**Marketing management**

**Professor Ivashkova N.I.**

**REQUIREMENTS TO A COURSEWORK**

**GENERAL STATEMENTS**

A coursework is an individual study of a topic which has a scientific and practical importance. It assumes a deeper insight into a theoretical issue and practical applications. It requires a lot of additional reading, systematizing, generalising and making conclusion

**COURSEWORK SUBJECT**

***Keep notice: students are absolutely free to choose a topic of the coursework according to their interests.*** ***The subject of coursework is proposed but student can clarify the wording. Coursework should include a theoretical part and a short practical application.***

1. Evaluation of Marketing concepts and management decisions
2. Modern marketing concept in practices
3. The models of portfolio analysis: implications and limitations to marketing and management.
4. Company’ growth strategies: Ansof’s model
5. Porter's Model of Generic Strategies for Competitive Advantage
6. Competitive Strategies
7. SWOT & TOWS analysis for marketing management decisions
8. The Marketing Planning process
9. Marketing strategy and tactics. Linking corporate and functional strategies
10. Relationship marketing. Consumer loyalty development. Partner relationships
11. STP process ( Segmentation, Targeting, Positioning)
12. Positioning at product & brand level
13. Modern Factors, influencing consumer behavior
14. Current trends in the marketing organization
15. Product Life cycle (PLC). Different marketing aims and tools on the different stages of PLC
16. The process of New Product Development
17. Branding policy. Methods of Brand equity estimations
18. Marketing pricing policy
19. Channels of Distribution
20. The Concept of Integrated Marketing Communications
21. Personal Selling, its role in the marketing communications
22. Process of Advertising Campaign Planning
23. PR and their role in the overall marketing strategy.
24. Adaptation vs. standardization strategies for international firms.
25. B2B marketing: specifics of markets, products and main participants.
26. Service marketing: peculiarities & trends.
27. The role of marketing in the financial institutions
28. Not-for-profit marketing
29. Pull and push strategies in marketing channels development.
30. New marketing paradigms and the future of the marketing tools
31. Social media marketing
32. Netnography (Ethnographic Research Online) for marketing decisions
33. Digital marketing: theory and practice

**Coursework structure**

A coursework paper normally consists of:

* title page;
* table of contents;
* introduction;
* text main body (consisting of some units/chapters and sub-units/paragraphs);
* conclusions/recommendations;
* endnotes;
* bibliography;
* appendices.

**Text main body**

The text main body should be well organised and logically structured.

A main body generally consists of **two** **o**r **three chapters (units).** A chapter is normally subdivided into **two or three paragraphs (subunits).**

Usually, the **first chapter** includes the theoretical and methodological background. The **second and** the **third chapters** include suggestions on the possible use of theoretical and methodological developments **in practice.** There should be **linking between the chapters.**

***Pay attention: the size of all chapters (paragraphs) should be balanced. The length of a paragraph is not less than 1 page.***

* A coursework should not be less than **20 and more than 25 pages.**

**Assessment scheme**

The project is assessed according to the following scheme:

**Type of work Percentage of the final score**

Formal requirements 20

Written document 55

Oral defence 25

***Total score 100***

The **final grade** is calculated as:

0-49 Failed

50-69 Satisfactory

70-84 Good

85-100 Excellent

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| --- | --- |
| **Deadline** | Work to be done and approved by the supervisor |
| April 4-6  May 16  May 23 -25 | Formulating the **topic**, developing **Contents (draft)**,  **Final paper** is to be presented to the supervisor.  Supervisor assesses a written document according to requirements and formulates questions and problems for oral defense.  **Oral** defense of the coursework. |