

**Federal State Autonomous Educational Institution
of Higher Education "Peoples' Friendship University of Russia"**

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE WORKING PROGRAM

Marketing metrics (effectiveness of marketing projects)

(name of the discipline/module)

Recommended by the MSS for the direction of training/specialty:

38.04.02 «Management»

(code and name of the training area/specialty)

The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):

International marketing and management

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The purpose of mastering the discipline "Marketing metrics (effectiveness of marketing projects)" is to develop students' skills in assessing the internal and external environment of an enterprise, determining the effectiveness of marketing projects; forming a system of indicators for a comprehensive business assessment.

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Marketing metrics" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
YK-6	Able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment	CC-6.4. Distributes tasks into long-, medium- and short-term ones with justification of relevance and analysis of resources for their implementation
YK-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.	CC-7.1. Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources data in order to effectively use the information received to solve the tasks
		CC-7.2. Evaluates information, its reliability, builds logical conclusions based on incoming information and data
ОПК-2	Able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving management and research tasks	OPK-2.1. Owns modern techniques and methods of data collection, methods of search, processing, analysis and evaluation of information for solving management tasks
		OPK-2.2. Conducts analysis and modeling of management processes in order to optimize the organization's activities
		OPK-2.3. Uses modern digital systems and methods in solving management and research tasks
ОПК-6	He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance	OPK-6.1. Owns digital technologies for the successful solution of professional tasks
		OPK-6.2. Is able to work with digital data, evaluate their sources and relevance

Code	Competence	Competence achievement indicators (within this course)
		OPK-6.3. Is able to use general or specialized application software packages designed to perform professional tasks
IIKO-1	Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing mix	PKO-1.1. Knows the goals, stages and procedures of marketing research
		PKO-1.2. Able to work with digital data, evaluate their sources and relevance
		PKO-1.3. Is able to evaluate the economic and social effectiveness of marketing research

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Marketing metrics" refers to the variable component formed by the participants of the educational relations of the block B1 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Marketing Metrics".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline

Code	Competence name	Previous courses	Next courses
YK-6	Able to identify and implement the priorities of his own activities and ways to improve it based on self-assessment		Methodology of management problems research Digital marketing Innovative entrepreneurship Research work
YK-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture.		Methodology of management problems research Innovative entrepreneurship Negotiation techniques Research work

Code	Competence name	Previous courses	Next courses
ОПК-2	Is able to apply modern techniques and methods of data collection, advanced methods of their processing and analysis, including the use of intelligent information and analytical systems, in solving management and research tasks		Modern strategic analysis Finances of organizations Marketing audit
ОПК-6	He is able to critically evaluate the possibilities of digital technologies for solving professional tasks, work with digital data, evaluate their sources and relevance		Managerial economics Finances of organizations Digital marketing Marketing forecasting methods
ПКО-1	Capable of conducting marketing research taking into account the influence of the international marketing environment using the tools of a modified marketing mix		Modern strategic analysis Finances of organizations Marketing forecasting methods Research work Pre-graduate practice

* - it is filled in in accordance with the matrix of competencies and SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Marketing metrics" is 4 credit units.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
<i>Контактная работа, ак.ч.</i>	36			36	
Лекции (ЛК)	18			18	
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)	18			18	
<i>Самостоятельная работа обучающихся, ак.ч.</i>	81			81	
<i>Контроль (экзамен/зачет с оценкой), ак.ч.</i>	27			27	
Общая трудоемкость дисциплины	ак.ч. 144			144	

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
зач.ед.	4			4	

Таблица 4.2. Виды учебной работы по периодам освоения ОП ВО для **ОЧНО-ЗАОЧНОЙ** формы обучения*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
Контактная работа, ак.ч.					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины	ак.ч.				
	зач.ед.				

* - заполняется в случае реализации программы в очно-заочной форме

Таблица 4.3. Виды учебной работы по периодам освоения ОП ВО для **ЗАОЧНОЙ** формы обучения*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
Контактная работа, ак.ч.					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины	ак.ч.				
	зач.ед.				

