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

**Faculty of Economics**

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

**COURSE SYLLABUS**

**Social marketing in globalization context**

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(name of the discipline/module)

**Recommended by the Didactic Council for the Education Field of:**

**38.04.02 «Management»**

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(code and name of the training area/specialty)

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

**International marketing management**

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

## 1. COURSE GOALS

The purpose of the course is to develop students' vision of the differences between global B-2-B and B-2-C markets and to acquire the skills of using marketing tools in doing social business with corporate and government clients in conditions of increasing competition in global markets. Special attention is paid to the marketing aspects of decision-making and the creation of new social products. The course is supplemented with educational specific situations from the modern practice of Russian and foreign enterprises, allowing to consolidate the acquired skills

The main objectives of the discipline are:

- the study of theoretical and practical aspects of modern concepts of social marketing in globalization context;
- familiarization with the features and problems of the development of the social markets in the context of the globalization of the world economy;
- development of analytical, system and communication skills for students to conduct successful activities in the social markets in a rapidly changing global marketing environment;
- development of students' creative approach to the marketing problems of developing and promoting new social products on the global market.

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Social marketing in globalization context" 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)
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

Code	Competence	Competence achievement indicators (within this course)
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets

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

The discipline "Social marketing in globalization context" refers to the variable component formed by the participants of the educational relations of the block Б1.О.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 "Social marketing in globalization context".

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
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets		Trade Marketing / Торговый маркетинг
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company		Integrated Marketing communications in international companies / Интегрированные маркетинговые коммуникации в международных компаниях Consumer behaviour / Поведение потребителя Corporate marketing at global markets / Корпоративный маркетинг на мировом рынке Global consumer trends / Глобальные тенденции потребления

\* - 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 "Social marketing in globalization context" 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			
					3	
<i>Contact academic hours</i>		108			108	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		54			54	
<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 topics	Course part topics	Work type
Topic 1. Introduction to social marketing	The structure of the social marketing course. Definition of social marketing. The essence, goals, objectives and principles of the social marketing.	LTR
Topic 2. Factors influencing organizational behavior and markets in social marketing.	International marketing and globalization. The growth of global protectionism. Strengthening the role of tncs. Harmonization of world standards. The impact of the latest information technologies and electronic communications on the development of international marketing activities. International marketing and the global economic crisis. The position of tncs in the global economy. Assessment of the impact of tncs on the development of the international market.	LTR, SS
Topic 3. Social Responsibility Of Business.	The concept of corporate social responsibility (CSR).  Social functions of business: from traditional charity through strategic charity	LTR, SS

Course topics	Course part topics	Work type
	<p>to social investment. "Venture philanthropy". Social and economic benefits of socially responsible business. Social policy of business.</p> <p>Modern understanding of corporate social responsibility.</p> <p>Subjects and objects of CSR. Respect for human rights. Labor legislation. Environment. Bona fide business practices. Compliance with consumer rights. Participation in community life. CSR and ethics issues.</p> <p>International norms of law and their reflection in CSR. Methodology of CSR study</p>	
Topic 4. Social Partnership Of The State, Business And Society	<p>The state as a social and political institution. Legal welfare state. Signs of a welfare state. The relationship between the concepts of "social state" and "welfare state". Functions of the welfare state. Advantages and disadvantages of the welfare state. Stages of development of the welfare state. Typology of welfare state regimes (G. Esping-Andersen). Liberal (Anglo-American), conservative (Franco-German), social democratic (Scandinavian) types of welfare state</p>	LTR, SS
Topic 5. Products and the formation of added value of social products.	<p>The role of the product in the social marketing. Features of the global commodity policy. Systematization of factors determining the development of global trade policy. Requirements for a global product. Features of the formation of a global assortment. Quality management of global social goods and services.</p>	LTR, SS
Topic 6. Market formation for a new social product.	<p>Factors of the economic and financial environment in international marketing. Regional economic unions: their impact on the international marketing activities of companies. Foreign currencies and international marketing activities. The crisis of the welfare state in the 1990s. Liberalization and neomonetarism as global trends in the development of the welfare state. Increasing the role of business in solving social problems. Formation of a mixed type of welfare</p>	LTR, SS

