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Информация о владельце:  
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**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia named after Patrice  
Lumumba "**

**Faculty of Economics**

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(name of the main educational unit (OUP)-developer of the EP HE)

**COURSE WORKING PROGRAM**

**Marketing audit**

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(name of the discipline/module)

**Recommended by the MSS for the direction of training/specialty:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

**The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):**

**International marketing**

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(name (profile/specialization) of the EP HE)

## 1. COURSE GOALS

The purpose of the course : to provide students with the necessary theoretical knowledge of the principles of marketing audit and practical skills to conduct effective marketing consulting of the enterprise. This course is designed to provide students with the necessary skills to perform audits perform marketing functions and improve strategic decision making.

Course objective:

- \* Study of types of marketing audit;
- \* Study of marketing audit technology and organization;
- \* Study of the audit process;
- \* Study of the analysis of the correctness of goals and identify the causes of problems in the enterprise;
- \* Study of the facts and reasons for deviations from the standards and provisions of the guidance documents;
- \* Study of monitoring the state of the information base;
- \* Study of evaluating the effectiveness of specific marketing activities

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Marketing audit" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

| Code | Competence  | Competence achievement indicators (within this course)  |
|------|---|---|
| PC-5 | Capable of developing, implementing and improving the marketing communications system of an international company | PC-5.1 Knows the main formats of marketing communications in international markets<br>PC-5.2 Knows the specifics of working with various promotion tools at the international level<br>PC-5.3 Knows how to navigate modern methods of promotion in international markets<br>PC-5.4 Is able to develop strategic marketing solutions in the field of advertising<br>PC-5.5 Knows how to plan an advertising campaign<br>PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets |

| <b>Code</b> | <b>Competence</b>   | <b>Competence achievement indicators (within this course)</b>   |
|-------------|---|---|
| GPC -5      | Able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects | GPC -5.1. Is able to develop a plan of scientific research in the field of management based on the evaluation and generalization of the results of scientific works of domestic and foreign scientists;<br>GPC -5.2. Uses modern methods, technologies and tools for collecting information, processing it and critically evaluating the results of scientific research in management;<br>GPC -5.3. Has the skills of generalization and formulation of conclusions, development of recommendations based on the results of scientific research in the field of management;<br>GPC -5.4. Participates in the implementation of research projects in the field of management and related industries. |

### **3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE**

The discipline "Marketing audit" refers to the variable component formed by the participants of the educational relations of the block B.1.V.7 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Marketing audit".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

| <b>Code</b> | <b>Competence name</b>  | <b>Previous courses</b>       | <b>Next courses</b>  |
|-------------|---|-------------------------------|--|
| PC-5        | Capable of developing, implementing and improving the marketing communications system of an international company               | Professional foreign language | Integrated marketing communications in international companies   |
| GPC -5      | Able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects | Professional foreign language | Integrated marketing communications in international companies<br>International marketing strategies<br>Infographics and presentation technologies in corporations<br>Consumer research and social media targeting |
|             |   |                               |  |

\* - filled in according to the competence matrix and the SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Marketing audit" is 4 credits.

*Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education*

| Types of academic activities during the period of the HE program mastering | Course workload, academic hours | Semesters  |  |            |   |
|--|---------------------------------|------------|--|------------|---|
|  |                                 |            |  | 1          | 2 |
| <i>Contact academic hours</i>  | 144                             |            |  | 144        |   |
| Lectures LTR   | 18                              |            |  | 18         |   |
| Lab works LW   |                                 |            |  |            |   |
| Seminars SS  | 27                              |            |  | 36         |   |
| <i>Self-study, academic hours</i>  | 72                              |            |  | 27         |   |
| <i>Evaluation and assessment</i>   | 27                              |            |  | 27         |   |
| <b>Course workload</b>   | academic hours                  | <b>144</b> |  | <b>144</b> |   |
|  | credits                         | <b>4</b>   |  | <b>4</b>   |   |