* - заполняется в случае реализации программы в заочной форме

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

COURSE PART NAME	PART CONTENT	WORK TYPE
Topic 1. Marketing information system. Principles of construction and content.	Marketing information system as a basis for evaluating the effectiveness of activities. The intended purpose of the MIS. Determination of the need for information. Macro, meso and microenvironment indicators. Types of information and its measurement. Development of qualitative and quantitative indicators. Integral, complex and single indicators.	LTR, SS
Topic 2. Indicators characterizing the financial	Financial indicators as a basis for assessing entrepreneurial activity. Sources of information: balance	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
and economic situation	<p>sheet and profit and loss statement.</p> <p>Indicators of profitability, turnover, liquidity and sustainability. Financial leverage.</p> <p>The relationship of financial indicators and marketing activities of the company.</p>	
Topic 3. Indicators characterizing commodity production	<p>The composition of the group of indicators of production of goods and services and their sources.</p> <p>Indicators of the internal environment: production preparation, technological, organizational, sales. Personnel evaluation indicators (service market and relationship marketing).</p> <p>Environmental indicators: assessment of the brand, consumer qualities, price level and overall competitive position of the product offer.</p>	LTR, SS
Topic 4. Indicators of the distribution system.	<p>The composition of indicators of sales activity and their sources. Estimation of numerical and weighted distribution. The intensity index of the distribution.</p> <p>Strategies of selective, intensive and exclusive distribution: analysis of the effectiveness of the application.</p> <p>Metrics of digital distribution. Evaluation of on-line sales.</p>	LTR, SS
Topic 5. Indicators and evaluation of communication with the client.	<p>The composition of indicators of communication activity and their sources.</p> <p>Evaluation of the effectiveness of advertising. Assessment methods: desk and field experiments. Evaluation of the coverage coefficient of an advertising medium, message.</p> <p>Digital marketing metrics. WEB indicators. Evaluation of the effectiveness of on-line promotion.</p>	LTR, SS
Topic 6. Market indicators of the (external) activity of the enterprise	<p>The composition of market activity indicators and their sources.</p> <p>Evaluation of consumer opinions, preferences: commitment, loyalty, penetration and consumption coefficients. Consumer behavior and its analysis: motivation, knowledge, emotions, associations, etc.</p> <p>Assessment of the competitive position of the enterprise. Market share, brand strength, technological position, price dependence. Assessment of key and critical success factors.</p>	LTR, SS
Topic 7. Evaluation of the profitability of the market segment.	<p>Determination of profitability: size, availability, profitability, prospects (dynamics). B2B and B2C segments.</p> <p>The type of competition and its definition. Indicators of the competitive state of the environment. Market globalization and its indicators.</p> <p>Characteristics of the client and the prospect of working with him.</p>	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
	<p>The technological state of the segment. The cost of the basic technology and the basic product. Time of introduction / change of technology. The cost of the basic product and entry barriers to the industry.</p> <p>Infrastructure indicators of the industry segment. Their significance and dependence on the indicators of the macro environment.</p>	
Topic 8. Evaluation of the efficiency of the enterprise	<p>Methods for evaluating effectiveness: parametric and expert methods. Forecast and actual performance assessments. Evaluation of the effectiveness of the investment project: BDD, ID, GNI</p>	LTR, SS
Topic 9. Evaluating the effectiveness of marketing activities	<p>Comprehensive indicators of the company's marketing activities. Events, their characteristics, cost. The goals and capabilities of the company and the marketing budget.</p> <p>General assessment of the costs of marketing activities and their structure. Changes in the cost structure depending on the state of the market.</p> <p>A method of evaluating effectiveness based on forecasting the outcome of the ongoing action program in the market. Scope of application and limitations in use.</p>	LTR, SS

* - заполняется только по **ОЧНОЙ** форме обучения: ЛК – лекции; ЛР – лабораторные работы; СЗ – семинарские занятия.

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

а). Основная литература

- 1) Ямпольская, Д. О. Пилипенко А.И. Маркетинговый анализ: технология и методы проведения: учебник и практикум для бакалавриата и магистратуры / 2-е изд., пере-раб. и доп. — М.: Издательство Юрайт, 2020. — 342 с. — (Серия: Бакалавр и магистр. Академический курс).
- 2) Гаврилов, Л. П. Организация коммерческой деятельности: электронная коммерция : учебное пособие для среднего профессионального образования / Л. П. Гаврилов. — 3-е изд., доп. — Москва : Издательство Юрайт, 2022. — 477 с. — (Профессиональное образование). — ISBN 978-5-534-12180-3. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/494509> (дата обращения: 22.05.2022).
- 3) Марр Бернард. Ключевые показатели эффективности. 75 показателей, которые должен знать каждый менеджер [Текст/электронный ресурс] = ключевые показатели деятельности. 75 мер, которые должен знать каждый менеджер / Б. Марр; Пер. с англ. А.В. Шаврина. - 4-е изд. ; Электронные текстовые данные. - М. : Лаборатория знаний, 2019. - 340 с. : ил. - ISBN в 978-5-00101-102-6 : 495.00.
- 4) Ковалев, Е. А. Теория вероятностей и математическая статистика для экономистов : учебник и практикум для вузов / Е. А. Ковалев, Г. А. Медведев ; под общей редакцией Г. А. Медведева. — 2-е изд., испр. и доп. — Москва : Издательство Юрайт, 2022. — 284 с. — (Высшее образование). — ISBN 978-5-534-01082-4. — Текст : электронный // Образовательная платформа Юрайт [сайт]. — URL: <https://urait.ru/bcode/489427> (дата обращения: 22.05.2022).

б) дополнительная литература

1. Котлер Филипп. Маркетинг менеджмент] / Ф. Котлер, К.Л. Келлер; Пер. с англ. В.Кузина. - 14-е изд. - СПб. : Питер, 2015. - 800 с. : ил. - (Классический зарубежный учебник). - ISBN 978-5-496-00177-9 : 1473,00.
2. Чернышева А. М. Бенчмаркинг [Текст/электронный ресурс] : Учебно-методическое пособие / А.М. Чернышева. - Электронные текстовые данные. - М. : Изд-во РУДН, 2019. - 52 с. : ил. - ISBN в 978-5-209-09164-6 : 50.67.
3. Афонин П.Н. Статистический анализ с применением современных программных средств: Учебное пособие / П.Н. Афонин, Д.Н. Афонин. - СПб. : ИЦ "Интермедия", 2015. - 98 с. - ISBN в 978-4383-0080-9 : 913.00.
4. Пилипенко А.И. Конъюнктура товарных рынков: Анализ и прогнозирование в MS Excel. Учебное пособие для бакалавров – М.: РУДН, 2018.
5. В Евстафьев.А. Организация и практика работы рекламного агентства [Электронный ресурс]: Учебник для бакалавров / В.А. Евстафьев, А.В. Молин. - М. : Дашков и К, 2016. - 512 с. - ISBN в 978-5-394-02549-5

6. Манн Игорь. Маркетинг без бюджета. 50 работающих инструментов / И. Манн. - 8-е изд. - М. : 2017 Манн, Иванов и Фербер,. - 283 с. : ил. - ISBN в 978-5-00100-454-7 : 1705.00.

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- *EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers*
- *University Library ONLINE – Access mode: <http://www.biblioclub.ru/>*
- *Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com*
- *Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>*
- *EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>*
- *EBS Publishing House "Lan", collections*
- *Electronic library system "Znanium.com " - access to the main collection is granted*

Electronic resources for educational activities

Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>
eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN

RSL Dissertations Access mode: <https://dvs.rsl.ru/?>

BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>

Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>

East View. Collection "Statistical publications of Russia and CIS countries"

Grebennikon Access mode: <http://grebennikon.ru/>

LexisNexis Access Mode: <http://academic.lexisnexis.eu>

Search engines: Yandex (yandex.ru), Google (google.ru).

Information and reference portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Marketing metrics" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989¬ifyeditingon=1>

* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС!**

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Marketing Metrics" are presented in the Appendix to this Work Program of the discipline.* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

Developers:

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РУКОВОДИТЕЛЬ ОП ВО:

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Зобов А.М.

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Appendix to the Work program of the discipline
"Marketing metrics (effectiveness of marketing
projects)"

APPROVED
At the meeting of the Department of Marketing
" _____ " _____ 2022, Protocol no. ____
Head of the Marketing Department
_____ Zobov A.M.

EVALUATION TASK FUND FOR THE COURSE

Marketing metrics (effectiveness of marketing projects)

(COURSE NAME)

38.04.02 «Management»

(code and name of the training area)

International Marketing

(name of the training profile)

Master

Qualification (degree) of the graduate

Паспорт фонда оценочных средств по дисциплине Маркетинговые метрики

Направление / Специальность: 38.04.02. «Менеджмент»

Специализация Международный маркетинг

Сводная оценочная таблица дисциплины Маркетинговые метрики

Код контролируемой комп..	Контролируемый раздел дисциплины	Контролируемая тема дисциплины	ФОСы (формы контроля уровня освоения ООП)								Баллы темы	Баллы раздела		
			Аудиторная работа					Самостоятельная работа					Экзамен / Зачет	
			Опрос	Тест	Работа на занятии	Презентация	Задачи	Выполнение дз	Реферат	Проект				Доклад/сообщение
ОПК-2 ОПК-6	Раздел I. Маркетинговая информация, как ресурс	Тема 1. Маркетинговая информационная система. Принципы построения и наполнение.			1							1	17	
		Тема 2. Показатели, характеризующие финансово – экономическое положение			1			5		10				16
УК-6 УК-7 ПКО-1	Раздел II. Маркетинговые показатели деятельности компании	Тема 3. Показатели, характеризующие товарное производство			1		4					5	22	
		Тема 4. Показатели системы распределения.			1			4				5		
		Тема 5. Показатели и оценка коммуникации с клиентом.			1		4					5		
		Тема 6. Рыночные показатели (внешней) деятельности предприятия			1	3		3				7		
ОПК-6 ПКО-1	Раздел III. Маркетинговые показат. внешней среды	Тема 7. Оценка выгоды рыночного сегмента.			1			6				7	34	
		Тема 8. Оценка эффективности деятельности предприятия			1		5		10			16		
		Тема 9. Оценка эффективности маркетинговой деятельности			1	10						11		
		Контроль		10						8	9	27		
		Итого		10	9	15	15	21		20	8	2	100	

Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

Point-rating system of knowledge assessment, rating scale

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

Fund of evaluation funds for conducting intermediate certification of students in the discipline

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN