

Module Name 2: Marketing: Introduction to Theory and Practice



Module 2: Content

1. Nature and scope of Marketing
2. Social Marketing
3. Research Methods in Marketing
4. Research Methods in Marketing II
5. Information in Marketing
6. Organizational Behavior
7. Communications Strategy in Marketing
8. Digital Marketing
9. Public Relations (PR) and Marketing
10. Advertising in Marketing
11. Project Management in Marketing
12. Marketing for NGOs and NPOs
13. How to conduct National Awareness Day?
14. How evaluate conducted National Awareness Day?
15. Success Stories of Social Marketing

WEEK ONE

AIMS: Understand and appreciate the nature and scope of marketing, its historical development and role in industry and society.

ACHIEVED AIMS: Upon the completion of the week one student/participant will be able to define what is marketing, be aware evolution marketing theory, understand marketing concepts.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 1. Class 1	Nature and scope of Marketing	1. Introduction to Marketing: Theory and Practice – 20 min 2. Explanation the Fundamentals of Marketing – 20 min. 3. Discussing the Concepts of Marketing – 30 mins 4. Training of the explained material (30 mins) 5. Control (20 mins)	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials: Presentation; Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p. Matt Lawson, M. L. (2019, January 15). 4 guidelines for the future of marketing -Think with Google. Retrieved July 8, 2019 Ш.Запарходжаев, И.Иватов, Р.Аюпов. Маркетинг, Тошкент, “Иқтисодиёт”, 2011 йил, 132 бет Definition Marketing. (2019, June 25). Retrieved July 8, 2019, from https://www.investopedia.com/terms/m/marketing.asp The five evolution eras of marketing (2017, August) Retrieved July 8, 2019, from) http://hivestudio.net/the-5-evolution-eras-of-marketing/ Equipment: laptop, projector, whiteboard, markers.

WEEK TWO

AIMS: Understand what is social marketing, identify differences between social and commercial marketing, appreciate key features of social marketing.

ACHIEVED AIMS: Upon the completion of the week two student/participant will be able to develop critical understanding of social marketing, its role in influence to target groups, audience segmentation and behavior change.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 2. Class 2	Social Marketing	1. Breakdown of Social Marketing– 20 min 2. Exposition the key features of Social Marketing– 20 min. 3. Learning the main Concepts of Social Marketing– 30 mins 4. Case study (30 mins) 5. Control (20 mins)	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials: Presentation; Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p. Kotler P., Lee N. Social Marketing: Behavior Change for Social Good (6th Edition). Sage Publication. 2019. 625p. Equipment: laptop, projector, whiteboard, markers.

WEEK THREE

AIMS: To know and understand essential research methods in marketing, selection of relevant methods for different purposes and target groups.

ACHIEVED AIMS: Upon the completion of the week three student/participant will be able to choose appropriate research method for marketing study.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 3. Class 3	Research Methods in Marketing	1. Research methods in Marketing – 40 min 2. Developing the research plan (workshop) – 40 min 3. Training of the explained material – 40 min	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials: Presentation; Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p. Hague P., Cupman J., Harrison M., Truman O. Market Research in Practice: An Introduction to Gaining Greater Market Insight (3 rd Edition). Kogan Page. 2016. 400 p. Equipment: laptop, projector, whiteboard, markers.

WEEK FOUR

AIMS: To know and understand research approaches in marketing, selection of relevant research tools for different purposes and target groups.

ACHIEVED AIMS: Upon the completion of the week four student/participant will be able to develop research plan.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 4. Class 4	Research Methods in Marketing II	<p>1. Research approaches in Marketing (qualitative and quantitative)– 40 min</p> <p>2. Learning how to express information about instruments of Marketing– 40 min</p> <p>3. Developing the research plan (workshop) – 40 min</p>	<p>1. Participation in classroom activities (role-plays, discussions): 10%;</p> <p>2. Classroom exercises, case study, workshop, tests etc: 10%;</p> <p>3. Bonus for leadership in teamwork: 5%.</p>	<p>Materials:</p> <p>Presentation;</p> <p>Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.</p> <p>Аюпов Р.Х., Шорахмедов Ш.Ш., Обломуродов Н.Х., Имомқориева Ш.Р. Маркетинг (ўқув қўлланма). Тошкент, СБОА, “Иқтисодиёт ва ҳуқуқ дунёси” нашриёт уйи, Тошкент, 2003 йил.</p> <p>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.</p> <p>Дюсембекова Ж.М. Маркетинговые исследования. Учебное пособие. Алматы.- Экономика. – 2009- 189 с</p> <p>Equipment: laptop, projector, whiteboard, markers.</p>

WEEK FIVE

AIMS: To know and understand what is information, its application to marketing, effective ways of information exchange.

