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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

MACROMARKETING

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 "Macromarketing" is part of the Master's program "International Marketing" under 38.04.02 "Management" and is studied in the 3rd semester of the 2nd year. The discipline is implemented by the Marketing Department. The discipline consists of 5 sections and 13 topics and is aimed at studying understanding marketing systems at an aggregate level, focusing on how marketing activities affect society and, conversely, how societal factors influence marketing.

The goal of mastering the discipline is this course examines marketing as a societal system rather than just a firm-level function. Drawing on the principles of macromarketing, we will explore how marketing activities interact with social, political, and economic forces. The curriculum focuses on the aggregate impact of marketing on economic development, public policy, sustainability, distributive justice, and overall quality of life. The core purpose of this course is to evaluate how marketing can be managed to serve the "public good" and improve societal well-being.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Macromarketing" 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-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	GC-1.1 Analyzes the task, highlighting its basic components; GC-1.2 Defines and ranks the information required to solve the task.; GC-1.3 Searches for information to solve a given task using various types of queries.; GC-1.4 Suggests solutions to the problem, analyzes the possible consequences of their use; GC-1.5 Analyzes ways to solve problems of a philosophical, moral and personal nature based on the use of basic philosophical ideas and categories in their historical development and socio-cultural context.;
PC--6	Capable of planning and controlling the marketing activities of an international company	PC--6.1 Knows the stages of international strategic planning; PC--6.2 Knows the criteria for determining the key indicators used in planning the company's marketing activities at the international level; PC--6.3 Knows how to form marketing plans; PC--6.4 Able to develop the basic business processes of an enterprise related to marketing activities; PC--6.5 Knows the methods of developing and implementing marketing programs; PC--6.6 Knows the methods of making tactical and operational decisions in the management of marketing activities of the company;
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism.	PC-7.1 Defines the content and forms of preventive work to counter the ideology of terrorism and neo-Nazism in accordance with current regulatory legal acts.; PC-7.2 Organizes and conducts preventive measures in an educational or social environment in accordance with established requirements and regulatory documents;

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Global Strategic Management" belongs to the mandatory part 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 "Global Strategic Management".

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*
PC-7	Able to organize and carry out general, targeted, individual measures to counter the spread of the ideology of terrorism and the ideas of neo-Nazism.		Pre-Degree Internship;
GC-1	Able to search for and critically analyze problematic situations based on a systematic approach, and develop an action strategy.	Corporate governance; Managerial Economics; Management Research Methodology; Global Strategic Management; Research Work;	Pre-Degree Internship;
PC--6	Capable of planning and controlling the marketing activities of an international company	Marketing management in international companies; <i>Brand Portfolio Management in International Markets**</i> ; <i>Branding in International Companies**</i> ;	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 "Macromarketing" is 3 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
			3
<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>	36		36
<i>Evaluation and assessment (exam/passing/failing grade)</i>	18		18
Course workload	academic hours	108	108
	credits	3	3

5. COURSE CONTENT

Table 5.1. Course contents and academic activities types

Module number	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Module 1	Foundations of Macromarketing	1.1	Introduction to Marcomarketing	An overview of the macromarketing perspective. Distinguishing between micro (firm-level) and macro (aggregate system-level) analysis. Introduction to the history of marketing thought and the evolution of the discipline.	LC
		1.2	The Marketing System	A systemic view of marketing. Analyzing marketing as a structured system of flows (goods, information, money) and institutions (retailers, wholesalers, digital platforms) rather than a collection of isolated firms.	LC
		1.3	Marketing and Society: A Historical Perspective	Examining the history of marketing thought and the evolution of marketing practices. How industrialization, consumer culture, and technological revolutions have shaped the role of marketing in society over time.	LC
Module 2	Societal Impact and Justice	2.1	Marketing, Ethics, and Public Policy	Exploring the ethical dilemmas inherent in marketing systems. Analysis of how public policy and government regulation attempt to correct market failures, protect consumers, and ensure fair competition.	LC
		2.2	Distributive Justice and Access	Focus on how marketing systems distribute resources and opportunities. Topics include consumer vulnerability, base of the pyramid (BoP) strategies, and the role of marketing in reducing (or exacerbating) inequality.	LC
		2.3	Sustainability and the Environment	Examining the tension between marketing's emphasis on consumption and ecological limits. Topics include sustainable supply chains, green marketing, circular economy models, and the environmental impact of marketing systems.	LC
Module 3	Quality of Life and Development	3.1	Marketing and Quality of Life (QOL)	Exploring the macro-level impact of marketing on subjective well-being, community health, and individual happiness. Moving beyond GDP to measure how marketing contributes to societal well-being.	LC
		3.2	Marketing and Economic Development	The role of marketing systems in fostering economic growth in developed and developing nations. Topics include infrastructure development, market modernization, and the role of entrepreneurship in emerging economies.	LC
		3.3	Macromarketing in the Digital Age	Analyzing the aggregate effects of digital transformation. Topics include platform capitalism, data privacy, algorithmic bias, and the	LC

Module number	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
				concentration of power among Big Tech firms.	
Module 4	Contemporary Issues and Applications	4.1	Political Marketing and Propaganda	Examining the macro implications of marketing applied to politics. How marketing techniques (segmentation, branding, targeting) influence democracy, public discourse, and political polarization.	LC
		4.2	Cultural Impacts of Marketing	How marketing systems shape culture and are shaped by cultural forces. Topics include globalization vs. localization, consumer acculturation, and the role of advertising in reflecting or shaping social norms.	LC
		4.3	Marketing and Public Health	A critical look at marketing systems related to health (e.g., pharmaceuticals, tobacco, fast food) and public health outcomes. Analysis of social marketing versus commercial marketing in addressing health crises.	LC
Module 5	Synthesis and Future Directions	5.1	The Future of Marketing Systems	Speculative and forward-looking analysis. Emerging trends such as AI-driven marketing, degrowth, collaborative consumption (sharing economy), and the potential transformation of marketing to better serve societal goals.	LC

* - 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 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. 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).

- Hvorostyanaya, A. S. Strategic brand management : a textbook for universities /

A. S. Hovorostyanaya. Moscow : Yurait Publishing House, 2026. 121 p. (Higher education). — ISBN 978-5-534-19360-2. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/589770> (date of request: 03/17/2026).

Additional reading:

1. Kozhevnikova, G. P. Information systems and technologies in marketing : a textbook for universities / G. P. Kozhevnikova, B. E. Odintsovo. Moscow : Yurait Publishing House, 2026. 444 p. (Higher education). — ISBN 978-5-534-07447-5. — Text : electronic // Yurayt educational platform [website]. — URL: <https://urait.ru/bcode/583434> (date of request: 03/17/2026).

- Supply chain Management in the digital Economy : a textbook for universities / edited by V. I. Sergeev. — Moscow : Yurait Publishing House, 2026. — 1005 p. — (Higher education). — ISBN 978-5-534-19672-6. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/589792> (date of request: 03/17/2026).

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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