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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

INDUSTRIAL MARKETING

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

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

INTERNATIONAL MARKETING

higher education programme profile/specialisation title

2026 г.

1. COURSE GOAL(s)

The discipline "Industrial Marketing" is part of the Master's program "International Marketing" under 38.04.02 "Management" and is studied in the 2nd semester of the 1st year. The discipline is implemented by the Marketing Department. The discipline consists of 3 sections and 6 topics and is aimed at studying the purpose of mastering the discipline "Industrial Marketing," which is to form an integrated system of knowledge among undergraduates about the principles and tools of marketing in the markets of industrial goods (B2B markets). The discipline focuses on an in-depth study of the specifics of demand, the behavior of organizational buyers, the structure of channels, and communication features in an industrial environment. Special attention is paid to integrating marketing solutions with the corporate and production strategy of the enterprise, managing key customers, and building long-term partnerships in value chains.

The goal of mastering the discipline. The course examines modern approaches to segmenting B2B markets, developing product and pricing solutions for industrial customers, selecting and managing distribution channels, as well as comprehensive service and support methods. An important task of the discipline is to develop undergraduates' skills in analyzing industrial markets, interpreting data on the procurement activities of organizations, and making marketing decisions taking into account technical, economic, and organizational constraints. The course is designed to ensure that graduates are ready to participate in the development and implementation of marketing strategies for industrial companies, as well as to solve practical and research problems in the field of industrial marketing.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Industrial Marketing" is aimed at forming the following competencies (parts of competencies) among 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-3	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.	GC-3.1 Defines the role in the team based on the strategy of cooperation to achieve the set goal.; GC-3.2 Formulates and takes into account in its activities the behavioral characteristics of groups of people, identified depending on the set goal.; GC-3.3 Analyzes the possible consequences of personal actions and plans actions to achieve the desired result.; GC-3.4 Exchanges information, knowledge and experience with team members; GC-3.5 Argues his point of view about using the ideas of other team members to achieve his goal.; GC-3.6 Participates in teamwork to complete assignments;
PC--2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets	PC--2.1 Knows how to choose innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity science); PC--2.2 Able to work with digital data, evaluate its sources and relevance; PC--2.3 Able to analyze and evaluate their economic effectiveness of innovative products; PC--2.4 Knows the methods of developing and evaluating the effectiveness of innovative trade and technology, or marketing, or logistics, or advertising technologies;
PC--4	Capable of developing, implementing and improving the distribution system and sales	PC--4.1 Knows the components of the commodity distribution system in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in

Competence code	Competence descriptor	Competence formation indicators (within this course)
	policy in international markets	international markets; PC--4.2 Knows the main forms of the company's entry into the international market; PC--4.3 Able to manage the processes of supply and distribution of goods in international industry markets; PC--4.4 Has the skills of modeling and designing the company's activities in the international markets of goods and services; PC--4.5 Knows the main channels of distribution and promotion of goods in international marketing;

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Industrial Marketing" belongs to the part formed by participants in educational relations of block 1 "Disciplines (modules)" of the higher education program.

Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Industrial Marketing".

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	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.		Pre-Degree Internship;
PC--2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets	Research Work;	International Aspects of Product Development; Research Work; Pre-Degree Internship;
PC--4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Research Work;	Distribution Chain Management; Research Work; Pre-Degree Internship;

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the discipline "Industrial Marketing" is 4 credit units.

Table 4.1. Types of academic activities during the periods of higher education programme mastering.

Type of academic activities	Total academic hours		Semesters/training modules
			2
<i>Contact academic hours</i>	54		54
Lectures (LC)	18		18
Lab work (LW)	0		0
Seminars (workshops/tutorials) (S)	36		36
<i>Self-studies</i>	81		81
<i>Evaluation and assessment (exam/passing/failing grade)</i>	9		9
Course workload	academic hours	144	144
	credits	4	4

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Nuber of Module	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Раздел 1	The specifics of industrial markets and the behavior of organizational buyers	1.1	Features of the industrial (B2B) market and its structure	Differences between industrial and consumer marketing: the nature of demand, the number of participants, the role of technical requirements and long-term contracts. The typology of industrial markets (raw materials, components, equipment, business services), the structure of value chains and the roles of various participants (manufacturers, suppliers, integrators, end users). The influence of technological and institutional factors on the formation of marketing policy.	LC, S
		1.2	The behavior of organizational buyers and the procurement process	Patterns of behavior of customer organizations, key decision-making factors (price, quality, reliability, service, risks). The stages of the procurement process in B2B markets are: need initiation, specification, supplier search and evaluation, negotiations, selection, and post-delivery analysis. Purchasing centers, the distribution of roles and influence within the client organization, and the specifics of working with technical and economic customers.	LC, S
Раздел 2	Industrial marketing tools: product, price, distribution	2.1	Product policy and value management for an industrial client	Formation of a product offer for B2B markets: basic product, related services, turnkey service and solutions. Managing the perceived value and competitiveness of a product, taking into account technical characteristics, operating costs, and the life cycle of the equipment. Development of differentiated offers for different segments of industrial customers, the role of customization and joint development of solutions with key customers	LC, S
		2.2	Pricing and distribution channels in industrial marketing	Approaches to pricing in industrial markets: cost-based, value-based and competitive approaches, a system of discounts and bonuses, long contracts and tender procedures. Organization of distribution and logistics channels for the B2B segment: direct sales, distributors, dealers, integrators, electronic platforms. Channel configuration management, conflicts and coordination between participants, integration of marketing and logistics solutions when working with industrial clients.	LC, S

Раздел 3	Relationship, Communication and Project Management in industrial marketing	3.1	Key customer management and relationship marketing in B2B	Key Account Management Strategy: criteria for identifying key clients, the role of a key client manager, and building and developing long-term partnerships. Relational marketing in industrial markets: trust, joint planning, joint innovation, and integration of supplier and customer business processes. Assessing the value of the client portfolio and managing the risks of dependence on large customers.	LC, S
		3.2	Communication and project approach in industrial marketing	Communication features with industrial clients: technical presentations, participation in exhibitions and industry conferences, demonstrations, pilot projects. Integration of online channels and content marketing in a B2B environment. A project-based approach to the implementation of industrial solutions: coordination of marketing, sales, technical services and service within the framework of client projects, management of customer expectations and satisfaction, performance indicators of B2B communications and projects.	LC, S

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 presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

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

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main reading:

1. Chernysheva, A.M. Industrial (B2B) marketing : textbook and workshop for universities / A.M. Chernysheva, T. N. Yakubova. — 2nd ed. — Moscow : Yurayt Publishing House, 2026. — 472 p. — (Higher education). — ISBN 978-5-534-13680-7. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/583395> (date of request: 03/17/2026).

Divina, T. V. Marketing in mechanical engineering : a textbook for universities / T. V. Divina, L. M. Demina. — 2nd ed., revised and add. Moscow : Yurait Publishing House, 2026. 194 p. (Higher education). — ISBN 978-5-534-12630-3. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/587649> (date of request: 03/17/2026).

Additional reading:

1. Solovyova, Yu. N. Competitive advantages and benchmarking : a textbook for universities / Yu. N. Solovyova. — 2nd ed., ispr. and add. Moscow : Yurait Publishing House, 2026. 139 p. (Higher education). — ISBN 978-5-534-11498-0. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/583506> (date of request: 03/17/2026).

2. Zobov Alexander Mikhailovich, Degtereva Ekaterina Andreevna, Chernysheva Anna Mikhailovna. Product management in the B2B market. textbook [Electronic resource]. Moscow : RUDN University, 2022. 167 p. ISBN 978-5-209-11370-6 URL: https://mega.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=510033&idb=0

Internet sources:

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) <http://lib.rudn.ru/MegaPro/Web>
 - EL "University Library Online" <http://www.biblioclub.ru>
 - EL "Yurayt" <http://www.biblio-online.ru>
 - EL "Student Consultant" www.studentlibrary.ru
 - EL "Lan" <http://e.lanbook.com/>
 - EL "Trinity Bridge"
2. Databases and search engines:
 - electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
 - Yandex search engine [https:// www .yandex.ru/](https://www.yandex.ru/)
 - Google search engine <https://www.google.ru/>
 - Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

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

Course of Lectures on the Discipline "International Marketing Strategies"

* 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.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

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Sergey Yuryevich Chernikov

position, department

name and surname

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