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**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Faculty of Economics**

(educational division (faculty/institute/academy) as programme developer)

**Department of Marketing**

(department realizing the PhD program)

**COURSE SYLLABUS**

**Marketing**

(course title)

Scientific specialty:

**5.2.3. Regional and sectoral economy**

(scientific specialty code and title)

The course instruction is implemented within the PhD programmes:

**Regional and sectoral economy**

(PhD program title)

### 1. DISCIPLINE (MODULE) GOAL

The purpose of mastering a special discipline (5.2.3 Regional and sectoral economics (marketing)) The aim is to develop independent economic thinking among graduate students based on a deep understanding of theoretical and methodological issues in the field of marketing – creation and delivery of customer value, market segmentation, value proposition, development of the marketing mix.

### 2. REQUIREMENTS TO PHD-STUDENTS ON FINISHING THE COURSE

The main objectives of the discipline are:

- To equip graduate students with an understanding of methodological challenges and research directions in the field of marketing, including problem formulation and justification of research methods;
- To develop graduate students' knowledge, skills, and abilities in making strategic marketing decisions at the corporate, market, product, and marketing mix levels;
- To prepare graduate students in organizational, planning, and control aspects of a company's marketing activities, as well as for the candidate's examination in the scientific specialty 5.2.3. Regional and Sectoral Economics and for defending their dissertation to obtain the degree of Candidate of Sciences (Ph.D.).

As a result of studying the discipline "Marketing", a graduate student should know (Knowledge): the theoretical and methodological foundations for analyzing and evaluating modern scientific advancements relevant to the study of socio-economic systems and goods/services markets; key trends in economic thought development within the professional field; the laws of social, humanitarian, economic, and natural sciences as applied to professional practice; principles, forms, and methods of managing economic systems; methods and frameworks for managing professional activities (marketing) within organizations, considering contemporary economic developments; analytical techniques to assess the state and trends of an enterprise's external and internal operational environment. Upon completion of the course, graduate students will be able to (Skills): conduct critical analysis of socio-economic processes at international, national, regional, and corporate levels; perform market research and analyze business processes of companies operating in goods and services markets; conduct marketing audits of a company's internal and external environment and develop strategic plans as well as implement development projects; collect, store, process, and evaluate data, and develop professional projects using information technologies; design innovative methods, tools, and technologies in the field of professional activity; identify customer needs, shape them through marketing communications, study and forecast consumer demand, analyze marketing information, and assess market conditions. Graduate students will master (Competencies): methodologies for market research and forecasting market processes; modern market research methodologies and their practical applications in business operations and teaching.

### 3. WORKLOAD OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline "Marketing" is 3 credits (108 academic hours).

Type of activities		Total, ac. h.	Semester
			3
Lectures (LC)		18	18
Laboratory activities (LA)		—	—
Practical lessons/Seminars (PC)		36	36
<i>Independent work</i>		18	18
<i>Intermediate certification (test with assessment/exam)</i>		36	36
Overall workload	ac. hrs.	108	108
	credits	3	3

#### 4. CONTENT OF THE DISCIPLINE

Name of the discipline section	Content of the section (topics)	Type of study work*
Modern Marketing Paradigm.	Theoretical and methodological foundations of marketing. Evolving role of marketing in organizations. Globalization and marketing strategies. Marketing's role in Russia's changing economy. Stages of marketing evolution, conceptual developments. New directions in marketing theory: Relationship Marketing, Empirical Marketing, Holistic Marketing.	LC, PC, IW
Marketing Management Decisions	Strategic, functional, and instrumental decisions. Marketing management systems. Changing macro-marketing environment (economic trends, tech innovations, sociocultural shifts, green marketing, globalization). Internal marketing environment. Market-oriented organizational structures. Strategic vs. operational marketing. Marketing mix components	LC, PC, IW
Analytical Function & Market Research	Planning and organizing marketing analytics. Marketing Information Systems (MIS). Data collection, processing, and forecasting methods. Benchmarking. Research-driven strategic decisions	LC, PC, IW
Marketing Decision Justification	Market and demand assessment methods. Customer loyalty metrics. Market segmentation (macro/micro). Target market strategies. Positioning and competitive advantage. Marketing plans for customer needs. Mass customization	LC, PC, IW
Marketing Tools	Product decisions: assortment management, PLC strategies, competitiveness, branding. New product development (stages, costs, launch). Pricing strategies (value-based, competitive, discriminatory). Distribution channels (design, management, B2B networks). Integrated marketing communications (advertising, PR, digital, direct marketing).	LC, PC, IW
Industry-Specific Marketing	Service marketing, B2B marketing, retail marketing, nonprofit marketing, international marketing	LC, PC, IW

