

Документ подписан простой электронной подписью
Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 23.05.2025 12:19:58
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

Trade Marketing

(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 management

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

1. COURSE GOALS

This course is aimed at studying the essence of the trade marketing of modern industrial and commercial enterprises, developing recommendations for improving the process of its organization. The main objectives of the course are to study the technology of developing and conducting trade and promotional programs, ways to promote products regulated by legislative restrictions, gaining practical skills in evaluating the effectiveness of trade and promotional programs, building loyal partnerships in distribution channels; studying ways to build an effective system of working with retailers. Much attention is paid to the consideration of specific market situations, as well as practical experience in marketing management in international companies. In the process of learning, control is provided for mastering the material and consolidating the students' knowledge, developing skills for making independent decisions in marketing activities.

The goal of the course is to provide students with theoretical knowledge of the principles of trade marketing and practical skills for developing trade marketing events.

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Trade Marketing" 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 data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems	GPC-2.1 Owns modern techniques and methods of data collection, methods of searching, processing, analyzing and evaluating information to solve management problems GPC-2.2 Analyzes and simulates management processes in order to optimize the organization's activities GPC-2.3 Uses modern digital systems and methods in solving management and research problems
PC-3	Capable of developing, implementing and improving pricing strategies in international markets	PC-3.1 Knows the main strategic and tactical aspects of setting prices in the distribution channel in international markets PC-3.2 Knows the specifics of pricing for tangible and intangible goods in international markets PC-3.3 Knows how to develop a pricing strategy taking into account market factors in international markets PC-3.4 Owns tools for assessing the value of a product offer (price compliance with market expectations)

Code	Competence	Competence achievement indicators (within this course)
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	PC-4.1 Knows the components of the system of commodity circulation in the market, their essence, conditions, features of organization, functioning and ways to minimize costs in international markets PC-4.2 Knows the main forms of the company's entry into the international market PC-4.3 Knows how to manage the processes of supply and distribution of goods in the industry markets of the international level PC-4.4 Possesses the skills of modeling and designing the activities of an enterprise in the international markets for goods and services PC-4.5 Knows the main channels of distribution and promotion of goods in international marketing

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

The discipline "Trade Marketing" refers to the variable component formed by the participants of the educational relations of the block B1.O.02.04 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 "Trade Marketing".

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
GPC-2	Able to apply modern techniques and methods of data collection, advanced methods of data processing and analysis, including the use of intelligent information and analytical systems, when solving managerial and research problems		Marketing management in international companies
PC-3	Capable of developing, implementing and improving pricing strategies in international markets		Consumer behaviour Corporate marketing at global markets International Marketing
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets		Consumer behaviour Corporate marketing at global markets International Marketing

* - 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 "Trade Marketing" 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	3	4
<i>Contact academic hours</i>		108			108	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		18			18	
<i>Self-study, academic hours</i>		72			72	
<i>Evaluation and assessment</i>						
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 parts	Course part topics	Work type
CONCEPT AND KEY TASKS	THEME 1. CONCEPT AND KEY TASKS OF TRADING MARKETING Introduction to the discipline. The subject, goals and objectives of the course. The concept of trade marketing. The objectives of trade marketing. The main objectives of trade marketing. Complex marketing marketing.	LTR
	THEME 2. RETAIL TRADE FACTORS. Functions retail. Retail Success Criteria. Retail branding.	LTR, SS
		LTR, SS
STORE LAYOUT	THEME 3. CHOICE OF LOCATION OF THE STORE. Factors affecting the choice of location of the store. Analysis of the site to select the location of the store. The main stages of the decision to choose the location of the store. Assessment of the attractiveness of the regions. Types of location for the store. Classification of shopping areas based on distance from the store. Comparative characteristics of shopping areas. The main criteria for selecting the location of the store.	LTR, SS

Course parts	Course part topics	Work type
	THEME 4. INTERNAL LAYOUT OF THE STORE. The main factors affecting the location of the goods in the store. The main models of store layout. The location of product groups. Location of the main and additional points of sale. The division of product groups.	LTR, SS
	THEME 5. MERCHANDIZING. The main tasks of merchandising. The rules of the calculation of the goods. General rules for the layout of the trading floor. Planogram The rule of the "Golden Triangle". Distribution of retail space by quality	LTR, SS
ASSORTMENT MANAGEMENT	THEME 6. MERCHANDIZING. Standards merchandising for a retailer. Standards merchandising for the supplier. The ideology of the main calculations. Types of display goods. Visual merchandising. Ways to increase sales with merchandising	LTR, SS
	THEME 7. ASSORTMENT MANAGEMENT IN RETAIL. The concept of category management. Stages of the formation of the range in the store. Assortment management strategy and tactics. Segmentation buyers. ECR system	LTR, SS
	THEME 8. ASSORTMENT POLICY. The main components of the assortment policy. Product classifier. Assortment matrix. Assortment minimum. The width and depth of the range. The balance of the range. "Hard" and "soft" categories. The efficiency of the use of retail space	LTR, SS
INCENTIVE PROMOTION	THEME 9. INCENTIVE PROMOTION Types of sales promotion. The main means of sales promotion. Classifications of sales promotion activities. Key points for developing successful interventions to achieve them. Direct and indirect sales promotion. Goals and sales promotion mechanisms.	LTR, SS
	THEME 10. POSM TYPES Determination of POSM and points of sale. EYE-stoppers. POSM design. POSM development rules. Types of POSM. The main mistakes and shortcomings of POSM	LTR, SS
	THEME 11. EAN codes The concept of EAN-codes. Decryption Authorized organizations. The most interesting facts about EAN-codes.	LTR, SS 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	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

Main sources

1. Paramonova, T. N. Marketing trade enterprise : textbook / T. N. Paramonova, I. N. Krasnyuk, V. V. Lukashevich ; edited by T. N. Paramonova. - 3rd ed., er. - Moscow : Dashkov and K °, 2022. - 282 с.

- : ill., tabl. - (Educational editions for bachelors). - Mode of access: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=684500> (date of access: 21.12.2023). - Bibliogr. in the book - ISBN 978-5-394-04603-2. - Text : electronic.
2. Marketing in industries and spheres of activity : textbook and workshop for universities / under the general editorship of S. V. Karpova, S. V. Mkhitarian. - Moscow : Yurait Publishing House, 2025. - 396 c. - (Higher education). - ISBN 978-5-534-14869-5. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/561097> (date of address: 27.03.2025).
 3. Romanov, A. A. Marketing : textbook / A. A. Romanov, V. P. Basenko, B. M. Zhukov. - 5th ed. - Moscow : Dashkov and K^o, 2024. - 438 c. : ill., tabl., schemes. - Access mode: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=710166> (date of access: 21.12.2023). - Bibliography in the book - ISBN 978-5-394-05522-5. - Text : electronic.

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 "Trade Marketing" 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 "Trade Marketing" 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

Head of Marketing department

Lukina A.V.

Signature

Full name

Head of EP HE Marketing dept

Zobov. A.M.

Signature

Full name