HOLISTIC MARKETING

The curriculum of the institution of higher education in the educational discipline for the specialty 1-26 80 05 "Marketing"

Study program of higher education establishment
Major: 1-26 80 05 Marketing
Master's program: «Event Marketing»

2019
PROGRAMM AUTHOR:
Poleschuk N.A., Associate Professor of the Marketing Department of the Belarusian State Economic University, Candidate of Economic Sciences.

REVIEWERS:
D.F. Rutko, Associate Professor of the Department of International Relations of the Educational Institution "Academy of Management under the President of the Republic of Belarus", PhD in Economics, Associate Professor;
S.L. Belyavskaya, Associate Professor of the Department of National Economy and Public Administration of the Educational Institution "Belarusian State Economic University", PhD in Economics, Associate Professor.

RECOMMENDED FOR CONFIRMATION:
The Marketing Department of the Belarusian State Economic University (protocol № 10 from 14.05.2019.);

Scientific and Methodological Council of the Belarusians State Economic University (protocol № 6 from 25.06.2019.).
Explanatory note

The transformation of the modern marketing paradigm, the increase in the number of interested participants in commodity exchange relations, the multifaceted interests of the target audience, the expansion of the scope of activity not only at the micro, but also at the macro level necessitate the use of an expanded, integrated approach to marketing activities. Today, the marketing concept is holistic marketing, which is designed to provide an integrated approach in the marketing management system, synthesize existing marketing concepts as a whole structure into a single model, focus marketing activity on the integrated elements of the organization’s business interactions with customers, suppliers, intermediaries and other contact audiences.

The purpose of the discipline is the acquisition of theoretical knowledge by undergraduates and the formation of practical skills in the field of holistic marketing.

The main objective of the course is to familiarize undergraduates with the practice of using holistic marketing in organizations, show its applicability to enterprises in various fields and industries, demonstrate the specificity of the concept of holistic marketing in manufacturing and trading enterprises, explain the feasibility of using various components and tools of holistic marketing in terms of assess the effectiveness of their use.

As a result of studying the discipline, the master student must

know: • essence, basic concepts and categories of holistic marketing; the main components of holistic marketing; • types of marketing information, stages and methods of conducting marketing research; • concepts of integrated, internal, social and affiliate marketing.

be able to: • assess the current marketing approach in the enterprise; • apply various methods of analyzing marketing activities; • plan and analyze activities in the context of the marketing mix, count their contribution to business development; • organize marketing processes in terms of the concept of holistic marketing; • develop and implement marketing programs and campaigns based on their breadth and interdependence.

possess: • the knowledge of the theoretical and practical foundations of holistic marketing; • skills to develop and implement the concept of holistic marketing in organizations of various product specifics; • methods of analysis and planning of marketing activities in the enterprise, depending on its strategic and
tactical goals; • the practice of evaluating the effectiveness of the use of marketing tools in organizations.

The discipline "Holistic Marketing" is closely related to such disciplines as marketing and society, relationship marketing, strategic marketing, data mining in marketing, etc.

For "Event Marketing" profilization.

Total hours on discipline – 102, of them just hours of classroom – 44, including: • 28 hours – lectures, 16 hours - practical lessons for full-time education; • 6 hours – lectures, 4 hours - practical lessons for part-time education.

Form of control is an exam.

As a result of studying the discipline, the student must possess the following competences: be able to conduct market research, model consumer behavior (CK-1)
CONTENT OF EDUCATIONAL MATERIAL

Topic 1. Modern Marketing Concept Basics


Topic 2. Marketing Environment

The concept of marketing opportunities of the enterprise. The concept and levels of the marketing environment: the macroenvironment, the microenvironment and the internal marketing environment. Characteristics of macroenvironmental factors: political and legal, economic, socio-cultural, scientific and technical, natural marketing environment.

Characteristics of microenvironment factors: suppliers, intermediaries, buyers, competitors, contact audiences. Description of the factors of the internal environment of the enterprise: resources, personnel, marketing organization. Coordination of the activities of functional units.

The main methods of analysis of the macro-and micro-environment of the organization (PEST-, SWOT-, SNW-analysis, analysis of Porter’s 5 competitive forces).

Topic 3. Marketing Information System and Marketing Research

Marketing information system. Determination of the enterprise’s need for information. Types of marketing information. Internal marketing information system. Tasks of the internal reporting system. Sources of inside information. The structure of the external information system: information about competitors, existing and potential customers, contact audiences and other elements of the
external environment. Organization of work with marketing information. Methods of collecting marketing information.

Essence, goals and functions of marketing research. The main types and forms of marketing research. Field and cabin studies. Stages of marketing research. Methods of collecting primary information: quantitative, qualitative and mixed. Approaches to sampling planning. Ways to communicate with the audience. Preparation of a report on the results of marketing research.