#### 5. EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Room Type	Room Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline
Lectures (LC)	Auditorium for conducting seminar-type classes, group and individual consultations, ongoing monitoring and midterm assessment, equipped with a set of specialized furniture and technical means for multimedia presentations	Not necessary
Class for Seminars	Room for seminar-type classes, equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets	Not necessary

Self-Work Class	Room for self-working (can be used for lecture and seminars activities), equipped with a set of specialized furniture, board (screen) and technical / multimedia gadgets and computers with an access to EIPES	Not necessary
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## 6. METHODOLOGICAL SUPPORT AND LEARNING MATERIALS

### Main readings:

1. Solovyov, B. A. (2021). *Marketing: Textbook* [Маркетинг: учебник]. INFRA-M. 383 pp. (MBA Program Textbooks). ISBN 978-5-16-002263-5. Available at: <https://znanium.com/catalog/product/1058466>
2. Latyshova, L. S., Lipsits, I. V., Oyner, O. K., et al. (2023). *Customer-Centricity: Research, Strategies, Technologies* [Клиентоориентированность: исследования, стратегии, технологии]. INFRA-M. 241 pp. (Scientific Thought Series). DOI 10.12737/1058297. ISBN 978-5-16-015796-2. Available at: <https://znanium.com/catalog/product/1875215>
3. Ivashkova, N. I., Lopatinskaya, I. V., Musatova, Zh. B., et al. (Eds. Skorobogatykh, I. I., Sidorchuk, R. R., & Shirochenskaya, I. P.) (2023). *Customer Loyalty* [Потребительская лояльность]. KnoRus. 311 pp. ISBN 978-5-406-09730-4. Available at: <https://book.ru/book/944521>

### Additional readings:

1. Kotler, P., Keller, K. L., & Chernev, A. (2024). *Marketing management* [Маркетинг менеджмент] (16th ed.). Piter. (Original work published in Russian)
2. Lambin, J.-J., Chumpitaz, R., & Schuiling, I. (2020). *Market-driven management* [Менеджмент, ориентированный на рынок] (2nd ed.). Piter. (Original work published in Russian)
3. Kotler, P., Berger, R., & Bickhoff, N. (2024). *Kotler on strategic management: Best practices and methods* [Стратегический менеджмент по Котлеру: Лучшие приемы и методы] (3rd ed.). Alpina Publisher. ISBN 978-5-9614-5582-3. Available at: <https://znanium.com/catalog/product/1003065>
4. Shevchenko, D. A. (2022). *Marketing analytics* [Маркетинговый анализ]. Direct-Media. 220 pp. ISBN 978-5-4499-3164-1. [E-book]. URL: <https://znanium.ru/catalog/product/2141796> (accessed February 10, 2025). Subscription access.
5. Khapenkov, V. N., Ivanov, G. G., & Fedyunin, D. V. (2024). *Advertising in trade* [Рекламная деятельность в торговле]. FORUM Publishing House; INFRA-M Research Center. 368 pp. (Higher Education Series). ISBN 978-5-8199-0533-3. Available at: <https://znanium.com/catalog/product/1010825>

### Internet sources:

ELS RUDN University and third party EBS, to which university students have access based signed contracts:

- RUDN Electronic Library System, <http://lib.rudn.ru/MegaPro/Web> ;
- ELS University Library Online, <http://www.biblioclub.ru> ;
- EBS Urayt, <http://www.biblio-online.ru> ;
- ELS Student Consultant, <http://www.studentlibrary.ru>;
- EBS Lan, <http://e.lanbook.com> ;
- EBS Trinity Bridge <http://www.trmost.ru>
- Databases and search engines:
- Electronic fund of legal and normative-technical documentation, <http://docs.cntd.ru> ;
- Yandex search system [https:// www .yandex.ru](https://www.yandex.ru) ;
- Google search system <https://www.google.com> ;
- Reference database Scopus , <http://www.elsevierscience.ru/products/scopus>
- Government & Statistical Resources
- ConsultantPlus - Legal reference system  
<http://www.consultant.ru/>
- Federal State Statistics Service (Rosstat)  
<http://www.gks.ru>
- Ministry of Economic Development of the Russian Federation  
<http://www.economy.gov.ru>  
<http://www.economy.gov.ru/minec/main>
- Ministry of Industry and Trade of the Russian Federation  
<http://www.minpromtorg.gov.ru/>
- Business & Economic Information
- RBC (RosBusinessConsulting) - Business news portal  
<http://www.rbc.ru>
- Expert Magazine  
<http://www.expert.ru>
- Expert RA Rating Agency  
<http://www.raexpert.ru>
- Academic Journals & Libraries
- Cambridge University Press Journals  
<http://journals.cambridge.org>
- Oxford University Press Journals  
<http://www.oxfordjournals.org>
- SpringerLink - Books and journals  
<http://www.springerlink.com>
- ScienceDirect (Elsevier)  
<http://www.sciencedirect.com>
- Wiley Online Library  
<http://www.interscience.wiley.com>
- JSTOR - Digital library for humanities and social sciences  
<http://www.jstor.org>
- eLibrary.ru - Russian scientific electronic library  
<http://elibrary.ru>
- Grebennikov Publishing House - Business literature  
<http://grebennikon.ru/>
- Marketing & Management Associations
- American Marketing Association (AMA)  
<https://www.ama.org>
- Balanced Scorecard Institute  
<http://www.balancedscorecard.org>

- Russian Marketing Guild  
<http://www.marketologi.ru>
- Russian Association of Communication Agencies (AKAR)  
<http://www.akarussia.ru>
- Russian Public Relations Association (RASO)  
<http://www.raso.ru>
- Educational Portals
- Federal Educational Portal "Economics, Sociology, Management"  
<http://www.ecsocman.edu.ru>
- Economics and Enterprise Management Portal  
<http://www.eup.ru>
- Administrative Management Portal  
<http://www.aup.ru>
- Marketing Journals
- Marketing in Russia and Abroad Journal  
<http://www.dis.ru>
- Marketing and Marketing Research Journal  
<http://www.marketingandresearch.ru>
- Market Research Practice Journal  
<http://www.gortis.info>
- Practical Marketing Journal  
<http://www.bci-marketing.aha.ru>
- European Journal of Marketing  
<http://juno.emeraldinsight.com/vl=2929816/cl=56/nw=1/rpsv/ejm.htm>
- Industrial Marketing Management  
<http://www.elsevier.nl/locate/indmarman>
- Journal of Marketing  
[http://www.marketingpower.com/live/content.php?Item\\_ID=17640&Category\\_ID=5304](http://www.marketingpower.com/live/content.php?Item_ID=17640&Category_ID=5304)
- Problems of Theory and Practice of Management Journal  
<http://www.ptpu.ru>
- Advertising & PR Resources
- Advertology.ru - Advertising laboratory  
<http://www.advertology.ru/>
- Advertising Magazine  
<http://www.advertisingmagazine.ru>
- Crystal Orange PR Competition  
<http://crystalorange.raso.ru/>
- Other Resources
- Marketing Encyclopedia  
<http://www.marketing.spb.ru>
- Marketing Academy  
<http://www.marketingacademy.ru>
- Mann, Ivanov & Ferber Publishing  
<http://www.consultmarketing.ru>
- Executive.ru - Management information portal  
<http://www.e-xecutive.ru>
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*Educational and methodological materials for students' independent work in mastering the discipline/module:*

Solovyov, B. A. (2021). *Marketing: Textbook* [Маркетинг: учебник]. INFRA-M. 383 pp. (MBA Program Textbooks). ISBN 978-5-16-002263-5. Available at: <https://znanium.com/catalog/product/1058466>

## **7. ASSESSMENT TOOLKIT AND GRADING SYSTEM FOR MIDTERM ATTESTATION OF STUDENTS IN THE DISCIPLINE (MODULE)**

Assessment toolkit and a grading system to evaluate the level of competences (competences in part) formation as the course results are specified on the TUIS platform.

### **DEVELOPERS:**

A Professor of the Marketing Department

Mkhitaryan S.V.

### **HEAD OF THE DEPARTMENT**

Head of the Marketing Department

Lukina A.V.