Course topics	Course part topics	Work type
	state (mix-welfare state)..	
Topic 7. Strategic planning in social marketing.	<p>The American model of corporate social responsibility in a liberal social state. The European-continental model of corporate social responsibility in a conservative social state. The British model of corporate social responsibility. Features of corporate social responsibility in a social democratic social state (Scandinavian countries).</p> <p>Economic evaluation of the effectiveness of the company's international marketing activities. The importance of organizing the company's international marketing activities. International marketing management. Stages of international strategic planning.</p>	LTR, SS
Topic 8. Reporting strategy in social marketing.	<p>International marketing control. The value of price in international marketing. The concept of the SCR report. UN Global Compact (1999): content, principles, experience of joining Russian enterprises. ISO 26000 (2010) standard. A guide to social responsibility. Scope of application. Understanding social responsibility: respect for human rights, labor practices, environmental protection, fight against corruption and fair competition, respect for consumer rights, investment in the development of local communities. SA 8000:2001 standard. Social Responsibility (Social Accountability 8000). Understanding social responsibility as protection of workers' rights. Assessment of social aspects of management systems. The Universal Declaration of Human Rights, the UN Convention on the Rights of Children, the conventions of the International Labour Organization as the basis of the SA 8000:2001 standard.</p>	LTR, SS
Topic 9. Marketing management in social marketing.	<p>Non-financial reporting of companies. Content and types of reports. Social, environmental and comprehensive reports; free and standardized reports; external and internal reports. Audit of non-financial reports.</p> <p>The AccountAbility 1000 series of standards. Guidelines on the basic principles of accountability (AA1000APS), verification of reports (AA1000AS), in-</p>	LTR, SS

Course topics	Course part topics	Work type
	<p>interaction with stakeholders (AA1000SES). Ethical issues and environmental responsibility of business. ISO 14000 series of standards – Environmental Management System. ISO 14001:2004 standard.</p> <p>Evaluation of the effectiveness of CSR programs. Efficiency of management decision: concept, criteria. Sociological and statistical methods for evaluating the effectiveness of management decisions in the field of CSR</p>	

\* - 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	An auditorium for independent work of stu-	4 зал. Библиотеки Моно-

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
work of students	dents (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	блок 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

#### Main literature

1. Pashkus, N. A. Strategic marketing : textbook and practice for universities / N. A. Pashkus, V. Y. Pashkus, M. V. Pashkus. - 2nd ed., rev. and supplement. - Moscow : Yurait Publishing House, 2025. - 244 c. - (Higher Education). - ISBN 978-5-534-21427-7. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/571353> (date of address: 27.03.2025)...
2. Zavgorodnaya, A. V. Marketing planning : a textbook for universities / A. V. Zavgorodnaya, D. O. Yampolskaya. - 2nd ed., rev. and supplement. - Moscow : Yurait Publishing House, 2025. - 340 c. - (Higher Education). - ISBN 978-5-534-06590-9. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/563875> (date of address: 27.03.2025)..

#### Additional literature

1. Rebrova, N. P. Strategic Marketing : textbook and workshop for undergraduate and graduate studies / N. P. Rebrova. — Moscow : Yurayt Publishing House, 2018. — 186 p. — (Series : Bachelor and Master. Academic course). — ISBN 978-5-9916-9092-8.
2. David Chandler, Strategic Corporate Social Responsibility : Sustainable Value Creation, SAGE Publications, Inc; Sixth edition, 2022 , 552 ISBN : 978-1071852965, pages
3. Debbie Haski-Leventhal, Strategic Corporate Social Responsibility : A Holistic Approach to Responsible and Sustainable Business, SAGE Publications Ltd; 2nd edition, 2021, ISBN : 978-1529758443

### ***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](http://yandex.ru)), Google ([google.ru](http://google.ru)).

### **Information and reference portals:**

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://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 "Social marketing in globalization context" 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 "Social marketing in globalization context" are presented in the Appendix to this Work Program of the discipline.

**Developers:**

**Associate Professor of the Mar-  
keting Department**

**Chernikov S.U.**

Signature

Full name

**Head of Marketing department**

**Lukina A.V.**

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