**Topic 4. Segmentation and Positioning**

Market segmentation. The main signs of market segmentation of consumer goods: geographic, demographic, socio-economic, national-cultural, personal and behavioral.

The main signs of market segmentation of industrial goods: descriptive and behavioral.


**Topic 5. Consumer Behavior**


Consumer rights Protection.

**Topic 6. Marketing Mix**

6
The essence of the marketing mix. 4P marketing: product, price, distribution and promotion. Commodity policy. Product Levels Marketingovaya classification of goods and services. Packaging and labeling. Decisions regarding the level of service. Branding The main indicators of the commodity nomenclature.


Theme 7. Holistic Marketing Concept

The essence of the concept of holistic marketing. Integrity as one of the fundamental principles of marketing. Tools for holistic (holistic) marketing. Integrated marketing. Development of an integrated marketing program. The concept of integrated communications. Internal marketing. Intercompany marketing activities. Approaches to the organization of intra-company marketing. Key elements of in-house marketing. Needs of internal customers. Internal marketing mix.

# Educational and methodical map of the discipline "Holistic marketing"
for specialty 1-26 80 05 Marketing
(full-time higher education)

<table>
<thead>
<tr>
<th>Number of section, topic</th>
<th>Name of section, topic</th>
<th>Quantity of classroom hours</th>
<th>Form of knowledge control</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Lectures</td>
<td>Practice</td>
</tr>
<tr>
<td>1</td>
<td>2 Modem Marketing Concept Basics</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>Modern Marketing Concept Basics</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Marketing Environment</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Marketing Information System and Marketing Research</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Segmentation and Positioning</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Consumer Behavior</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>Marketing Mix</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Holistic Marketing Concept</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td><strong>Hours in total</strong></td>
<td></td>
<td><strong>18</strong></td>
<td><strong>10</strong></td>
</tr>
</tbody>
</table>

* Other forms of knowledge control: debate, test, case study
### Educational and methodical map of the discipline "Holistic marketing"
for specialty 1-26 80 05 Marketing
(part-time higher education)

<table>
<thead>
<tr>
<th>Number of section, topic</th>
<th>Name of section, topic</th>
<th>Quantity of classroom hours</th>
<th>Other*</th>
<th>Form of knowledge control</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Lectures</td>
<td>Practice</td>
<td>Seminars</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Modern Marketing Concept Basics</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Marketing Environment</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Marketing Information System and Marketing Research</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Segmentation and Positioning</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Consumer Behavior</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Marketing Mix</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Holistic Marketing Concept</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Hours in total</strong></td>
<td></td>
<td>6</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>
METHODICAL RECOMMENDATIONS FOR THE STUDY OF DISCIPLINE

In mastering the knowledge of the discipline an important step is the independent work of students. We recommend a budget of time for independent work on average 2-2.5 hours for a 2-hour classroom.

The main areas of independent master’s student work are:
• initially detailed familiarization with the program of the academic discipline;
• acquaintance with the list of recommended literature on the discipline as a whole and its sections, its presence in the library and other available sources, study of the necessary literature on the topic, selection of additional literature;
• study and expansion of the lecture material of the teacher due to the special literature, consultations;
• preparation for practical and seminars on specially developed plans with the study of basic and additional literature;
• preparation for the implementation of diagnostic forms of control (tests, colloquiums, examinations, etc.);
• work on the implementation of abstracts and essays;
• exam preparation.
LITERATURE

BASIC


ADDITIONAL

Протокол согласования учебной программы по изучаемой учебной дисциплине с другими дисциплинами специальности

<table>
<thead>
<tr>
<th>Название учебной дисциплины, с которой требуется согласование</th>
<th>Название кафедры</th>
<th>Предложения об изменениях в содержании учебной программы учреждения высшего образования по учебной дисциплине</th>
<th>Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Национальная экономика Беларуси</td>
<td>национальной экономики и государственного управления</td>
<td>Замечаний нет</td>
<td>протокол № 10 от 14.05.2019 г.</td>
</tr>
</tbody>
</table>
**ДОПОЛНЕНИЯ И ИЗМЕНЕНИЯ К УЧЕБНОЙ ПРОГРАММЕ ПО ИЗУЧАЕМОЙ УЧЕБНОЙ ДИСЦИПЛИНЕ**
на ________________ учебный год

<table>
<thead>
<tr>
<th>№№</th>
<th>Дополнения и изменения</th>
<th>Основание</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Учебная программа пересмотрена и одобрена на заседании кафедры маркетинга
(протокол №___ от __________________ 20__ г.)

Заведующий кафедрой
д-р экон. наук, профессор __________________ И.Л. Акулич

**УТВЕРЖДАЮ**

Директор
Института магистерской подготовки к.э.н., доцент __________________ О.А. Морозевич