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**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 audit

(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 business

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

1. COURSE GOALS

The purpose of the course : to provide students with the necessary theoretical knowledge of the principles of marketing audit and practical skills to conduct effective marketing consulting of the enterprise. This course is designed to provide students with the necessary skills to perform audits perform marketing functions and improve strategic decision making.

Course objective:

- * Study of types of marketing audit;
- * Study of marketing audit technology and organization;
- * Study of the audit process;
- * Study of the analysis of the correctness of goals and identify the causes of problems in the enterprise;
- * Study of the facts and reasons for deviations from the standards and provisions of the guidance documents;
- * Study of monitoring the state of the information base;
- * Study of evaluating the effectiveness of specific marketing activities

2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Marketing audit" 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)
UC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC-4.3. Searches for the necessary information to solve standard communication tasks in Russian and foreign languages
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.3. Collects information on a given topic, taking into account the ethnic groups and faiths most widely represented at the points of the study
	Is able to solve professional tasks based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, gen-	UC-5.6. Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) confessions

Code	Competence	Competence achievement indicators (within this course)
	eralization and critical analysis of management practices	
GPC-1	<p>Able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment</p> <p>He is able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative activities and corresponding business models of organizations</p>	<p>GPC-1.3. Applies innovative approaches to solving management tasks, taking into account the generalization and critical analysis of best management practices</p> <p>GPC-1.4. Has the skills of reasonable choice of methods for solving practical and research problems</p>
GPC-3	Capable of developing, implementing and improving pricing strategies in international markets	<p>GPC-3.1. Knows the methods of making optimal management decisions in a dynamic business environment</p> <p>GPC-3.4. Ensures the implementation of organizational and managerial decisions in a complex (including cross-cultural) and dynamic environment</p>
GPC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	<p>GPC-4.3. Identifies and evaluates new market opportunities for the development of innovative areas of the company's activities</p> <p>GPC-4.4. Develops company development strategies and corresponding business models based on the use of modern business positioning methods.</p>

Code	Competence	Competence achievement indicators (within this course)
PC-3	Capable of developing, implementing and improving the marketing communications system of an international company	<p>PC-3.1. Knows the main strategic and tactical aspects of setting prices in the channel of commodity movement in international markets</p> <p>PC-3.2. Knows the specifics of pricing for tangible and intangible goods on international markets</p> <p>PC-3.3. Is able to develop a pricing strategy taking into account market factors in international markets</p> <p>PC-3.4. Owns tools for assessing the value of a product offer (price compliance with market expectations)</p>
PC-4	Capable of planning and controlling the marketing activities of an international company	<p>PC-4.1. Knows the components of the commodity distribution system in the market, their essence, conditions, features of the organization, functioning and ways to minimize costs in international markets</p> <p>PC-4.2. Knows the main forms of the company's entry into the international market</p> <p>PC-4.3. Is able to manage the processes of supply and distribution of goods in the industry markets of the international level</p> <p>PC-4.4. Has the skills of modeling and designing the company's activities in the international markets of goods and services</p> <p>PC-4.5. Knows the main channels of distribution and promotion of goods in international marketing</p>
PC-5	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	<p>PC-5.1. Knows the main formats of marketing communications in international markets</p> <p>PC-5.2. Knows the specifics of working with different promotion tools at the international level</p> <p>PC-5.3. Knows how to navigate modern methods of promotion in international markets</p> <p>PC-5.4. Is able to develop strategic marketing solutions in the field of advertising</p> <p>PC-5.5. Knows how to make an advertising campaign plan</p> <p>PC-5.6. Has the skills to evaluate the effectiveness of the promotion strategy in international markets</p>
PC-7	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	<p>PC-7.1. Knows the stages of international strategic planning</p> <p>PC-7.2. Knows the criteria for determining the key indicators used in planning the marketing activities of the enterprise at the international level</p> <p>PC-7.3. Is able to form marketing plans</p> <p>PC-7.4. Is able to develop the main business processes of the enterprise related to marketing activities</p>

Code	Competence	Competence achievement indicators (within this course)
		PC-7.5 Knows the methods of development and implementation of marketing programs PC-7.6 Knows the methods of making tactical and operational decisions in the management of marketing activities of the enterprise

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

The discipline "Marketing audit" refers to the variable component formed by the participants of the educational relations of the block B.1.V.7 of the EP HE.

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

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

Code	Competence name	Previous courses	Next courses
UC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	Professional foreign language	Integrated marketing communications in international companies
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Professional foreign language	Integrated marketing communications in international companies International marketing strategies Infographics and presentation technologies in corporations Consumer research and social media targeting
GPC-1	Able to solve professional tasks based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices	Managerial economics Theory of management organization Modern strategic analysis	Finances of organizations Integrated marketing communications in international companies

GPC-3	Able to independently make sound organizational and managerial decisions, evaluate their operational and organizational effectiveness and social significance, ensure their implementation in a complex (including cross-cultural) and dynamic environment	Theory of management organization Modern strategic analysis	Marketing audit Fragmentation of production and cross-border value chains Integrated marketing communications in international companies International marketing strategies
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and evaluate new market opportunities, develop strategies for creating and developing innovative activities and corresponding business models of organizations		Production fragmentation and cross-border value chains
PC-3	Capable of developing, implementing and improving pricing strategies in international markets	Managerial economics	Marketing audit Development of business strategies in international companies Pre-graduate practice
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets		Fragmentation of production and cross-border value chains Development of business strategies in international companies Pre-graduate practice
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Managerial economics Methodology of management problems research	Integrated marketing communications in international companies Digital marketing Development of business strategies in international companies Consumer research and social media targeting Negotiation techniques Pre-graduate practice
PC-7	Capable of planning and controlling the marketing activities of an international company	Professional foreign language	Marketing audit Fragmentation of production and cross-border value chains Contact Marketing (Touchpoints Marketing) Marketing forecasting methods Innovative entrepreneurship International strategic alliances in marketing Pre-graduate practice Registration, preparation for the protection procedure and protection of the final qualifying work

* - filled in according to the competence matrix and the SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Marketing audit" is 3 credits.

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

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
				1	2
<i>Contact academic hours</i>	108			108	
Lectures LTR	18			18	
Lab works LW					
Seminars SS	36			36	
<i>Self-study, academic hours</i>	27			27	
<i>Evaluation and assessment</i>	27			27	
Course workload	academic hours	108		108	
	credits	3		3	

5. COURSE CONTENT

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

Course topics	Course part topics	Work type
TOPIC 1. THE ROLE AND SIGNIFICANCE OF MARKETING AUDIT IN THE COMPANY 'S ACTIVITIES.	<p>Subject, goals and objectives of the course.</p> <p>Prerequisites for the use of marketing audit.</p> <p>Approaches to marketing audit. Scope and main projects of marketing audit.</p> <p>Types of marketing audit. Main issues of marketing audit.</p> <p>Marketing audit process</p>	LTR
TOPIC 2. AUDIT THE MARKETING ENVIRONMENT	<p>Main aspects of marketing environment audit. Defining the scope of tasks when conducting an audit of the marketing environment.</p> <p>Analysis of the main indicators when conducting an audit of the marketing environment</p>	LTR, SS

Course topics	Course part topics	Work type
TOPIC 3. MARKETING STRATEGY AUDIT	<p>Audit of the "Goals-strategies" complex. The main factors affecting the "Goals-strategies" complex.</p> <p>Audit of the company's goals, objectives, and marketing strategy. Audit of the company's budget.</p>	LTR, SS
TOPIC 4. AUDIT OF THE MARKETING ORGANIZATION.	<p>Analysis of the structure of the enterprise organization. Analysis of the functional efficiency. Analysis of the effectiveness of interaction between the marketing service and other divisions of the company.</p> <p>Optimization of the organizational structure</p>	LTR, SS
TOPIC 5. AUDIT OF THE EFFECTIVENESS OF MARKETING SYSTEMS.	<p>Analysis of the marketing information system.</p> <p>Analysis of the effectiveness of the marketing planning system. Analysis of the marketing control system.</p> <p>Profitability analysis. Cost analysis.</p>	LTR, SS
TOPIC 6. AUDIT OF MARKETING FUNCTIONS.	<p>Criteria for evaluating elements of the marketing mix.</p> <p>Analysis of goals and objectives by elements of the marketing mix.</p> <p>Analysis of key indicators for all elements of the marketing mix.</p>	LTR, SS
TOPIC 7. MARKETING AUDIT.	<p>Building an organizational structure for marketing, defining the necessary functions, and establishing interaction with business units.</p> <p>Audit of the applied methods and approaches, analysis of the practice of using marketing tools, determining the effectiveness of marketing.</p> <p>Development of marketing strategies, definitions of the marketing mix complex to achieve the company's goals</p>	LTR, SS
TOPIC 8. APPLICATION OF MARKETING AUDIT IN THE DEVELOPMENT OF ADVERTISING COMPANIES	<p>Stages of developing an advertising company. The definition of advertising objectives. The definition of the target audience. Choice of media and media.</p> <p>The definition of budget.</p> <p>Development of a control system.</p>	LTR, SS

Course topics	Course part topics	Work type
	Preparing an audit project	
TOPIC 9. TECHNOLOGY AND ORGANIZATION OF MARKETING AUDIT	Decision on the method of consulting. External and internal audit. Implementation of the audit project by independent consultants. Development of audit tools. Consultancy. Internal consulting. Advantages and disadvantages of types of marketing audit.	LTR, SS
TOPIC 10. MARKETING AUDIT PROCESS	The sequence of the audit. The system of remuneration of independent consultants. Selection of consultants. Factors that determine the quality of marketing audit	LTR, SS

* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

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 <u>21</u> 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

1. Marr, Bernard. Key performance indicator. 75 indicators that every Manager should know [Text/electronic resource] = Key performance indicators. The 75 measures every manager needs to know / B. Marr; TRANS. A.V. Shavrin. - 4th ed. ; Electronic text data. - Moscow: Laboratory of knowledge, 2019. - 340 p.: ill. - ISBN 978-5-00101-102-6 : 495.00. http://lib.rudn.ru/MegaPro/UserEntry?Action=Rudn_FindDoc&id=472173&idb=0
2. Karpov, S. V. the Marketing analysis. Theory and practice : a textbook for undergraduate and graduate / S. V. Karpov, S. V. Mkhitaryan, V. N. Rusin ; under the General editorship of S. V. Karpova. - Moscow: Yurayt Publishing House, 2018. — 181 p. — (Series: Bachelor and master. Academic course). — ISBN 978-5-534-05522-1. <https://www.biblio-online.ru/book/marketingovyy-analiz-teoriya-i-praktika-438593>
3. Oyner, O. K. Managing marketing performance: a textbook and workshop for undergraduate and graduate students / O. K. oyner. - 2nd ed., TRANS. and add. - M.: yurayt Publishing house, 2018. - 350 p. — (Series: Bachelor and master. Academic course). — ISBN 978-5-534-04642-7. <https://biblio-online.ru/book/upravlenie-rezultativnostyu-marketinga-431858>

6) Additional literature

1. Yampolskaya, D. O. Marketing analysis: technology and methods of conducting : textbook and workshop for undergraduate and graduate studies / D. O. Yampolskaya, A. I. Pilipenko. - 2nd ed., TRANS. and add. - M.: yurayt Publishing house, 2018. - 268 p. — (Series: Bachelor and master. Academic course). — ISBN 978-5-534-06305-9.
3. Michael Porter. Competitive strategy. Methods of analyzing industries and competitors [Text] / M. porter. - M.: Alpina Publisher, 2018. - 454 c..

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 "Znaniy.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).

1. *Information and reference portals:*

2. www.advertology.ru
3. www.marketing.spb.ru
4. www.p-marketing.ru
5. www.4p.ru
6. www.advi.ru
7. www.cfin.ru
8. www.expert.ru
9. 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 audit" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/enrol/index.php?id=13708>

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 audit" are presented in the Appendix to this Work Program of the discipline.

Developers:

Associate Professor of the Marketing Department

Chernikov S.U.

Signature

Full name

**Faculty name and head:
Dean of the Faculty of Economics**

Andronova I.V.

Signature

Full name

**Head of department:
Marketing dept head**

A.M. Zobov.

Signature

Full name

Appendix to the Work program of the discipline " Marketing audit"

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 audit

(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

Passport of the fund of evaluation funds for the discipline Marketing audit

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing and business

Summary evaluation table of the discipline Marketing audit

The code of the controlled competence	Controlled discipline topic	EMF (forms of control of the level of development of OOP)									Points per topic	
		Classroom work					Independent work					Exam
		Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project	Report		
UC-4 UC-5 GPC-1 GPC-3 GPC-4	TOPIC 1. THE ROLE AND SIGNIFICANCE OF MARKETING AUDIT IN THE COMPANY'S ACTIVITIES.			1					3		10	10
UC-4 UC-5 GPC-1 GPC-3	TOPIC 2. AUDIT THE MARKETING ENVIRONMENT			2					3	4	8	8
UC-4 UC-5 GPC-1 GPC-3 GPC-4	TOPIC 3. MARKETING STRATEGY AUDIT			2					3	4	8	8
UC-4 PC-3 PC-4 PC-5 PC-7	TOPIC 4. AUDIT OF THE MARKETING ORGANIZATION.			2		5	5		6		18	18
GPC-4 PC-3 PC-4 PC-5 PC-7	TOPIC 5. AUDIT OF THE EFFECTIVENESS OF MARKETING SYSTEMS.			2					3	4	8	8

PC-3 PC-4 PC-5 PC-7	TOPIC 6. AUDIT OF MARKETING FUNCTIONS.			2					3	4	8	8
	TOPIC 7. MARKETING AUDIT.			2					3		9	9
PC-3 PC-4 PC-5 PC-7	TOPIC 8. APPLICATION OF MARKETING AUDIT IN THE DEVELOPMENT OF ADVERTISING COMPANIES.			2			5		6		18	18
	TOPIC 9. TECHNOLOGY AND ORGANIZATION OF MARKETING AUDIT			2					3	4	8	8
GPC-1 GPC-3 GPC-4 PC-7	TOPIC 10. MARKETING AUDIT PROCESS			2			5		6		18	18
	Evaluation		10								10	20
	Total		10	10	10	15	10		27	8	10	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