

**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:**

**« MARKETING-MANAGEMENT IN CREATIVE INDUSTRIES. (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: *elective*

Trimester: 4

**2. Course Prerequisites**

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

- Brand management
- Category management
- Business and Marketing Strategies (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                               |
|---|---|--|
| SPC-1. Capable of analyzing the state of markets, marketing activities of commercial and non-profit organizations, making proposals for optimizing the business processes of a customer-focused company, developing systems of evaluation indicators of marketing effectiveness | SPC-1.I-1. Identifies market opportunities and options to optimize marketing processes of a customer-focused company based on a comprehensive analysis of external and internal factors | SPC-1.I-1.K-1. Knows methods, tools and models of strategic market analysis and marketing activities of companies                        |
|   |   | SPC-1.I-1.A-1. Able to develop recommendations for optimizing marketing processes based on the analysis of external and internal factors |
|   | MPK-1.I-2. Evaluates the results of a company's marketing activity based on analytical indicators to improve customer focus   | SPC-1.I-2.K-1. Knows scorecards for evaluating marketing activities and customer service metrics   |
|   |   | SPC-1.I-2.A-1. Able to evaluate the results of a company's marketing activity based on a comprehensive system of indicators              |



|   |   |   |
|---|---|---|
| SPC-2. Capable of developing and implementing a marketing strategy and marketing programs at the level of individual organizations, network structures, regions | SPC-2.I-1. Formulates a marketing strategy for various levels   | SPC-2.I-1.K-1. Knows concepts, terminology, theoretical aspects and modern management approaches in the field of strategic marketing  |
|   |   | SPC-2.I-1.A-1. Able to develop a strategy and its separate elements for implementation of marketing activities considering the specifics of the organization or the level of management |
|   | SPC-2.I-2. Makes necessary managerial decisions on implementation of a marketing strategy and program | SPC-2.I-2.A-1. Able to make managerial decisions aimed at implementing a marketing strategy and program   |
|   |   | SPC-2.I-2.A-2. Able to assess the compliance of managerial decisions with strategic marketing goals   |

#### 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, 54 academic hours of self-directed studies.

5. **Learning format** 'ON.ECON' electronic information environment of the Faculty of Economics of Moscow State University is used.

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 the course (module),<br><br>Form of assessment for the course (module) | Total (hours) | Including  |   |
|--|---------------|--|---|
|  |               | Contact work (work in contact with a professor)<br><i>Types of contact work, hours</i> | Student self-directed studies<br><i>Types of self-directed studies, hours</i> |
|  |               |  |   |

|   |            | Seminars  | Group consultations | Individual consultations | Total |           |  |  | Total |
|---|------------|-----------|---------------------|--------------------------|-------|-----------|--|--|-------|
| 1. Creative industries: components, goals and objectives.               | 14         | 4         |                     | 4                        | 8     | 8         |  |  |       |
| 2. Creative clusters as a tool for promoting creative residents.        | 16         | 4         |                     | 4                        | 8     | 8         |  |  |       |
| 3. Marketing of a creative product: strategy, research, communications; | 16         | 4         |                     | 4                        | 8     | 8         |  |  |       |
| 4. Promotion in PR and Digital in the creative economy;                 | 16         | 4         |                     | 4                        | 8     | 8         |  |  |       |
| 5. Attracting funds and sources of income for creative projects.        | 16         | 4         |                     | 4                        | 8     | 8         |  |  |       |
| 6. Collaborations in creative industries - how to achieve synergy?      | 16         | 4         |                     | 4                        | 8     | 8         |  |  |       |
| The final project   | 12         | 4         |                     |                          | 4     | 8         |  |  |       |
| <b>Total</b>  | <b>108</b> | <b>52</b> |                     |                          |       | <b>56</b> |  |  |       |

**Brief content of the course topics**

**Topic 1.** Creative industries: components, goals and objectives.

What industries are included in the creative industries, what is their fundamental difference from other areas of the economy? What trends exist in business and government regulation of industries? What prospects and challenges exist in the development of the creative economy?

**Topic 2.** Creative clusters as a tool for promoting creative residents.

Creative entrepreneurs come together to jointly create a product and solve problems - what forms exist for this, and how effective are they? How do clusters and other creative spaces enhance business promotion? How do the authorities enter this territory, and which model is preferable - public or private?

**Topic 3.** Marketing of a creative product: strategy, research, communications;

What is the difference between promoting a creative product and a traditional one? What is the ideal system for product development and sales?

**Topic 4.** Promotion in PR and Digital in the creative economy;

What is the role of communication tools in the creative product promotion model? What frequency of communication to choose, what tools to prefer, and how to build relationships with key media and influencers?

**Topic 5.** Attracting funds and sources of income for creative projects;

What earning models are there in the creative field? What are the limitations and features of a creative business that need to be taken into account when preparing a marketing strategy?

**Topic 6.** Collaborations in creative industries - how to achieve synergy?

Why is the role of partnerships in creativity especially high? How to negotiate what to offer and what to expect from counterparties? How can you use this to promote your creative project?

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

### 7.1. Sample assessment tools:

| Learning outcomes of the course  | Types of assessment tools    |
|--|------------------------------|
| SPC-1.I-1.K-1. Knows methods, tools and models of strategic market analysis and marketing activities of companies                        | Participation in discussions |
| SPC-1.I-1.A-1. Able to develop recommendations for optimizing marketing processes based on the analysis of external and internal factors | Project-presentation         |
| SPC-1.I-2.K-1. Knows scorecards for evaluating marketing activities and customer service metrics   | Project-presentation         |



|   |                              |
|---|------------------------------|
| SPC-1.I-2.A-1. Able to evaluate the results of a company's marketing activity based on a comprehensive system of indicators   | Project-presentation         |
| SPC-2.I-1.K-1. Knows concepts, terminology, theoretical aspects and modern management approaches in the field of strategic marketing  | Participation in discussions |
| SPC-2.I-1.A-1. Able to develop a strategy and its separate elements for implementation of marketing activities considering the specifics of the organization or the level of management | Project-presentation         |
| SPC-2.I-2.A-1. Able to make managerial decisions aimed at implementing a marketing strategy and program   | Project-presentation         |
| SPC-2.I-2.A-2. Able to assess the compliance of managerial decisions with strategic marketing goals   | Project-presentation         |

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

| Types of assessment tools    | Score      |
|------------------------------|------------|
| Participation in discussions | 80         |
| Project-presentation         | 40         |
| Final work: project          | 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:**

*It is recommended that you prepare a presentation that includes the following sections of the course:*

- *Competitive project analysis (scope, duration, products)*
- *Меццадж your project - having shown as you go on a ladder of advantages: properties of the project, advantage of the project, advantage to the consumer.*
- *Non-standard event promoting your project for media coverage!*
- *Didzhital strategy*
- *Text for radio advertising in 40 words promoting your project*
- *Cross-promo campaign with any organization, describe the idea and mechanics*
- *List of targets for targeted and contextual advertising according to the following criteria:*
  - geo*
  - Interests of audience*
  - Sociodemographic signs*
  - Similar products*
  - Competitors*
  - Archetype of your brand*
- *Key brand attributes (5-7) of the project*
- *A study of one sponsor where you need to chart what you can give a sponsor based on the values and goals of his brand, taking into account the capabilities of your project*

#### **7.5. Methodological guidelines and assignment requirements:**

**Comment:** in case student’s scores obtained during the trimester are 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 he/she receives for the midterm assessment, including all the course material, not less than 85% of the score allocated to this assessment’.

## **8. Resources**

### **8.1. List of main and additional literature**

**Main literature:**

- John Hawkins "Creative Economics. How to turn ideas into money "
- Richard Florida "Creative Class: People Who Change the Future"
- Charles Landry "Creative City"
- ASI "Demolition cannot be revitalized"
- Joseph B. Pine, James H. Gilmore "The Economics of Impressions: How to Turn a Purchase into an Exciting Action"
- "Contextual advertising that works. Google AdWords Bible "Perry Marshall, Brian Todd.
- "Effective advertising in Yandex.Direct" Konstantin Zhivenkov
- "Social Media Marketing" Damir Khalilov
- "Selling mailings. Boosting Sales with Email Marketing "by Ian Brodie
- Tim O'Reilly "WTF? Future Business Model Guide "
- Fyodor Yelyutin "Remote Moscow: How to Make Money on Impressions."
- John Beach "Sports Marketing" (Sponsorship Activation Issues)

**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;

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

- [www.sostav.ru](http://www.sostav.ru) – advertising and marketing news
- [www.vc.ru](http://www.vc.ru) – articles and reviews on marketing
- [www.theartnewspaper.ru](http://www.theartnewspaper.ru) – art news
- [events.yandex.ru/lib/talks/](http://events.yandex.ru/lib/talks/) - latest Yandex news
- <https://slavinsky.livejournal.com> blog of marketer Sergey Slavinskiy

**8.5. Description of material and technical support**

For the appropriate organization of classes the following equipment is needed: microphone, projector, flip chart, markers, Internet access, etc.



9. **Language of instruction:** English
10. **Professor (professors):** Dmitry Barsenkov
11. **Syllabus authors:** Dmitry Barsenkov