

MODERN MARKETING

Credit Value: 4 credits¹

Lecturer: Grishina Victoria Borisovna

A. Course outline

The course “Modern marketing” aims at the formation of the following skills and knowledge:

- knowledge of the content of the marketing information system and modern methods of marketing research;
- ability to choose and comprehensively use marketing research methods, including Internet research;
- knowledge of the modern methods of marketing planning;
- ability to apply brand creation techniques from scratch and develop existing brands;
- ability to apply methods and models of strategic marketing planning;
- knowledge of the modern innovative product strategies.

B. Textbooks

- 1) Marketing. Edited by V.V. Gerasimenko, Moscow, Prospect, 2016.
- 2) Marketing 4.0: Moving from Traditional to Digital. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, John Wiley & Sons, 05-Dec-2016 - Business & Economics, 2016

C. Assessment details

The final grade consists of:

Types of assessment tools	Score
Homework assignments, case studies, presentations	80
Midterm test (2)	40 (20x2)
Oral exam	80

Grade	Minimum score	Maximum score
<i>Excellent</i>	170	200
<i>Good</i>	130	169
<i>Satisfactory</i>	80	129
<i>Unsatisfactory</i>	0	79

D. Course outline

Topic 1. Evolution of concepts and new approaches to marketing in the context of digital transformation
Topic 2. Marketing information system and research methods in the digital environment
Topic 3. The study of consumer behavior and motives of consumer choice using neuromarketing methods
Topic 4. Company's marketing strategy formation
Topic 5. The company's innovative product strategy
Topic 6. Product policy and brand management

¹ 1 credit point is equal to 36 hours of total workload including in-class activities, self-study and exam writing

Topic 7. Pricing policy in the context of digital transformation of markets.
Topic 8. Sales management, omnichannel sales strategies
Topic 9. Marketing communications
Topic 10. Cross-cultural features of communications in marketing
Oral exam