#### 5. COURSE CONTENT

*Table 5.1. The content of the discipline (module) by type of academic work*

| Course topics  | Course part topics  | Work type |
|--|---|-----------|
| <b>TOPIC 1. THE ROLE AND SIGNIFICANCE OF MARKETING AUDIT IN THE COMPANY 'S ACTIVITIES.</b> | Subject, goals and objectives of the course.<br>Prerequisites for the use of marketing audit.<br>Approaches to marketing audit. Scope and main projects of marketing audit.<br>Types of marketing audit. Main issues of marketing audit.<br>Marketing audit process | LTR       |
| <b>TOPIC 2. AUDIT THE MARKETING ENVIRONMENT</b>  | Main aspects of marketing environment audit. Defining the scope of tasks when conducting an audit of the marketing environment.<br>Analysis of the main indicators when conducting an audit of the marketing environment  | LTR, SS   |
| <b>TOPIC 3. MARKETING STRATEGY AUDIT</b>   | Audit of the "Goals-strategies" complex. The main factors affecting the "Goals-strategies" complex.   | LTR, SS   |

| Course topics  | Course part topics   | Work type |
|--|--|-----------|
|  | Audit of the company's goals, objectives, and marketing strategy. Audit of the company's budget.   |           |
| <b>TOPIC 4. AUDIT OF THE MARKETING ORGANIZATION.</b>                                       | Analysis of the structure of the enterprise organization. Analysis of the functional efficiency. Analysis of the effectiveness of interaction between the marketing service and other divisions of the company.<br><br>Optimization of the organizational structure  | LTR, SS   |
| <b>TOPIC 5. AUDIT OF THE EFFECTIVENESS OF MARKETING SYSTEMS.</b>                           | Analysis of the marketing information system.<br><br>Analysis of the effectiveness of the marketing planning system. Analysis of the marketing control system.<br><br>Profitability analysis. Cost analysis.   | LTR, SS   |
| <b>TOPIC 6. AUDIT OF MARKETING FUNCTIONS.</b>  | Criteria for evaluating elements of the marketing mix.<br><br>Analysis of goals and objectives by elements of the marketing mix.<br><br>Analysis of key indicators for all elements of the marketing mix.  | LTR, SS   |
| <b>TOPIC 7. MARKETING AUDIT.</b>   | Building an organizational structure for marketing, defining the necessary functions, and establishing interaction with business units.<br><br>Audit of the applied methods and approaches, analysis of the practice of using marketing tools, determining the effectiveness of marketing.<br><br>Development of marketing strategies, definitions of the marketing mix complex to achieve the company's goals | LTR, SS   |
| <b>TOPIC 8. APPLICATION OF MARKETING AUDIT IN THE DEVELOPMENT OF ADVERTISING COMPANIES</b> | Stages of developing an advertising company. The definition of advertising objectives. The definition of the target audience. Choice of media and media.<br><br>The definition of budget.<br><br>Development of a control system.<br><br>Preparing an audit project  | LTR, SS   |
| <b>TOPIC 9. TECHNOLOGY AND ORGANIZATION OF MARKETING AUDIT</b>                             | Decision on the method of consulting. External and internal audit.<br><br>Implementation of the audit project by independent consultants. Development of   | LTR, SS   |

| Course topics                            | Course part topics   | Work type |
|--|--|-----------|
|  | audit tools. Consultancy.<br>Internal consulting.<br>Advantages and disadvantages of types of marketing audit.   |           |
| <b>TOPIC 10. MARKETING AUDIT PROCESS</b> | The sequence of the audit.<br>The system of remuneration of independent consultants.<br>Selection of consultants.<br>Factors that determine the quality of marketing audit | LTR, SS   |

\* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

*Table 6.1. Material and technical support of the discipline*

| Audience type                    | Equipping the audience  | Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)   |
|----------------------------------|---|---|
| Lecture hall                     | An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340   | Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105   |
| Computer class                   | A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29 | Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen |
| For independent work of students | An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.  | Library Hall  |

\* - the audience for independent work of students must be specified!!

