



Co-funded by the  
Erasmus+ Programme  
of the European Union

## **Module 2: Marketing - Introduction to Theory and Practice**

### **Module Description**

**The module was developed for wide range of specialists working in academic, governmental, and non-governmental sectors to provide knowledge and skills in marketing theory and practice for organization of National Awareness Day.**

**Module Aims and Overview:**

The aim of this module is intended to provide a foundation in the most significant issues in management and marketing theory and practice for students with disabilities. As well, development of knowledge and skills in marketing theory and practice, understanding of social marketing and application of marketing principles for public issues, ability to communicate with different groups of population and organize marketing campaigns focusing on people with special needs.

**ECTS Allocation:**

ECTS: 3 Credits (workload including individual work and readings individual and group assignments, exams, self-preparation)

In Uzbekistan (for project purposes)

1 Credit = 30 hours

In Kazakhstan (according to ECTS) – 1 credit is 30 hours

**Total duration: 90 hours**

Contact hours: 45 hours.

(45hours: 15x3 hour lessons)

Additionally: 45 hours for learners' individual work:

30 hours' homework, 15 hours' presentation.

**Module Organiser (s) Contact Details:**

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3. Kulob Institute of Technology and Innovation Management (KITIM)-partner, Habibullo Nozimov;  
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**Name of Trainer(s):**

Gulomov Sherzod, MD, PhD  
Gainel Ussatayeva, MD, MPH, PhD  
Iliya Krugovykh, MA

**Target Group:**

1. Internal target groups: Lecturers, employees (scientists, technical, administration, students);
2. Intermediate target groups: Graduates, emeriti, retired employees;
3. External target groups: Potential students, schools, NGOs, scientific community, research funders, government, corporations, political institutions, general public, media, donors, foundations.

**Participant Requirements:**

Bachelor degree students

**Learning Outcomes (i.e. "Can do")**

1. Be able to identify and explain key management and marketing concepts and theories.
2. On successful completion of the module participants will understand principals of marketing and societal and relationship marketing.
3. Will be able to develop marketing strategies oriented to public issues.
4. Can organize social marketing campaigns with special focus for people with disabilities and other target populations.
5. Can effectively communicate with stakeholders, beneficiaries, local authority, policy members, NGOs, neighborhood.
6. Can work in a team on development of an event.
7. Deliver an oral presentation and prepare report for dissemination.

## Module Materials:

1. Handouts of presentations
2. Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.
3. Matt Lawson, M. L. (2019, January 15). 4 guidelines for the future of marketing -Think with Google. Retrieved July 8, 2019, from <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/future-of-marketing-mobile-micro-moments/>
4. Definition Marketing. (2019, June 25). Retrieved July 8, 2019, from <https://www.investopedia.com/terms/m/marketing>
5. The five evolution eras of marketing (2017, August) Retrieved July 8, 2019, form ) <http://hivestudio.net/the-5-evolution-eras-of-marketing/>
6. Ш.Запарходжаев, И.Иватов, Р.Аюпов. Маркетинг, Тошкент, “Иқтисодиёт”, 2011 йил, 132 бет
7. Matt Lawson, M. L. (2019, January 15). 4 guidelines for the future of marketing - Think with Google. Retrieved July 8, 2019, from <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/future-of-marketing-mobile-micro-moments/>
8. Thoughts About the Future of Marketing | Brand 24 Blog. (2016, April 25). Retrieved July 8, 2019, from <https://brand24.com/blog/the-future-of-marketing/>
9. Jason Hall, J. H. (2019, April 10). What Will Digital Marketing Look Like in 10.... Retrieved July 8, 2019, from <https://fivechannels.com/what-will-digital-marketing-look-like-in-10-years/>
10. Thom Gruhler, T. G. (2018, April 18). Five Trends Shaping The Future Of Marketing. Retrieved July 8, 2019, from <https://www.forbes.com/sites/forbesagencycouncil/2018/04/18/five-trends-shaping-the-future-of-marketing/>
11. The Future of Marketing: Six Visionaries Speak. (n.d.-f). Retrieved July 8, 2019, from <https://www.marketo.com/articles/the-future-of-marketing-six-visionaries-speak/>
12. Definition Marketing. (2019, June 25). Retrieved

