

Документ подписан простой электронной подписью
Информация о владельце:
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Должность: Ректор
Дата подписания: 23.05.2025 13:34:40
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

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

COURSE SYLLABUS

Marketing metrics (Marketing project effectiveness)

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

**The course instruction is implemented within the professional education programme
of higher education:**

International marketing and business

(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 LEARNING OUTCOMES

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)
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	GPC-2.1. Owns modern techniques and methods of data collection, methods of search, processing, analysis and evaluation of information for solving management tasks
		GPC-2.2. Conducts analysis and modeling of management processes in order to optimize the organization's activities
		GPC-2.3. Uses modern digital systems and methods in solving management and research 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. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

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
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	Management Research Methodology / Методология исследования проблем управления Management organisation theory / Теория организации управления	Trade Marketing / Торговый маркетинг International Marketing / Международный маркетинг
PC-6	Able to manage the marketing activities of an international company		Marketing management in international companies / Оперативное маркетинговое планирование в международных компаниях International Marketing / Международный маркетинг Content-marketing / Контент-маркетинг

* - 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 6 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>		216			216	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		18			18	
<i>Self-study, academic hours</i>		153			153	
<i>Evaluation and assessment</i>		27			27	
Course workload	academic hours	216			216	
	credits	6			6	

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. Evaluation of the coverage coefficient of an advertising medium, message. Digital marketing metrics. WEB indicators. Evaluation of the effectiveness of on-line promotion.	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
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

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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
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	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

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

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a). Basic literature

- 1) Shevchenko, D. A. Marketing analysis : textbook : [16+] / D. A. Shevchenko. - Moscow : Direct-Media, 2022. - 220 c. : ill., tabl. - Access mode: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=688900> (date of access: 21.12.2023). - Bibliography in the book - ISBN 978-5-4499-3164-1. - DOI 10.23681/688900. - Text : electronic..
- 2) Marketing analysis : tools and cases : textbook / edited by L. S. Latyshova. - 5th ed. - Moscow : Dashkov and K°, 2023. - 150 c. : ill., tabl. - Access mode: by subscription. - URL:

<https://biblioclub.ru/index.php?page=book&id=697013> (date of access: 21.12.2023). - ISBN 978-5-394-05282-8. - DOI 10.29030/978-5-378-5-394-05282-8-2023. - Text : electronic.

3) Tyurin, D. V. Marketing research : textbook for universities / D. V. Tyurin. - Moscow : Yurait Publishing House, 2025. - 342 c. - (Higher education). - ISBN 978-5-534-15611-9. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/559988> (date of address: 27.03.2025).

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. Hussein, I. D. Digital marketing communications : a textbook for universities / I. D. Hussein. - Moscow : Yurait Publishing House, 2025. - 68 c. - (Higher education). - ISBN 978-5-534-15010-0. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/568206> (date of address: 27.03.2025)..

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.

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>

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:

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Signature

Full name

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