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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 metrics**

(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**

(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)
UC-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
UC-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
GPC-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
GPC-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
PC-6	Able to manage the marketing activities of an international company	PC-6.1 Knows the specifics of working with various international marketing tools PC-6.2 Knows the basics of international sales, international marketing communication PC-6.3 Knows how to apply methods of evaluating the effectiveness of solutions in the field of international marketing PC-6.4 Knows how to analyze the actions of international partner companies PC-6.5 Possesses the analytical, systems and communication skills to be successful in a rapidly changing international marketing environment PC-6.6 Possesses the skills of a creative approach to the problems of developing and implementing international marketing strategies of the company

### 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
UC-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
UC-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
GPC-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
GPC-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
PC-6	Able to manage the marketing activities of an international company		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 5 credit units.

*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	3	4
<i>Contact academic hours</i>	190			190	
Lectures LTR	9			18	
Lab works LW					
Seminars SS	27			18	
<i>Self-study, academic hours</i>	117			81	
<i>Evaluation and assessment</i>	27			27	

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	4
Course workload	academic hours	190			190	
	credits	5			5	

## 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 and economic situation	Financial indicators as a basis for assessing entrepreneurial activity. Sources of information: balance sheet and profit and loss statement. Indicators of profitability, turnover, liquidity and sustainability. Financial leverage. The relationship of financial indicators and marketing activities of the company.	LTR, SS
Topic 3. Indicators characterizing commodity production	The composition of the group of indicators of production of goods and services and their sources. Indicators of the internal environment: production preparation, technological, organizational, sales. Personnel evaluation indicators (service market and relationship marketing). Environmental indicators: assessment of the brand, consumer qualities, price level and overall competitive position of the product offer.	LTR, SS
Topic 4. Indicators of the distribution system.	The composition of indicators of sales activity and their sources. Estimation of numerical and weighted distribution. The intensity index of the distribution. Strategies of selective, intensive and exclusive distribution: analysis of the effectiveness of the application. Metrics of digital distribution. Evaluation of on-line sales.	LTR, SS
Topic 5. Indicators and evaluation of communication with the client.	The composition of indicators of communication activity and their sources. Evaluation of the effectiveness of advertising. Assessment methods: desk and field experiments.	LTR, SS

<b>COURSE PART NAME</b>	<b>PART CONTENT</b>	<b>WORK TYPE</b>
	<p>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>	
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> <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>	LTR, SS
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

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

*Table 6.1. Material and technical support of the discipline*

<b>Audience type</b>	<b>Equipping the audience</b>	<b>Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)</b>
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**

### a). Basic literature

1) Yampolskaya, D. O. Pilipenko A.I. Marketing analysis: technology and methods of conducting: textbook and workshop for bachelor's and master's degree / 2nd ed., translation. and additional - M.: Yurayt Publishing House, 2020. — 342 p. — (Series: Bachelor and Master. Academic course).

2) Gavrilov, L. P. Organization of commercial activity: e-commerce : a textbook for secondary vocational education / L. P. Gavrilov. — 3rd ed., add. — Moscow : Yurayt Publishing House, 2022. - 477 p. — (Professional education). — ISBN 978-5-534-12180-3. — Text : electronic // Educational board-form Yurayt [website]. — URL: <https://urait.ru/bcode/494509> (accessed: 05/22/2022).

3) Marr Bernard. Key performance indicators. 75 indicators that every manager should know [Text/electronic resource] = key performance indicators. 75 measures that every manager should know / B. Marr; Translated from the English by A.V. Shavrin. - 4th ed. ; Electronic text data. - Moscow : Laboratory of Knowledge, 2019. - 340 p. : ill. - ISBN at 978-5-00101-102-6 : 495.00.

4) Kovalev, E. A. Probability theory and mathematical statistics for economists: textbook and workshop for universities / E. A. Kovalev, G. A. Medvedev ; under the general editorship of G. A. Medvedev. — 2nd ed., ispr. and add. — Moscow : Yurayt Publishing House, 2022. — 284 p. — (Higher education). — ISBN 978-5-534-01082-4. — Text : electronic // Educational platform Yurayt [website]. — URL: <https://urait.ru/bcode/489427> (accessed: 05/22/2022).

b) additional literature

1. Kotler Philip. Marketing management] / F. Kotler, K.L. Keller; Translated from English by V.Kuzina. - 14th ed. - St. Petersburg : Peter, 2015. - 800 p. : ill. - (Classical foreign textbook). - ISBN 978-5-496-00177-9 : 1473,00.
2. Chernysheva A.M. Benchmarking [Text/electronic resource] : Educational and methodological guide / A.M. Chernysheva. - Electronic text data. - Moscow : RUDN Publishing House, 2019. - 52 p. : ill. - ISBN at 978-5-209-09164-6 : 50.67.
3. Afonin P.N. Statistical analysis using modern software tools: Textbook / P.N. Afonin, D.N. Afonin. - St. Petersburg : IC "Intermedia", 2015. - 98 p. - ISBN at 978-4383-0080-9 : 913.00.
4. Pilipenko A.I. Conjuncture of commodity markets: Analysis and forecasting in MS Excel. Textbook for bachelors – M.: RUDN, 2018.
5. V Evstafiev.A. Organization and practice of an advertising agency [Electronic resource]: Textbook for bachelors / V.A. Evstafiev, A.V. Molin. - M. : Dashkov and K, 2016. - 512 p. - ISBN at 978-5-394-02549-5
6. Mann Igor. Marketing without a budget. 50 working tools / I. Mann. - 8th ed. - Moscow : 2017 Mann, Ivanov and Ferber., - 283 p. : ill. - ISBN at 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](http://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&notifyeditingon=1>

## **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

### **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 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)**

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(COURSE NAME)

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**38.04.02 «Management»**

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(code and name of the training area)

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**International Marketing**

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(name of the training profile)

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**Master**

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Qualification (degree) of the graduate

## Evaluation and assessment fund passport for the course **Marketing Metrics**

Study program: 38.04.02. "Management"

Specialization: International Marketing

### Summary evaluation table of the discipline **Marketing Metrics**

The code of the controlled competence	Controlled directory topic	Controlled discipline topic	EMF (forms of control of the level of development of OOP)								Points per topic	Points per directory		
			Classroom work					Independent work					Exam	
			Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project				Report
GPC-2; PC-6; UC-6; UC-7; GPC-6	Section I. Marketing information as a resource	Topic 1. Marketing information system. Principles of construction and content.			1							1	17	
					1			5		10		16		
GPC-2; PC-6; UC-6; UC-7; GPC-6	Section II. Marketing performance indicators of the company	Topic 2. Indicators characterizing the financial and economic situation			1			4				5	22	
		Topic 3. Indicators characterizing commodity production			1				4			5		
		Topic 4. Indicators of the distribution system.			1			4				5		
		Topic 5. Indicators and evaluation of communication with the client.			1	3			3			7		
GPC-2; PC-6;	Section III. Marketing show.	Topic 6. Market indicators of the (external) activity of the enterprise			1					6		7	34	
		Topic 7. Evaluation of the profitability of			1			5			10	16		

UC-6; UC-7; GPC- 6	external environmen t	the market segment.												
		Topic 8. Evaluation of the efficiency of the enterprise			1	10							11	
		<b>Evaluation</b>		10							8	9		27
		<b>Total</b>		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