business.

- Sample questions for discussion:

What are the types of middlemen in international trade? What is the role of middlemen?

Why do we divide markets into segments?

When do we use marketing-mix?

— *Group project*

Topics for group work and following presentations are selected by the master students themselves during special discussions in class. All students of the group prepare short topic proposals (presentations) to choose one or another interesting theme. The few topics (the number of topics depends on the number of students in the academic group so that each small group consists of not more than three people) that are chosen by secret ballot, become the topic of semester group work. After the formation of several small groups, the final subject of group work is agreed with the teacher to meet the main objectives of the course, requirements to develop the stated course skills and competencies, to enrich the knowledge of not only those students who are working on the topic but of the rest of the academic group as well.

### 7.5. Methodological guidelines and assignment requirements:

The proposed course is fully built on interactive learning technology. Traditional lectures and seminars have been replaced by multimedia presentations, which imply the use of the principle of self-directed practical-oriented training.

The course is copyrighted and is based on years of practical personal experience in sales management and 15 years of experience as an authorized sales management trainer and the owner of sales management company with well-known global brand names. All theoretical topics are confirmed by the examples from the practice of the teacher. This will require students to systematically attend classes, including contact hours, timely completion of all home assignments, filling in the provided questionnaires, active participation in group work. The presentation of material in the traditional form of lectures and seminars is practically absent.

#### — *Individual work and work in small groups*

The skills of practical decision-making are elaborated during profound discussion of specially prepared Harvard type cases. Work in small groups is actively used to discuss practical tasks, to analyze mini cases in which students solve practical problems. Thus, students have the possibility of a real check of the accuracy of the choice of a solution in a simulated or a real-life situation.

#### — *Written examination (test)*

Mid-term assessment involves passing a written test, during which the student is allowed to use presentation materials, any other auxiliary sources, including the Internet. The only limit is strictly the limited time of writing the test.

#### — *Group project*

A group project involves the creation of small interest groups within the scope of those that students choose themselves. The formation of groups occurs at the beginning of the course and during the semester students distribute among themselves their roles, conduct the analysis of the chosen topics.

At one of the last classes, groups present their group work, answer questions of the rest of the class. The criteria for group assessments are the depth of the analysis, competence in answering the questions of the teacher and the mates, enrichment of knowledge on the subject of all students of the academic group.

## 8. Resources

## 8.1. List of main and additional literature

### 9. Main and additional literature:

#### Main Literature:

1. Beckwith H. The Invisible Touch: The Four Keys to Modern Marketing. Grand Central Publishing, 2001.
2. Kotler Ph., Armstrong G. Principles of Marketing. 17<sup>th</sup> edition. Pearson, 2017.
3. Kotler Ph., Keller K. Marketing Management. 14<sup>th</sup> edition. Prentice Hall, 2012.
4. Lambin J.-J., Chumpitaz R., Schuiling I. Market-Driven Management: Strategic and Operational Marketing. Palgrave Macmillan, 2007.
5. Moore G. Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers. Harper Business, revised edition, 2006.
6. Ries A., Trout J. Positioning: The Battle for Your Mind. New York: McGraw Hill, 1981.
7. Lane R., King K. Kleppner's Advertising Procedure. 18<sup>th</sup> edition, Pearson, 2010.

#### Additional Literature:

1. Aaker D.A. Building strong brands. London: Simon & Schuster, Free Press, 1996.
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## 8.2. List of licensed software

Package of Software ‘Microsoft Office’.

## 8.3. List of professional databases and information referral systems

Institutional subscription resources of the Faculty of Economics, MSU: [https://www.econ.msu.ru/elibrary/is/inst\\_subs/](https://www.econ.msu.ru/elibrary/is/inst_subs/)

## 8.4. List of Internet resources (if necessary)

— ScienceDirect: <https://www.sciencedirect.com/>

— SpringerLink <https://link.springer.com/>

— JSTOR <https://www.jstor.org/>

## 8.5. Description of material and technical support

For the appropriate organization of classes, the following equipment is needed:

- ‘ON.ECON’ electronic educational information environment of the Faculty of Economics, Lomonosov Moscow State University;
- multimedia class with a video projector, Internet access
- Institutional subscription resources of the Faculty of Economics, MSU.

**10. Language of instruction:** English

**11. Professor (professors):** PhD in Economics, assoc. prof. Oleynik A.N.

**12. Syllabus authors:** PhD in Economics, assoc. prof. Oleynik A.N.