

## **Marketing Management**

**Olga Machilskaya** Accomplished Marketing and Business Development Director with 20 years' experience and proven track record in multinational FMCG organizations with key expertise in long-term Business Strategy, Brand Building and New Product launch. Experience of living and working in multicultural environments.

### **Purpose to learn Marketing Management**

Marketing management works to ensure a company is profitable by gaining new customers, expanding a customer base, building a company's reputation, and improving customer interactions. In the modern business world, marketing management plays a crucial role in achieving organizational goals and maintaining a competitive edge. Its primary objective is to identify and satisfy customer needs profitably through effective planning, implementation, and control of marketing activities. As majors in marketing management, students learn about the key aspects of marketing, a vital function of business. Topics they study include consumer behavior, marketing research, professional selling, marketing strategies and marketing management. Marketing studies gives a unique competitive advantage: student can learn how to promote yourself and his work. After all, marketing studies helps to understand the true meaning of value: The value of the product and the value of the person or brand that delivers said product.

### **Role of Marketing Management in Higher Education**

It helps students to develop and communicate their value proposition, differentiate themselves from competitors, and engage with prospective students. The role of discipline in our life is to set orderliness, efficiency, punctuality, organization, and focus on our tasks. It is a way of being honest, hard-working, motivated, and encouraged while doing any task. Discipline Helps Build Character and Analytical Skills. Discipline can improve students' character and analytical skills – which are important to succeed in life. Lack of proper discipline can have significant negative consequences such as poor academic performance, low self-esteem, and social problems.

### **Brief content of the discipline**

1. Introduction to basic principles of Marketing Management
2. Market structure and position. Strategies how to grow business.
3. Understanding of categories barriers and how to address them.
4. Understanding of New product development and launch process.
5. Marketing mix understanding.
6. How to measure brand health
7. Business strategy development and setting objectives and KPIs. OGSM concept.
8. Financials in Marketing Management: P&L understanding.

### **Scope of discipline**

Scope of the discipline is 3 credit units, total 96 academic hours: 48 academic hours, of which 24 academic hours are the contact work with the teacher, including general class

work, 24 academic hours - individual classroom work and consultations, 48 academic hours is the individual of the master's student

### **Language**

English

**Interim certification in the discipline** is carried out in the form of group business case study development in power point format with word format summary (not obligatory). Group presentation is not more than 20 min.

A Case Study should be focused on any new product development and launch. Contain at least 4 sections: an introduction, a body where students should include background information, an explanation of why they decided to do this case study, and a presentation of main findings; a conclusion where students present data; and references.