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

1. Marr, Bernard. Key performance indicator. 75 indicators that every Manager should know [Text/electronic resource] = Key performance indicators. The 75 measures every manager needs to know / B. Marr; TRANS. A.V. Shavrin. - 4th ed. ; Electronic text data. - Moscow: Laboratory of

knowledge, 2019. - 340 p.: ill. - ISBN 978-5-00101-102-6 : 495.00.  
[http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn\\_FindDoc&id=472173&idb=0](http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=472173&idb=0)

2. Karpov, S. V. the Marketing analysis. Theory and practice : a textbook for undergraduate and graduate / S. V. Karpov, S. V. Mkhitaryan, V. N. Rusin ; under the General editorship of S. V. Karpova. - Moscow: Yurayt Publishing House, 2018. — 181 p. — (Series: Bachelor and master. Academic course). — ISBN 978-5-534-05522-1. <https://www.biblio-online.ru/book/marketingovyy-analiz-teoriya-i-praktika-438593>

3. Oyner, O. K. Managing marketing performance: a textbook and workshop for undergraduate and graduate students / O. K. oyner. - 2nd ed., TRANS. and add. - M.: yurayt Publishing house, 2018. - 350 p. — (Series: Bachelor and master. Academic course). — ISBN 978-5-534-04642-7. <https://biblio-online.ru/book/upravlenie-rezultativnostyu-marketinga-431858>

## **6) Additional literature**

1 . Yampolskaya, D. O. Marketing analysis: technology and methods of conducting : textbook and workshop for undergraduate and graduate studies / D. O. Yampolskaya, A. I. Pilipenko. - 2nd ed., TRANS . and add. - M.: yurayt Publishing house , 2018. - 268 p. — (Series: Bachelor and master. Academic course). — ISBN 978-5-534-06305-9.

3.. Michael Porter. Competitive strategy. Methods of analyzing industries and competitors [Text] / M. porter.- M:.. Alpina Publisher, 2018. - 454 c..

## ***Resources of the Internet information and telecommunication network:***

*UNIBC (Scientific Library) provides access to the following EBS:*

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers

- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>

- Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)

- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>

- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>

- EBS Publishing House "Lan", collections

- Electronic library system "Znaniy.com" - access to the main collection is granted

## ***Electronic resources for educational activities***

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*

*eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

*RSL Dissertations Access mode: <https://dvs.rsl.ru/?>*

*BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*

*Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*

*East View. Collection "Statistical publications of Russia and CIS countries"*

*Grebennikon Access mode: <http://grebennikon.ru/>*

*LexisNexis Access Mode:<http://academic.lexisnexis.eu>*

*Search engines: Yandex ([yandex.ru](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

### *1. Information and reference portals:*

2. [www.advertology.ru](http://www.advertology.ru)
3. [www.marketing.spb.ru](http://www.marketing.spb.ru)
4. [www.p-marketing.ru](http://www.p-marketing.ru)

5. [www.4p.ru](http://www.4p.ru)
6. [www.advi.ru](http://www.advi.ru)
7. [www.cfin.ru](http://www.cfin.ru)
8. [www.expert.ru](http://www.expert.ru)
9. [www.rbc.ru](http://www.rbc.ru)

*Educational and methodological materials for independent work of students during the development of the discipline/ module\*:*

1. A course of lectures, standard tasks and a control test on the discipline "Marketing audit" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

## **8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Marketing audit" are presented in the Appendix to this Work Program of the discipline.

### **Developers:**

Associate Professor of the Marketing Department

**Chernikov S.U.**

Signature

Full name

**Faculty name and head:  
Dean of the Faculty of Economics**

**Andronova I.V.**

Signature

Full name

**Head of department:  
Marketing dept head**

**A.M. Zobov.**

Signature

Full name



Appendix to the Work program of the discipline " Marketing audit"

APPROVED  
At the meeting of the Department of Marketing  
" \_\_\_\_\_ " \_\_\_\_\_ 2022, Protocol no. \_\_\_\_  
Head of the Marketing Department  
\_\_\_\_\_ Zobov A.M.