- July 8, 2019, from <https://www.investopedia.com/terms/m/marketing.asp>
13. Ranchhod, A., & Gurau, C. (2007). *Marketing strategies: A contemporary approach*. Harlow: Financial Times Prentice Hall.
  14. O’Riordan, f. & Lehninger, D. (2002) *Business 2* (1st Edition). Oldenbourg Verlag.
  15. The five evolution eras of marketing (2017, August) Retrieved July 8, 2019, form <http://hivestudio.net/the-5-evolution-eras-of-marketing/>
  16. Clegg, Stewart; Kornberger, Martin; Pitsis, Tyrone; Mount, Matthew. (2019) *Managing and organizations: an introduction to theory and practice*, Los Angeles: SAGE.
  17. Pitsis, Tyrone. (2016) 'Managingsensemarketing', in *Managing & organizations: an introduction to theory and practice*, Los Angeles: SAGE., pp.17-50
  18. Baines, Paul; Fill, Chris; Rosengren, Sara; Antonetti, Paolo. (2017) *Fundamentals of marketing*, Oxford: Oxford University Press.
  19. American Marketing Association. (2012). “What Are the Definitions of Marketing and Marketing Research?” available at <http://www.marketingpower.com/content4620.php>, accessed December 8, 2012.
  20. Аюпов Р.Х., Шорахмедов Ш.Ш., Обломуродов Н.Х., Имомқориева Ш.Р. *Маркетинг (ўқув қўлланма)*. Тошкент, СБОА, “Иқтисодиёт ва ҳуқуқ дунёси” нашриёт уйи, 2003 йил.
  21. Ferrell, O.C. (2005). A Framework for Understanding Organizational Ethics, in *Business Ethics: New Challenges for Business Schools and Corporate Leaders*. R.A. Peterson and O.C. Ferrell (eds.) Armonk, New York: M.E. Sharpe, 3-17.
  22. Homburg, C., H. Krohmer and J.P. Workman. (2004). A Strategy Implementation Perspective of Market Orientation, *Journal of Business Research*, Vol. 57, 1331-1340.
  23. Kotler P., Lee N. *Social Marketing: Behavior Change for Social Good* (6th Edition). Sage Publication. 2019. 625p.

24. Hague P., Cupman J., Harrison M., Truman O. Market Research in Practice: An Introduction to Gaining Greater Market Insight (3rd Edition). Kogan Page. 2016. 400 p.
25. Дюсембекова Ж.М. Маркетинговые исследования. Учебное пособие. Алматы.- Экономика. – 2009.- 189с
26. Дорофеева Л.И. Организационное поведение. [http://elibrary.sgu.ru/uch\\_lit/1149.pdf](http://elibrary.sgu.ru/uch_lit/1149.pdf) Jason Hall, J. H. (2019, April 10). What Will Digital Marketing Look Like in 10. ... Retrieved July 8, 2019, from <https://fivechannels.com/what-will-digital-marketing-look-like-in-10-years/>
27. Backaler J. Digital Influence: Unleash the Power of Influencer Marketing to Accelerate Your Global Business. (1st edition). Palgrave Macmillan. 2018. 214p.
28. Chernev A., Kotler P. Strategic Marketing Management (9th edition). Cerebellum Press. 2018. 296 p.
29. Ranchhod, A., & Gurau, C. (2007). Marketing strategies: A contemporary approach. Harlow: Financial Times Prentice Hall.
30. Jason Hall, J. H. (2019, April 10). What Will Digital Marketing Look Like in 10. ... Retrieved July 8, 2019, from <https://fivechannels.com/what-will-digital-marketing-look-like-in-10-years/>
31. Neher K., Byers M., et al. Digital Marketing That Actually Works the Ultimate Guide: Discover Everything You Need to Build and Implement a Digital Marketing Strategy That Gets Results. 2019. 300p.
32. McDonald J. Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing Platform; Workbook edition. 2019. 452p.
33. Минко И.С., Степанова А.А. Маркетинг: Учеб. пособие/Под ред. И.С. Минко.:СПб.: НИУ ИТМО; ИХиБТ, 2013. 155с.
34. Р. Ньютон. Управление проектами от А до Я. Пер. с англ. – 2-е изд. – М.: Альпина Паблицерз, 2009. – 180 с.

35. Iqbal S. A Practical Guide to NGO and Project Management: Non-Profit management. 2019. 317 p.
36. Hague P., Cupman J., Harrison M., Truman O. Market Research in Practice: An Introduction to Gaining Greater Market Insight (3rd Edition). Kogan Page. 2016. 400 p.
37. American Red Cross. 2004. "Preparing for Disaster for People with Disabilities and Other Special Needs." Accessed November 5, 2013. <http://www.redcross.org>
38. Ammons, D. N., Smith, K. W., Stenberg, C. W. 2012. "The Future of Local Government: Will Current Stresses Bring Major, Permanent Changes?" State and Local Government Review 44(1 Supplement): 64S–75S.
39. Еремин В.Н. Маркетинг: основы и маркетинг информации. Учебник. -М.: КНОРУС, 2009, -656 стр.
40. Huebner, K. M., Prickett, J. G., Welch, T. R., Joffe, E. 2003. "Hand in Hand: Essentials of Communication and Orientation and Mobility for Your Students Who Are Deaf-Blind." New York: AFB Press.

**Module  
Assessment:**

Students are assessed according to their active participation during the course, performance in practical classes, creative presentations of self-studies and final test results. The total grade for the course is divided as follows:

- Practical lessons: 25%
- Self-Study: 25%
- Final test: 50%

Assessment of practical lessons: Attendance is important in gaining points as students are mostly assessed in communicative environment which involves student-to-student and student-to-teacher interaction. The total grade of the practical lesson is 25% out of which:

- Participation in classroom activities (role-plays, discussions): 10%
- Classroom exercises, case study, workshop, tests etc: 10%
- Bonus for leadership in teamwork: 5%

#### Self-Study:

Self-study is assessed by checking accomplishment of workbook exercises and oral presentation. Student homework is collected and graded at the start of each lesson. Each student makes one presentation at the end of the semester.

- Homework: 20%
- Presentation: 5%



