

**Education Establishment
«Grodno State Agrarian University»**

APPROVED BY:

Rector of Grodno State Agrarian
University

_____ V.K.Pestis

«_____» _____ 2019г.

Registration № УД - ____/уч.

MARKETING ANALYSIS

Educational establishment's curriculum on discipline:

1-25 80 01 Economics

The curriculum is made on basis :

1. «Типового учебного плана для специальности 1-25 80 01 Экономика, утвержденного Первым заместителем Министра образования Республики Беларусь И. А.Старовойтовой 21.03.2019г., регистрационный номер № Е 25-2-001/пр-тип

PREPARED BY:

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Examined and approved for the publishing in the meeting of the chair of Management, Marketing & Law the report №9 from 26.06.2019.

It is approved and recommended to the statement by methodical council of Educational Establishment «Grodno State Agrarian University» from _____ 2019, the report № ____.

1 EXPLANATORY NOTE

1.1 The relevance of the study of the discipline

The discipline is focused on the analytical activity of undergraduates in the enterprise and lays knowledge and understanding of professional methods for market analysis using marketing tools.

The discipline is based on competencies previously acquired by students in the study of the disciplines of Management, Marketing, Fundamentals of Law, Methods of Scientific Research, and Organization Management.

1.2 The purpose and objectives of discipline

The purpose of the discipline “Marketing analysis” is focused on the analytical study of managerial decision-making in market conditions using marketing tools.

Deals with concepts, methods, and applications of decision modeling to address such marketing issues as segmentation, target market selection, new product forecasting, positioning, and resource allocation. Provides skills to translate conceptual understanding into specific operational plans-a skill in increasing demand in organizations today. Using market simulations and related exercises tied to PC-based computer software, students will develop marketing strategy and plans in various decision contexts.

Tasks of studying the discipline:

- providing theoretical training in planning and conducting marketing research;
- study of the information system of marketing research;
- the formation of a systematic approach to the problems of conducting marketing analysis and making marketing decisions

Knowledge and understanding

- demonstrate knowledge and understanding in the main field of study, including both broad knowledge of the field and a considerable degree of specialised knowledge in certain areas of the field as well as insight into current research and development work, and
- demonstrate specialised methodological knowledge in the main field of study.

Competence and skills

- demonstrate the ability to critically and systematically integrate knowledge and analyse, assess and deal with complex phenomena, issues and situations even with limited information
- demonstrate the ability to identify and formulate issues critically, autonomously and creatively as well as to plan and, using appropriate methods, undertake advanced tasks within predetermined time frames and so contribute to the formation of knowledge as well as the ability to evaluate this work

- demonstrate the ability in speech and writing both nationally and internationally to clearly report and discuss his or her conclusions and the knowledge and arguments on which they are based in dialogue with different audiences, and
- demonstrate the skills required for participation in research and development work or autonomous employment in some other qualified capacity.

Judgement and approach

- demonstrate the ability to make assessments in the main field of study informed by relevant disciplinary, social and ethical issues and also to demonstrate awareness of ethical aspects of research and development work
- demonstrate insight into the possibilities and limitations of research, its role in society and the responsibility of the individual for how it is used, and
- demonstrate the ability to identify the personal need for further knowledge and take responsibility for his or her ongoing learning.

As a result of studying the discipline, the master should consolidate and develop the following universal (UK) and in-depth professional (CPC) and special (SC) competencies provided for in the educational standards of the Republic of Belarus:

UK-1. Be able to apply methods of scientific knowledge (analysis, comparison, systematization, abstraction, modeling, data validation, decision making, etc.) in independent research activities, generate and implement innovative ideas

CPC-5. Be able to carry out data analysis to solve economic, managerial, research problems

SK-10. Be able to put into practice the basic methods and tools of marketing analysis

1.3 Structure of discipline content

The content of the discipline is presented in the form that are characterized by relatively independent enlarged didactic units of the content of training. The total number of hours under the program is 198 hours, of which 62 hours are in-class hours, including 24 hours of lecture and 38 hours of practical.

Semester	Total hours	In-class hours	Lectures	Practices	Laboratory Work	Forms of Attestation
1	198	62	24	38	0	Exam

Forms of higher education process: full-time, part-time.

CONTENT OF DISCIPLINE

#	Section title / theme of discipline	The content of the section / topic of discipline
1.	The Concept And Technology Of Marketing Analysis	The concept, essence and role of analysis in marketing. Object, subject of marketing analysis. Directions and tasks of marketing analysis. The general scheme and stages of marketing analysis. Methodology of marketing analysis. Ways to conduct marketing analysis. The specifics of conducting analysis in certain areas to achieve strategic and tactical goals of business development. Information support of marketing analysis.
2.	Methods of Marketing Analysis	Statistical analysis methods; Comparison, grouping, average values, mode, median, modal interval, dispersion width. Absolute and relative values. Balance method. Index and graphic methods. math modeling; modeling processes and risks; heuristic methods (expert judgment methods); multidimensional (matrix) methods of analysis; expert methods; brainstorming (brainstorming); panel methods; synectic method; analytical memos; focus group; Delphi method; PATTERN method, RetailAudit, Hall-test, Home-test, etc.hybrid methods of analysis in marketing.
3.	Market Analysis	The feasibility of analysis of external and internal environmental factors for making management decisions. Classification of factors of the market environment and analysis of their impact on the production and marketing activities of the enterprise. Using the SWOT analysis tool to assess the state of the market environment and identify competitive advantages.
4.	Consumer Analysis	Analysis of customer needs and motivation. Determination of consumer preferences for goods, intentions to make a purchase. Analysis of the behavior before, during and after the purchase. Customer segmentation.
5.	Competitor Analysis	Analysis of enterprise competitiveness. Methods for assessing competitiveness. A set of factors affecting the competitiveness of an enterprise. Competitiveness analysis by factor
6.	Sales & Cost Analysis	Expediency and features of the analysis of the pricing policy of the enterprise. Background information for the analysis of prices and demand. The essence of pricing policy and the direction of analysis of its effectiveness. Price analysis methods. Monitoring of market prices and analysis of the average price level in specialized markets. Analysis and graphical representation of price dynamics. Analysis of the state of demand and price elasticity. Tasks of sales analysis. General characteristics of sales policy. Analysis of work with intermediaries.
7.	Communication Policy Analysis	General characteristics of the marketing communications of the enterprise. Assessment of the effectiveness of the impact on the target audience. Assessment of economic efficiency. Identification of shortcomings and ways to improve marketing communications and their effectiveness.
8.	Marketing Research Presentation	WrittenReport. Oral Report. Presentation of the Research

MAP OF THE COURSE

Topic Number	Title of section, topic, lesson; list of issues	Total hours	In-class hours			Quantity of the hours allocated on CIW of students (including the hours allocated for a term paper)	Material (evident, methodical benefits, etc.)	Literature	Forms of Control
			Lectures	Practical lessons	Controllable independent work of the student				
1	2	3	4	5	6	7	8	9	10
	MODULE 1						Multimedia presentation, TMC	[1-3]	Interviewing and writing essays
1	The Concept And Technology Of Marketing Analysis	23	2	4		17			
	The aim of analysis in marketing Types of Marketing Analysis Marketing Research Process Conducting Market Research								
2.	Methods of Marketing Analysis	23	2	4		17			
	Methods Of Marketing Research Methods For Statistical Data Analysis; Mathematical Modeling; Heuristic Analysis Method; Hybrid Analysis Methods								
	MODULE 2								

Topic Number	Title of section, topic, lesson; list of issues	Total hours	In-class hours			Quantity of the hours allocated on CIW of students (including the hours allocated for a term paper)	Material (evident, methodical benefits, etc.)	Literature	Forms of Control
			Lectures	Practical lessons	Controllable independent work of the student				
1	2	3	4	5	6	7	8	9	10
3	Market Analysis	27	4	6		17	Multimedia presentation, TMC	[1-3]	Interviewing and writing essays
	Market Analysis Plan Market size & profitability Market trends Key success factors								
4	Consumer Analysis	27	4	6		17			
	Consumer Analysis Plan Consumers Behavior Analysis Segmentation Process						M/m presentation, TMC	[1-3]	Individual work
5	Competitor Analysis	25	4	4		17			
	Competitor Analysis Plan Five Forces Model of Competition Methods Of Analyzing Competition						M/m presentation, TMC	[1-3]	Individual work
6	Sales & Cost Analysis	23	2	4		17			
	Sales & Cost Analysis Plan						M/m	[1-3]	Individual work

Topic Number	Title of section, topic, lesson; list of issues	Total hours	In-class hours			Quantity of the hours allocated on CIW of students (including the hours allocated for a term paper)	Material (evident, methodical benefits, etc.)	Literature	Forms of Control
			Lectures	Practical lessons	Controllable independent work of the student				
1	2	3	4	5	6	7	8	9	10
	Price Analysis Methods Dynamic Analysis of Pricing Distribution Analysis Analysis of marketing intermediaries						presentation, TMC		
7	Communication Policy Analysis	27	4	6		17			
	Communication Policy Analysis Plan General characteristics of the marketing mix Advertising Analysis Public Relations analysis						M/m presentation, TMC	[1-3]	Individual work
8	Marketing Research Presentation	23	2	4		17			
	Written Report Oral Report Presentation of the Research						M/m presentation, TMC	[1-3]	Individual work
	ITOFO	198	24	38		136			

INFORMATION PART

Basic Literature:

1. Дурович, А.П. Практика маркетинговых исследований. В 2 кн. – Минск: Изд-во Гревцова, 2008. – 400 с.
2. Казакова, Н.А. Маркетинговый анализ: Учебное пособие / Н.А. Казакова. – М.: Инфра-М, 2015. – 24 с.
3. Малхотра, Нэреш К. Маркетинговые исследования. Практическое руководство, 3-е издание.: Пер. с англ. — М.: Издательский дом Вильямс, 2002. — 960 с.

Additional Literature:

1. Мескон, М. Х. Основы менеджмента / М. Х. Мескоп, М. Альберт, Ф. Хедоури. - М. : Дело, 1999. - 800 с.
2. Беляевский И.К. Маркетинговое исследование: Учебное пособие, руководство по изучению дисциплины, практикум по курсу, учебная программа / Московский государственный университет экономики, статистики и информатики. — М. 2004, — 414 с. Электронный ресурс: <http://htbiblio.yolasite.com/resources/%D0%91%D0%B5%D0%BB%D1%8F%D0%B5%D0%B2%D1%81%D0%BA%D0%B8%D0%B9.pdf>
3. Калужский, М. Л. Практический маркетинг : учеб. пособие для вузов / М. Л. Калужский. – СПб. : Питер, 2015. – 169 с.
4. Steenburgh, T., Avery, J. Marketing Analysis Toolkit: Situation Analysis \ Harvard Press. Electronic resource: <https://pdfs.semanticscholar.org/d82b/e68ab05a17d7e1f38961496d2c84b781bc1f.pdf>
5. Noah Parsons. Market Analysis in 4 Steps. Electronic resource: <https://www.liveplan.com/blog/market-analysis-in-4-steps/>

THE REPORT OF THE COORDINATION OF THE CURRICULUM WITH OTHER COURSES OF THE SPECIALITY

The course of study name from which the coordination is required	The department name.	Offers on changes in the curriculum maintenance on a studied subject matter.	The decision accepted by the department which has developed the curriculum (with instructions of date and report number)

**ADDITIONS AND CHANGES FOR THE CURRICULUM
ON THE STUDIED SUBJECT MATTER**

for 2020/2021 academic year

№	Additions and changes	Basis

The curriculum is reviewed and approved at the meeting of the department the department of economic theory (the report № from / 2020)

The Associate Professor of the Chair of MM&L
PhD in Economics

_____ I.Darashkevich

APPROVED BY
The Dean of the Faculty of Economic
Candidate of Economic Sciences,
Associate Professor

_____ Hrybau A.U.