ACHIEVED AIMS: Upon the completion of the week five student/participant will know about information management and will be able to choose effective ways of information exchange for marketing.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 5 Class 5	Information in Marketing	<p>1. Definition of the role of Information in Marketing - 40 min</p> <p>2. Introduction of Information management – 40 min</p> <p>3. Learning the effective ways of information exchange for marketing (workshop) – 40 min</p>	<p>1. Participation in classroom activities (role-plays, discussions): 10%;</p> <p>2. Classroom exercises, case study, workshop, tests etc: 10%;</p> <p>3. Bonus for leadership in teamwork: 5%.</p>	<p>Materials:</p> <p>Presentation;</p> <p>Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.</p> <p>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/</p> <p>Backaler J. Digital Influence: Unleash the Power of Influencer Marketing to Accelerate Your Global Business. (1st edition). Palgrave Macmillan. 2018. 214p.</p> <p>Equipment: laptop, projector, whiteboard, markers.</p>

WEEK SIX

AIMS: To know and understand what is organizational behavior, features and objectives of organizational behavior, interaction between people and organizations.

ACHIEVED AIMS: Upon the completion of the week six student/participant will be able to understand challenges and opportunities of organizational behavior for improving productivity and meeting business goals.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 6 Class 6	Organizational Behavior	<p>1. Introduction to organizational Behavior - 40 min</p> <p>2. Illustration the features and objectives of organizational behavior – 40 min</p> <p>3. Breakdown the challenges & opportunities of organizational behavior (workshop) – 40 min</p>	<p>1. Participation in classroom activities (role-plays, discussions): 10%;</p> <p>2. Classroom exercises, case study, workshop, tests etc: 10%;</p> <p>3. Bonus for leadership in teamwork: 5%.</p>	<p>Materials:</p> <p>Presentation;</p> <p>Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.</p> <p>Дорофеева Л.И. Организационное поведение. http://elibrary.sgu.ru/uch_lit/1149.pdf</p> <p>Еремин В.Н. Маркетинг: основы и маркетинг информации. Учебник. - М.: КНОРУС, 2009, -656 стр.</p> <p>Equipment: laptop, projector, whiteboard, markers.</p>

WEEK SEVEN

AIMS: To know and understand what is communications strategy, features and objectives of organizational behavior, interaction between people and organizations.

ACHIEVED AIMS: Upon the completion of the week seven student/participant will be able to understand communication strategies in marketing.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 7 Class 7	Communications Strategy in Marketing	<p>1. Introduction the communication s strategy in Marketing - 40 min</p> <p>2. Definition the marketing Communicatio n Channels and Tools – 40 min</p> <p>3. Learning the opportunities in Communicatio n Strategies (workshop) – 40 min</p>	<p>1. Participation in classroom activities (role-plays, discussions): 10%;</p> <p>2. Classroom exercises, case study, workshop, tests etc: 10%;</p> <p>3. Bonus for leadership in teamwork: 5%.</p>	<p>Materials:</p> <p>Presentation;</p> <p>Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.</p> <p>Chernev A., Kotler P. Strategic Marketing Management (9th edition). Cerebellum Press. 2018. 296 p.</p> <p>Ranchhod, A., & Gurau, C. (2007). Marketing strategies: A contemporary approach. Harlow: Financial Times Prentice Hall.</p> <p>Equipment: laptop, projector, whiteboard, markers.</p>

WEEK EIGHT

AIMS: To know and understand what is digital marketing, different types, and their application to marketing purposes.

ACHIEVED AIMS: Upon the completion of the week eight student/participant will be able to use digital technologies in marketing.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 8 Class 8	Digital Marketing	1. Explanation the Digital technologies in Marketing- 40 min 2. Practicing the Digital Marketing and Internet – 40 min 3. Discussing the Social Networks in Marketing (workshop) – 40 min	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials: Presentation; Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p. 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. Equipment: laptop, projector, whiteboard, markers.

WEEK NINE

AIMS: To know and understand what is Public Relations, how to use Public Relations opportunities in marketing, including social marketing.

ACHIEVED AIMS: Upon the completion of the week nine student/participant will be able to understand role of PR in marketing and how to apply PR for social programs and events.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 9 Class 9	Public Relations and Marketing	<p>1. What is Public Relations? - 40 min</p> <p>2. Role and Impact of Public Relations (seminar) – 40 min</p> <p>3. Training of the explained material – 40 min</p>	<p>1. Participation in classroom activities (role-plays, discussions): 10%;</p> <p>2. Classroom exercises, case study, workshop, tests etc: 10%;</p> <p>3. Bonus for leadership in teamwork: 5%.</p>	<p>Materials:</p> <p>Presentation;</p> <p>Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.</p> <p>McDonald J. Social Media Marketing Workbook: How to Use Social Media for Business. CreateSpace Independent Publishing Platform; Workbook edition. 2019. 452p.</p> <p>Equipment: laptop, projector, whiteboard, markers.</p>

WEEK TEN

AIMS: To know and understand what is advertising, types of media, how to set advertising objectives, evaluating of advertising effectiveness.