**EVALUATION TASK FUND  
FOR THE COURSE**

**Marketing audit**  
(COURSE NAME)

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**38.04.02 «Management»**

(code and name of the training area)

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**International Marketing**  
(name of the training profile)

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**Master**

Qualification (degree) of the graduate

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## Passport of the fund of evaluation funds for the discipline Marketing audit

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing and business

### Summary evaluation table of the discipline Marketing audit

| The code of the controlled competence | Controlled discipline topic  | EMF (forms of control of the level of development of OOP) |      |                       |              |       |                  |       |         |        | Points per topic |      |
|---------------------------------------|--|---|------|-----------------------|--------------|-------|------------------|-------|---------|--------|------------------|------|
|                                       |  | Classroom work  |      |                       |              |       | Independent work |       |         |        |                  | Exam |
|                                       |  | Survey  | Test | Work in the classroom | Presentation | Tasks | HT execution     | Essay | Project | Report |                  |      |
| PC-5; GPC-5                           | TOPIC 1. THE ROLE AND SIGNIFICANCE OF MARKETING AUDIT IN THE COMPANY'S ACTIVITIES.   |   |      | 1                     |              |       |                  |       | 3       |        | 10               | 10   |
| PC-5; GPC-5                           | TOPIC 2. AUDIT THE MARKETING ENVIRONMENT   |   |      | 2                     |              |       |                  |       | 3       | 4      | 8                | 8    |
| PC-5; GPC-5                           | TOPIC 3. MARKETING STRATEGY AUDIT  |   |      | 2                     |              |       |                  |       | 3       | 4      | 8                | 8    |
| PC-5; GPC-5                           | TOPIC 4. AUDIT OF THE MARKETING ORGANIZATION.  |   |      | 2                     |              | 5     | 5                |       | 6       |        | 18               | 18   |
| PC-5; GPC-5                           | TOPIC 5. AUDIT OF THE EFFECTIVENESS OF MARKETING SYSTEMS.                            |   |      | 2                     |              |       |                  |       | 3       | 4      | 8                | 8    |
| PC-5; GPC-5                           | TOPIC 6. AUDIT OF MARKETING FUNCTIONS.   |   |      | 2                     |              |       |                  |       | 3       | 4      | 8                | 8    |
| PC-5; GPC-5                           | TOPIC 7. MARKETING AUDIT.  |   |      | 2                     |              |       |                  |       | 3       |        | 9                | 9    |
|                                       | TOPIC 8. APPLICATION OF MARKETING AUDIT IN THE DEVELOPMENT OF ADVERTISING COMPANIES. |   |      | 2                     |              |       | 5                |       | 6       |        | 18               | 18   |
|                                       | TOPIC 9. TECHNOLOGY AND ORGANIZATION OF MARKETING AUDIT                              |   |      | 2                     |              |       |                  |       | 3       | 4      | 8                | 8    |
| PC-5; GPC-5                           | TOPIC 10. MARKETING AUDIT PROCESS  |   |      | 2                     |              |       | 5                |       | 6       |        | 18               | 18   |
|                                       | <b>Evaluation</b>  |   | 10   |                       |              |       |                  |       |         |        | 10               | 20   |
|                                       | <b>Total</b>   |   | 10   | 10                    | 10           | 15    | 10               |       | 27      | 8      | 10               | 100  |

## Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

### Point-rating system of knowledge assessment, rating scale

| BRS points | Traditional assessments of the Russian Federation | ECTS scores |
|------------|---|-------------|
| 95 – 100   | Excellent – 5                                     | A (5+)      |
| 86 – 94    |   | B (5)       |
| 69 – 85    | Good – 4  | C (4)       |
| 61 – 68    | Satisfactory – 3                                  | D (3+)      |
| 51 – 60    |   | E (3)       |
| 31 – 50    | Unsatisfactory – 2                                | FX (2+)     |
| 0 – 30     |   | F (2)       |
| 51 - 100   | Test  | Passed      |

#### Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

***Fund of evaluation funds for conducting intermediate certification of students in the discipline***

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN