

Документ подписан простой электронной подписью
Информация о владельце:
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Должность: Ректор
Дата подписания: 2025.10.24 11:46:33
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

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

Higher School of Management

(faculty/institute/academy - the higher education program developer)

COURSE SYLLABUS

Marketing and Competitiveness Management

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 Management

(field of studies / speciality code and title)

The study of the discipline is conducted as part of the professional program of higher education.

Engineering Management

(name (track/specialization) of professional program of higher education)

1. The goal of the discipline:

The goal of mastering the *Marketing and Competitiveness Management* discipline is to build in students the theoretical knowledge and skills of applying marketing research of industrial markets.

Tasks of the discipline:

- acquisition by students of knowledge of conceptual approaches to conduct marketing research;
- mastering the methods of gathering and analyzing marketing information by students;
- acquisition by students the ability to practically plan and conduct market research, interpret their results;
- mastering the concept of the industrial market and approaches to define the boundaries of the industrial market.

2. Requirements for the results of mastering the discipline:

The mastering of the *Marketing and Competitiveness Management* discipline envisages building the following competencies (parts of competencies) in students:

Table 2.1. The list of competencies acquired by students in the course of the discipline (outcomes of the discipline)

Competence Code	Competence Descriptor	Competence Formation Indicators (within this discipline)
GC-1	Ability to perform critical analysis of problematic situations based on the systemic approach and to develop a plan of action	GC-1.1 Analyzes the task and singles out its basic components GC-1.2 Defines and prioritizes the information needed to solve the task GC-1.3 Searches the information to solve the task by various types of queries GC-1.4 Offers solutions to the problem, analyzes the possible consequences of their use GC-1.5 Analyzes the ways of solving problems of worldview, moral and personal nature based on the use of fundamental philosophical ideas and categories in their historical development and socio-cultural context
GC-6	Capability to determine and implement the priorities of his/her own activities and ways to improve it based on self-assessment.	GC-6.1 Controls the amount of time spent on specific activities GC-6.2 Develops tools and time management techniques when performing specific tasks, projects, goals GC-6.3 Analyzes its resources and their limits (personal, situational, temporary, etc.) for the successful completion of the task GC-6.4 Allocates tasks for long-, medium- and short-term with justification of relevance and analysis of resources for their implementation

GPC-3	Capability to make reasonable organizational and managerial decisions independently, evaluate their operational and organizational efficiency, and social significance, ensure their implementation in terms of a complex (cross-cultural) and dynamic environment.	GPC-3.1 Masters the methods of making the best possible management decisions in a dynamic business environment GPC-3.2 Makes reasonable organizational and managerial decisions GPC-3.3 Evaluates the operational and organizational efficiency and social significance of organizational and managerial decisions GPC-3.4 Ensures the implementation of organizational and managerial decisions in a complex (cross-cultural) and dynamic environment
PC-3	Ability to manage organizations, departments, groups (teams) of employees, projects and networks	PC-3.1 Applies various organization management techniques existing in Russia and abroad PC-3.2 Applies generally accepted standards for effective interaction within the organization

3. THE PLACE OF DISCIPLINE IN HIGHER EDUCATION PROGRAM STRUCTURE

The *Marketing and Competitiveness Management* discipline is an elective block formed by students.

Within the higher education program students also take other disciplines and/or internships that contribute to the achievement of the expected learning outcomes as results of mastering the *Marketing and Competitiveness Management* discipline.

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

Competence Code	Competence Descriptor	Previous Disciplines/Modules, Practices*	Subsequent Disciplines/Modules, Practices*
GC-1	Ability to perform critical analysis of problematic situations based on the systemic approach and to develop a plan of action	Managerial Economics	Master's Degree R&D Pre-graduation Practice Preparing for defense and defense of the degree thesis
GC-6	Capability to determine and implement the priorities of his/her	Managerial Economics	Master's Degree R&D Pre-graduation Practice

	own activities and ways to improve it based on self-assessment.		Preparing for defense and defense of the degree thesis
GPC-3	Capability to make reasonable organizational and managerial decisions independently, evaluate their operational and organizational efficiency, and social significance, ensure their implementation in terms of a complex (cross-cultural) and dynamic environment.	Managerial Economics	Master's Degree R&D Pre-graduation Practice Preparing for defense and defense of the degree thesis
PC-3	Ability to manage organizations, departments, groups (teams) of employees, projects and networks	Managerial Economics	Master's Degree R&D Pre-graduation Practice Preparing for defense and defense of the degree thesis

4. SCOPE OF DISCIPLINE AND TYPES OF SCHOLASTIC WORK

The total workload of the discipline is 3 credits.

Table 4.1. Types of educational work according to the periods of mastering the higher education program for FULL-TIME students

Type of Educational Work	TOTAL, academic hours.	Semester(s)			
		1	2	3	4
<i>Contact Work, academic hours.</i>	54		54		
Lectures (LC)	18		18		
Laboratory Work (LR)					
Practical/seminar classes (PC)	36		36		
<i>Autonomous Work of students, academic hours.</i>	36		36		
<i>Control (exam /graded credit), academic hours.</i>	27		18		
Total Workload of the Discipline	academic hours	108	108		
	credits	3	3		

5. DISCIPLINE CONTENT

5.1. Content of the Section of the Discipline

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

No	Name of the Discipline Section	Content of the Section (topics)	Type of Educational Work
	Section I. Industrial Markets and their Characteristics. Types of Industrial Markets.		

1.	Subject 1. Industrial Market: Concept, Essence, Subjects	The conceptual apparatus of the industrial economy. Defining the boundaries of the industrial market. Types of industrial markets. Determination of the structure of the industrial market, the level of concentration in the industrial market. Strategic and non-strategic barriers to entry into the industrial market.	Lecture, self study
2.	Subject 2. Differentiated Industrial Market	The concept of a differentiated product: prerequisites and the need for product differentiation. A voluminous, limited, specialized, fragmented industrial market. Brand as the highest form of differentiation in the industrial market.	Lecture, self study
Section II. Goals, Objectives and Directions of Marketing Research of the Company as a Subject of the Industrial Market			Lecture, self study
3.	Subject 3. Goals, Objectives and Functions of Marketing Research. Stages of Marketing Research.	Goals and objectives of marketing research. The main areas of marketing research. Principles of marketing research. Classification of marketing research. Stages of planning and conducting marketing research. Methods of conducting marketing research (independent and with the involvement of marketing research agencies).	Lecture, self study
4.	Subject 4. Research of the External Marketing Environment. Analysis of the Macro Environment.	Environment as an object of research. The concepts of macroenvironment and microenvironment of the company. The main factors of the macro environment (political and legal, economic, socio-cultural, technological). Methods of macroenvironment research. PEST analysis. Definition of market capacity.	Lecture, self study
5.	Subject 5. Research of the Competitive Environment.	The main components of the external microenvironment of the company. M. Porter's five competitive forces model. A matrix of comprehensive analysis of the company's business environment in the b2b market at the macro-environment level and at the industry level. The main methods of competitive environment research, sources and methods of obtaining information about competitors.	Lecture, self study

6.	Subject 6. Consumer (Customer) Research	The goal of the study of consumers (customers). Market segmentation. Signs of segmentation of the consumer market (geographical, socio-demographic, psychographic, behavioral signs). Features of consumers and b2b market segmentation, used segmentation features. Methods of consumers segmentation.	Lecture, self study
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Section III. Sources and Methods of Collecting Marketing Information			Type of Educational Work
7.	Subject 7. The Main Types and Sources of Marketing Information. Methods of Collecting Information.	Desk and field research. Internal and secondary information. Sources of secondary information Pros and cons of secondary data usage. The purpose and features of conducting field research. Qualitative and quantitative methods of data collection.	Lecture, self study
8.	Subject 8. Quantitative Research in Marketing.	Characteristics of quantitative marketing research. Panel and tracking studies, goals, organization features. Quantitative methods of research (observation, surveys). Development of a surveys, conducting a surveys. Sample definition, sample types. Problems of using quantitative methods of marketing research in b2b markets.	Lecture, self study
9.	Subject 9. Qualitative Marketing Research	Characteristics of qualitative marketing research. Focus group and in-depth interview: objectives of the research, features of the research, weaknesses and shortcomings of the research, interpretation of the results. Features of the application of qualitative research in B2B markets. Expert methods of qualitative research: expert survey, Delphi method.	Lecture, self study

6. EQUIPMENT AND TECHNOLOGICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Equipment and technological support of the discipline

Classroom Type	Equipment of the Classroom	Specialized Educational/Laboratory Equipment, Software and Materials for the Discipline (if necessary)
Lecture Hall	An auditorium for conducting lecture-type	no

Classroom Type	Equipment of the Classroom	Specialized Educational/Laboratory Equipment, Software and Materials for the Discipline (if necessary)
	classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations.	
Laboratory	A classroom for laboratory work, individual consultations, continuous control and midterm certification, equipped with a set of specialized furniture and equipment.	no
Colloquium	A classroom for conducting colloquium-type classes, group and individual consultations, continuous control and midterm certification, equipped with a set of specialized furniture and multimedia presentation equipment.	no
Computer Class	A computer classroom for conducting classes, group and individual consultations, continuous control and midterm assessment, equipped with personal computers (___ pcs.), a blackboard (screen) and multimedia presentation technical means.	no
Autonomous Work of Students	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIEE.	419

* - the room for autonomous work of students **MUST BE** indicated!

Electronic educational materials used in the teaching process, multimedia presentations, a bank of test tasks, etc. are provided on the Web-local portal.

The following equipment is used for conducting classes:

- classroom whiteboard – 1 pc.;
- multimedia projector – 1 pc.;
- screen – 1 pc.;
- personal computers (laptops, tablets) for practical training.

Description of the classrooms where classes are held

No	Actual address of classrooms and facilities	List of main equipment
1.	Miklukho-Maklay st., 6, room 419	multimedia projector, screen, classroom whiteboard

7. INFRASTRUCTURE AND INFORMATIONAL SUPPORT NECESSARY FOR THE DISCIPLINE

a) Main Readings:

1. Marketing : textbook and workshop for universities / T. A. Lukicheva [et al.] ; edited by T. A. Lukicheva, N. N. Molchanov. — 2nd ed., reprint. and add. — Moscow : Yurayt Publishing House, 2023. — 386 p. — (Higher education). — ISBN 978-5-534-16503-6. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/531182>

2. Eremeeva, N. V. Konkurentosposobnost tovarov i uslug [Competitiveness of goods and services]: textbook and workshop for universities / N. V. Eremeyeva. — 2nd ed., ispr. and add. — Moscow : Yurayt Publishing House, 2023. - 242 p. — (Higher education). — ISBN 978-5-534-09362-9. — Text : electronic // Educational platform Yu wright [website]. — URL: <https://urait.ru/bcode/513996>

b) Additional Readings:

1. Diesperova Natalia Alexandrovna. Marketing [Electronic resource] : Textbook / N.A. Diesperova. - Electronic text data. - Moscow : RUDN Publishing House, 2019. - 315 p. : ill. - ISBN 978-5-209-09415-9.

2. Kotler, F. Armstrong, G. Wong, V. Saunders, J. Principles of Marketing, 5th European edition: Trans. from English – M.: LLC "I.D. Williams", 2014. – S. ill. – Par. tit. eng.

BiblioRossika An electronic library for students, professors and researchers. <http://www.bibliorossica.com/individuals.html?ln=ru>

8. ASSESSMENT TOOLKIT AND GRADING SYSTEM FOR COMPETENCES LEVEL EVALUATION

The assessment materials and the grading system* to evaluate the graduate's level of competences (part of competences) formation as the results of the *Marketing and Competitiveness Management* discipline are specified in the Appendix to course syllabus.

* - The assessment materials and the grading system are formed on the basis of the requirements of the relevant local regulation of RUDN University.

95-100	Excellent A
86-94	Excellent B
69-85	Good C
61-68	Satisfactory D
51-60	Satisfactory E
31-50	Conditionally unsatisfactory FX
0-30	Unsatisfactory F

DEVELOPERS:

Associate Professor of the
Applied Economics Department

Position, educational department

N.A. Diesperova

Signature

Name, surname

HEAD OF EDUCATIONAL DEPARTMENT:

Deputy Head of the Applied

Economics Department



A.A. Chursin

Name of the educational department

Signature

Name, surname

Program Manager

Associate Professor of the

Applied Economics Department

position, name of the department



signature

A.A. Ostrovskaya

Name, surname

Methodological guidelines for students on mastering the discipline (module)

The implementation of the course provides interactive lectures, practical classes (colloquiums) using multimedia equipment, preparation of autonomous creative projects and their subsequent presentations, testing, group discussions on the subject of the course, modern knowledge control technologies.

While studying the discipline, the student must attend a course of lectures, participate in the number of colloquiums provided by the course syllabus, study autonomously some topics of the course and confirm their knowledge during control activities.

The student's work in lectures consists in clarifying the basics of the discipline, briefly taking notes of the material, and clarifying issues that cause difficulties. The lecture notes are the basic educational material along with the textbooks recommended in the main list of readings.

The teaching of the main part of the lecture material involves usage of multimedia tools that facilitate the comprehension and consolidation of the material. Presentations are available for download from the RUDN website and can be freely used by students for educational purposes.

The student must master all the topics provided for by the educational and thematic plan of the discipline. Individual topics and training issues must be mastered autonomously. The student studies the recommended literature, briefly outlines the material, and clarifies the most difficult questions that require clarification during consultations. The same should be done with sections of the course that were skipped due to various circumstances.

For an in-depth study of the issue, the student should study the literature from the additional readings list and specialized websites. It is also recommended that students communicate in professional community forums.

Students study educational, scientific literature and periodicals on an autonomous basis. They have the opportunity to discuss what they have read with the teachers of the discipline during scheduled consultations, with other students at colloquiums, as well as at lectures, asking the professor questions.

The control of autonomous work is carried out by the professor in charge. Depending on the teaching methodology, the following forms of continuous assessment can be used: a short oral or written survey before the start of classes, tests, control papers, written homework, essays, etc.

Discipline Marketing and Competitiveness Management

(name of the discipline)

The following forms of control are used to assess knowledge, skills, and (or) experience of activities that features the stages of competence formation in the process of mastering the educational program

List of evaluation tools

No	Name of the evaluation tool	Brief description of the evaluation tool	Presentation of the evaluation tool in the fund
<i>Classroom Work</i>			
1	Test	A system of standardized tasks enabling to make the procedure of assessment the level of knowledge and skills of the student automatic.	Database of tests
2.	Control Paper	A means of control, organized as a classroom lesson, where students need to independently demonstrate the mastering of the educational material of the subject, section or sections of the discipline.	Questions on subjects and sections of the discipline
3.	Case	A problem where the student is asked to comprehend the real professionally-oriented the situation necessary to solve it.	Tasks to solve the case
4.	Presentation	A means of controlling the ability of students to present the results of the work done to the audience	Subjects of reports
6.	Exam	Evaluation of the student's work during the semester. It is intended to reveal the level, strength and systematicity of theoretical and practical knowledge obtained by the student, the obtaining of independent work skills, the ability to think outside the box, to integrate the knowledge gained and apply it in solving practical problems.	Examples of questions and examination card
<i>Autonomous Work</i>			

1.	Homework	Distinguish between tasks and problems: a) reproductive level, allowing to evaluate and determine knowledge of factual material (basic concepts, algorithms, facts) and the ability to correctly use special terms and concepts, recognition of objects of study within a certain section of the discipline;	Set of tasks and problems
		b) reconstructive levels allowing to evaluate and determine the ability to synthesize, analyze, generalize the actual and theoretical material forming the specific conclusions, the establishment of cause-and-effect relationships; c) creative level, allowing to evaluate and determine skills, integrate knowledge of various fields, to argue their own point of view.	

Department of Applied Economics

Examination Cards

in the MARKETING RESEARCH OF INDUSTRIAL MARKETS discipline

EXAMINATION CARD No. 1

Question 1. The role and place of marketing research within the modern concept of marketing.

Question 2. Survey as a type of marketing research: essence, pros and cons. The main types of surveys.

EXAMINATION CARD No. 2

Question 1. Goals, objectives and methods of marketing research.

Question 2. Questionnaires as a method of marketing research. Compilation of the questionnaire, types of questions, methods of determining the sample.

EXAMINATION CARD No. 3

Question 1. The areas of marketing research.

Question 2. In-depth interviews: the purpose, the organization method, areas of application, pros and cons.

EXAMINATION CARD No. 4

Question 1. Types of marketing information.

Question 2. Determination of the sample size and methods of sampling during marketing research.

EXAMINATION TICKET No. 5

Question 1. Characteristics of the main elements of the macro- and micro-environment of marketing.

Question 2. Marketing research of the market, determination of its main characteristics (capacity, structure, trends).

EXAMINATION CARD No. 6

Question 1. Macro environment analysis, PEST analysis.

Question 2. Methods of competitive environment research.

EXAMINATION CARD No. 7

Question 1. M. Porter's five competitive forces model.

Question 2. A matrix of comprehensive analysis of the company's business environment in the b2b market at the macro-environment level and at the industry level.

EXAMINATION CARD No. 8

Question 1. The essence of market segmentation, the applied criteria.

Question 2. The concept of a differentiated product, the role of differentiation in ensuring the competitiveness of the company.

EXAMINATION CARD No. 9

Question 1. Principles of marketing research organization. Question 2. The concept of an industrial market, the definition of its boundaries.

EXAMINATION CARD No. 10

Question 1. Features of consumer market research. Question 2. Types of industrial markets.

EXAMINATION CARD No. 11

Question 1. Features of industrial market research.

Question 2. Concentration indicators in the industrial market, methods for determining the concentration level.

EXAMINATION CARD No. 12

Question 1. Stages of development and implementation of marketing research.

Question 2. Strategic and non-strategic barriers to market entry.

EXAMINATION CARD No. 13

Question 1. Primary and secondary marketing data. Features of primary data collection.

Question 2. Features and methods of exploratory research.

EXAMINATION CARD No. 14

Question 1. General characteristics of methods of collecting primary marketing information.

Question 2. Panel surveys: purpose, features, pros and cons.

EXAMINATION CARD No. 15

Question 1. Sources of secondary marketing information. Question 2.

Experimental research, trial marketing.

EXAMINATION CARD No. 16

Question 1. Characteristics of in-house information. Question 2.

Projective research methods.

EXAMINATION CARD No. 17

Question 1. Quantitative research methods.

Question 2. Focus groups: the procedure for conducting the study, the specifics of interpreting the result.

EXAMINATION CARD No. 18

Question 1. Qualitative research methods.

Question 2. Methods of expert assessments, criteria for the selection of market experts.

EXAMINATION CARD No. 19

Question 1. Comparative advantages of qualitative and quantitative consumer research.

Question 2. Internet research, methods used in the context of Internet research.

EXAMINATION CARD No. 20

Question 1. Observation: purpose, forms, conditions, pros and cons.

Question 2. Brand as the highest form of differentiated product. The purpose and benefits of branding.

EXAMINATION CARD No. 21

Question 1. "Mystery consumer" as a method of obtaining marketing information. What is the scope of application?

Question 2. Question What parameters underlie in the formation of consumer groups within the PRiZM segmentation system?

EXAMINATION CARD No. 22

Question 1. Expert methods of marketing research of b2b markets. Question 2. Marketing research of the company's brand in the b2b and b2c markets.

As part of the exam, the level of mastering all the competencies of the discipline can be controlled (depending on the question).

The set of examination cards includes assessment criteria for the discipline developed by the teacher and approved at the meeting of the department.

Criteria for assessing of answers to exam questions:

The answer to each exam is valued from 0 to 15 points:

Answer Assessment Criteria:	Scores		
	The answer does not meets the criterion	The answer partially meets the criterion	The answer entirely meets the criterion
The answer is correct	0	1.5	3
Student provides an answer without suggestive questions from the examiner	0	0.75	1.5
Student practically doesn't use the prepared draft	0	0.75	1.5
The answer demonstrates the student's confident command of the terminological and methodological apparatus of the discipline	0	1.5	3
The answer has a clear logical structure	0	1.5	3
The answer demonstrates the student's understanding of the connections between the subject of the question and other sections of the discipline and/or other disciplines	0	1.5	3

This Program has been developed in line with the requirements of the RUDN University Educational Standards.

Developers:

Associate Professor of the Applied Economics Department _____ N.A.

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Name, surname

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_____ A.A. Ostrovsкая

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