ACHIEVED AIMS: Upon the completion of the week ten student/participant will be able to understand role of advertising in marketing and how to set advertising objectives and evaluate effectiveness of advertising.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 10 Class 10	Advertising in Marketing	<p>1. Description the advertising and comparison types of media - 40 min</p> <p>2. Setting the advertising objectives – 40 min</p> <p>3. Evaluation the advertising effectiveness (workshop) – 40 min</p>	<p>1. Participation in classroom activities (role-plays, discussions): 10%;</p> <p>2. Classroom exercises, case study, workshop, tests etc: 10%;</p> <p>3. Bonus for leadership in teamwork: 5%.</p>	<p>Materials:</p> <p>Presentation;</p> <p>Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.</p> <p>Минко И.С., Степанова А.А. Маркетинг: Учеб.пособие/Под ред. И.С. Минко.:СПб.: НИУ ИТМО; ИХиБТ, 2013. 155с.</p> <p>Equipment: laptop, projector, whiteboard, markers.</p>

WEEK ELEVEN

AIMS: To know and understand what is project, project management, how to use project approach in marketing.

ACHIEVED AIMS: Upon the completion of the week eleven student/participant will be able to understand principles of project management, and will be able to develop proposal for project in marketing.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 11 Class 11	Project Management in Marketing	1. Introduction to Project Management - 40 min 2. Breakdown the types of Projects – 40 min 3. Training of the explained material – 40 min	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials: Presentation; Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p. Р. Ньютон. Управление проектами от А до Я. Пер. с англ. – 2-е изд. – М.: Альпина Паблицерз, 2009. – 180 с. Equipment: laptop, projector, whiteboard, markers.

WEEK TWELVE

AIMS: To know and understand what is non-governmental and non-profit organization, creating the unique marketing mix for non-profit marketing.

ACHIEVED AIMS: Upon the completion of the week twelve student/participant will be able to discuss the role of nonprofit marketing, develop a strategic marketing plan for a nonprofit organization.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 12 Class 12	Marketing for NGOs and NPOs	<p>1. Learning the Principles, Concepts and Methods of marketing for Non-Profit sector- 40 min</p> <p>2. Designing the Strategic Marketing Planning in a Non-Profit Organization – 40 min</p> <p>3. Creating the Unique Marketing Mix (workshop) – 40 min</p>	<p>1. Participation in classroom activities (role-plays, discussions): 10%;</p> <p>2. Classroom exercises, case study, workshop, tests etc: 10%;</p> <p>3. Bonus for leadership in teamwork: 5%.</p>	<p>Materials:</p> <p>Presentation;</p> <p>Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p.</p> <p>Iqbal S. A Practical Guide to NGO and Project Management: Non-Profit management. 2019. 317 p.</p> <p>Equipment: laptop, projector, whiteboard, markers.</p>

WEEK THIRTEEN

AIMS: To know and understand what is NAD, how to use marketing strategies to organize and conduct NAD, devoted to Inclusive Culture.

ACHIEVED AIMS: Upon the completion of the week thirteen student/participant will be able to organize and conduct NAD.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 13 Class 13	How to conduct National Awareness Day?	1. What is NAD, purpose and strategies. - 40 min 2. Developing the strategies for NAD – 40 min 3. Work with stakeholders (workshop) – 40 min	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials: Presentation; Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p. Hague P., Cupman J., Harrison M., Truman O. Market Research in Practice: An Introduction to Gaining Greater Market Insight (3 rd Edition). Kogan Page. 2016. 400 p. Equipment: laptop, projector, whiteboard, markers.

WEEK FOURTEEN

AIMS: To know and understand how to assess social events and campaigns on the example of NAD, devoted to Inclusive Culture.

ACHIEVED AIMS: Upon the completion of the week fourteen student/participant will be able to evaluate conducted NAD.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 14 Class 14	How evaluate conducted National Awareness Day?	1. What is evaluation of social event or campaign? - 40 min 2. Research the methods of evaluation – 40 min 3. Evaluation of NAD (workshop) – 40 min	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials: Presentation; Kotler P., Armstrong G. Principles of Marketing (17th Edition). Pearson. 2015. 736 p. Hague P., Cupman J., Harrison M., Truman O. Market Research in Practice: An Introduction to Gaining Greater Market Insight (3 rd Edition). Kogan Page. 2016. 400 p. Equipment: laptop, projector, whiteboard, markers.

WEEK FIFTEEN

AIMS: To know and understand main approaches used for successful social marketing campaigns, critically appraise successful stories.

ACHIEVED AIMS: Upon the completion of the week fifteen student/participant will be critically appraise known social marketing campaigns for better understanding and development of successful plan.

Extra Notes:

Week / Class	Lesson Topic	Activities (performance)	Assessment	Recommended Materials / equipment
Week 15 Class 15	Success Stories of Social Marketing	1. Study the Success Stories of Social Marketing - 40 min 2. Discussion – 40 min 3. Critical Appraisal (workshop) – 40 min	1. Participation in classroom activities (role-plays, discussions): 10%; 2. Classroom exercises, case study, workshop, tests etc: 10%; 3. Bonus for leadership in teamwork: 5%.	Materials kept in Materials Folder: Presentations; 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. Homburg, C., H. Krohmer and J.P. Workman. (2004). A Strategy Implementation Perspective of Market Orientation, Journal of Business Research, Vol. 57, 1331-1340. Equipment: laptop, projector, whiteboard, markers.