

Документ подписан простой электронной подписью
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**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

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

COURSE SYLLABUS

MARKETING

course title

Recommended by the Didactic Council for the Education Field of:

35.04.04 AGRONOMY

field of studies / speciality code and title

The course instruction is implemented within the professional education programme of higher education:

GENERAL AGRICULTURE

higher education programme profile/specialisation title

1. COURSE GOAL(s)

The course "Marketing" is part of the Master's programme "General Agriculture" in the field of study 35.04.04 "Agronomy" and is studied in the 1st semester of the 1st year. The discipline is implemented by the Department of Technosphere Safety. The discipline consists of 6 sections and 19 topics and is aimed at studying the main approaches to the analysis of market trends, the competitive environment and consumer needs, as well as to the development of marketing management methods. This includes getting to know current trends and innovations in marketing.

The course aims to:

1. Address the development of students' awareness in modern marketing principles and their application in the agro-industrial complex;
2. Familiarize students with the theoretical background, terminology, and concepts of agri-food marketing, consumer behavior analysis, and market segmentation strategies;
3. Deepen students' knowledge in product policy, pricing strategies, distribution channels, and promotion tools specific to agricultural products;
4. Enhance students' skills in developing marketing strategies, conducting market research, and implementing digital marketing approaches through practical seminars and case studies.

The goal of mastering the discipline is developing students' theoretical knowledge and practical skills in agri-food marketing, marketing strategy formulation, and sales management, considering the unique features of the agro-industrial sector. This subject provides an advanced study of marketing principles with the learner in mind and guides students to learn how to effectively analyze agricultural markets and implement sustainable marketing practices.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the course "Marketing" is aimed at the development of the following competences (or parts thereof) in students:

Table 2.1. List of competences that students acquire through the course study

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-1	Ability to carry out critical analysis of problematic situations based on a systemic approach and to develop an action strategy	GC-1.3 Develops a strategy for achieving the set goal as a sequence of steps, anticipating the result of each of them and evaluating their impact on the external environment of the planned activity and on the relationships of the participants in this activity;
GC-2	Ability to manage a project at all stages of its life cycle	GC-2.2 Forms a schedule for the implementation of the project as a whole and a plan for monitoring its implementation, organizes and coordinates the work of project participants; GC-2.3 Proposes possible ways (algorithms) for implementing the results of the project into practice (or implements its implementation);

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-3	Ability to organize and lead the work of a team, developing a team strategy to achieve the set goal	GC-3.1 Develops a cooperation strategy and on its basis organizes the work of the team to achieve the set goal;
		GC-3.2 Plans team work, distributes assignments and delegates authority to team members, organizes discussion of different ideas and opinions;
GC-5	Ability to analyze and take into account cultural diversity in the process of intercultural interaction	GC-5.2 Builds social interaction, taking into account common and specific features of various cultures and religions;

3.COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The course refers to the variable component of Block 1 "Disciplines (Modules)" of the higher educational programme curriculum.

Within the higher education programme, students also master other disciplines and/or internships that contribute to the achievement of the expected learning outcomes as results of the course study.

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GC-3	Ability to organize and lead the work of a team, developing a team strategy to achieve the set goal		Postharvest Management
GC-2	Ability to manage a project at all stages of its life cycle		Soil Fertility Management; Crop Production; Technological Training; Undergraduate Practice / Pre-graduation Practice
GC-5	Ability to analyze and take into account cultural diversity in the process of intercultural interaction		History of Religions in Russia; Russian as a Foreign Language
GC-1	Ability to carry out critical analysis of problematic situations based on a systemic approach and to develop an action strategy		Technological Training; Undergraduate Practice / Pre-graduation Practice; Scientific Research Work; Pests and Diseases; Soil Fertility Management; Postharvest

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
			Management; Crop Production

* To be filled in according to the competence matrix of the higher education programme.

** Elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the course "Marketing" amounts to **3 credits (108 academic hours)**.

Table 4.1. Types of academic activities during the periods of higher education programme mastering (**full-time training**)*

Type of academic activities	Total academic hours	Semesters/training modules	
		1	
<i>Contact academic hours</i>	51	51	
including:			
Lectures (LC)	17	17	
Lab work (LW)	0	0	
Seminars (workshops/tutorials) (S)	34	34	
<i>Self-studies</i>	39	39	
<i>Evaluation and assessment (exam/passing/failing grade)</i>	18	18	
Course workload	academic hours	108	108
	credits	3	3

* To be filled in regarding the higher education programme correspondence training mode.

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Course module title	Course module contents (topics)	Academic activities types
Module 1: Theoretical Foundations of Marketing in the Agro-Industrial Complex	Topic 1.1. Concept and Role of Marketing in the AIC	LC, S
	Topic 1.2. Key Principles of Agricultural Marketing	LC, S
	Topic 1.3. State Regulation and Market Mechanisms	LC, S

Course module title	Course module contents (topics)	Academic activities types
Module 2: Consumer Behavior	Topic 2.1. Theoretical foundations of consumer behavior	LC, S
	Topic 2.2. Factors of external and internal influence	LC, S
Module 3: Market Analysis in the Agro-Industrial Complex	Topic 3.1. Market Structure and Segmentation	LC, S
	Topic 3.2. Supply and Demand Dynamics	LC, S
	Topic 3.3. Competitive Environment Analysis	LC, S
Module 4: Marketing Strategies in the Agro-Industrial Complex	Topic 4.1. Product and Assortment Policy	LC, S
	Topic 4.2. Pricing Strategies in AIC	LC, S
	Topic 4.3. Distribution and Supply Chain Management	LC, S
Module 5: Promotion of Agricultural Products in the AIC	Topic 5.1. Modern Promotion Tools in Agribusiness	LC, S
	Topic 5.2. Participation in Industry Events	LC, S
	Topic 5.3. Public Relations and Branding	LC, S
	Topic 5.4. Direct Marketing Channels	LC, S
Module 6: Innovations and Trends in Agri-Marketing	Topic 6.1. Digital Transformation in Agriculture	LC, S
	Topic 6.2. Sustainable and Eco-Friendly Marketing	LC, S
	Topic 6.3. Data-Driven Marketing Approaches	LC, S
	Topic 6.4. Emerging Global Trends	LC, S

* - to be filled in only for **full**-time training: LC - lectures; LW - lab work; S - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia	Set of specialised furniture. Software: Microsoft products (OS, office

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
	presentations.	application suite, including MS Office/Office 365)
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Set of specialised furniture; internet access. Software: Microsoft Windows 7 Home Basic OA CIS and GE (OEM license); Microsoft Office Professional Plus 2010 Russian Academic Open 1 License No Level, license No. 60411808, issue date 24.05.2012
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Set of specialised furniture. Software: Microsoft products (OS, office applications package, including MS Office/Office 365, Teams)

* The premises for students' self-studies are subject to **MANDATORY** mention

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main readings:

1. Marketing: textbook and practical guide for higher education institutions / edited by T. A. Lukicheva, N. N. Molchanov. — 2nd ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 386 p. — (Higher Education). — ISBN 978-5-534-16503-6.
2. Grigoriev, M. N. Marketing: textbook for higher education institutions / M. N. Grigoriev. — 6th ed., revised and expanded. — Moscow: Yurait Publishing House, 2025. — 478 p. — (Higher Education). — ISBN 978-5-534-20372-1.
3. Marketing. Practical course: textbook for higher education institutions / edited by S. V. Karpova. — 2nd ed. — Moscow: Yurait Publishing House, 2026. — 188 p. — (Higher Education). — ISBN 978-5-534-18044-2.
4. Karpova, S. V. Marketing analysis. Theory and practice: textbook for higher education institutions / S. V. Karpova, S. V. Mkhitaryan, V. N. Rusin; edited by S. V. Karpova. — Moscow: Yurait Publishing House, 2026. — 181 p. — (Higher Education). — ISBN 978-5-534-05522-1.
5. Chernysheva, A. M. Marketing research and situational analysis: textbook and practical guide for higher education institutions / A. M. Chernysheva, T. N. Yakubova. — Moscow: Yurait Publishing House, 2026. — 447 p. — (Higher Education). — ISBN 978-5-534-17919-4.

Additional readings:

1. Bozhuk, S. G. Marketing research: textbook for higher education institutions / S. G. Bozhuk. — 2nd ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 304 p. — (Higher Education). — ISBN 978-5-534-08764-2.
2. Tyurin, D. V. Marketing research: textbook for higher education institutions / D. V. Tyurin. — 2nd ed. — Moscow: Yurait Publishing House, 2026. — 277 p. — (Higher Education). — ISBN 978-5-534-21917-3.
3. Marketing: textbook and practical guide for higher education institutions / edited by L. A. Danchenok. — Moscow: Yurait Publishing House, 2026. — 389 p. — (Higher Education). — ISBN 978-5-534-21715-5.
4. Marketing of innovations: textbook and practical guide for higher education institutions / edited by N. N. Molchanov. — 3rd ed., revised and expanded. — Moscow: Yurait Publishing House, 2026. — 465 p.
5. Marketing research: textbook for secondary vocational education / edited by O. N. Zhiltsova. — Moscow: Yurait Publishing House, 2026. — 248 p. — (Vocational Education). — ISBN 978-5-534-21656-1.
6. Sinyaeva, I. M. Marketing: textbook for higher education institutions / I. M. Sinyaeva, O. N. Zhiltsova. — 3rd ed., revised and expanded. — Moscow: Yurait Publishing House, 2025. — 487 p. — (Higher Education). — ISBN 978-5-534-16789-4.

Internet sources

1. **1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:**

- RUDN Electronic Library System (RUDN ELS): <https://mega.rudn.ru/MegaPro/Web>
- EL "University Library Online": <http://www.biblioclub.ru>
- EL "Yurait": <http://www.biblio-online.ru>
- EL "Student Consultant": www.studentlibrary.ru
- EL "Znanium": <https://znanium.ru/>

Databases and search engines:

- Sage: <https://journals.sagepub.com/>
- Springer Nature Link: <https://link.springer.com/>
- Wiley Journal Database: <https://onlinelibrary.wiley.com/>
- Bibliometric database Lens.org: <https://www.lens.org>

*Training toolkit for self- studies to master the course *:*

1. The set of lectures on the course "Marketing".

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

DEVELOPERS:

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position, department

name and surname

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