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Информация о владельце:
ФИО: Ястребов Олег Александрович
Должность: Ректор
Дата подписания: 26.04.2026 12:02:49
Уникальный программный ключ:
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

MARKETING ANALYTICS

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

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

INTERNATIONAL MARKETING AND BUSINESS

higher education programme profile/specialisation title

2026 г.

1. COURSE GOAL(s)

The discipline "Marketing Analytics" is part of the Master's program "International Marketing and Business" under 38.04.02 "Management" and is studied in the 3rd semester of the 2nd year. The discipline is implemented by the Marketing Department. The discipline consists of 3 sections and 6 topics and is aimed at studying the main indicators of the company's performance in the market, according to which the analysis and planning of activities are carried out.

The goal of mastering the discipline "Marketing Analytics" is to develop students' skills in assessing the internal and external environment of the company's activities, determining the effectiveness of marketing projects; formation of a comprehensive business assessment system of indicators.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Marketing Analytics" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire through the course study

Competence code	Competence descriptor	Competence formation indicators (within this course)
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.	GC-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 in order to effectively use the information received to solve problems.; GC-7.2 Evaluates information, its reliability, and draws logical conclusions based on incoming information and data.;
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	PC--1.1 Knows the goals, stages and procedures of marketing research; PC--1.2 Able to work with digital data, evaluate its sources and relevance; PC--1.3 Knows how to evaluate the economic and social effectiveness of marketing research; PC--1.4 Knows the principles of interpretation of scientific research results in professional activity;
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 commodity distribution channel on international markets; PC--3.2 Knows the specifics of pricing tangible and intangible goods on international markets; PC--3.3 Able to develop a pricing strategy taking into account market factors in international markets; PC--3.4 Proficient in tool usage for evaluating the value of a product offer (matching the price to market expectations);

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Marketing Analytics" belongs to the part formed by participants in educational relations of block 1 "Disciplines (modules)" of the higher education program.

Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Marketing Analytics".

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

Competence code	Competence descriptor	Previous courses/modules*	Subsequent courses/modules*
GC-7	Capable of using digital technologies and methods of searching, processing, analyzing, storing and presenting information (in a professional field) in the digital economy and modern corporate information culture.	Research Work;	Pre-Degree Internship;
PC--1	Capable of conducting marketing research, taking into account the influence of the international digital environment and artificial intelligence tools	Consumer Behavior in International Markets; Research Work;	Pre-Degree Internship;
PC--3	Capable of developing, implementing and improving pricing strategies in international markets	International Marketing Strategies; Research Work;	Pre-Degree Internship;

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the discipline "Marketing Analytics" is 3 credit units..

Table 4.1. Types of academic activities during the periods of higher education programme mastering.

Type of academic activities	Total academic hours		Semesters/training modules
			3
<i>Contact academic hours</i>	54		54
Lectures (LC)	18		18
Lab work (LW)	0		0
Seminars (workshops/tutorials) (S)	36		36
<i>Self-studies</i>	45		45
<i>Evaluation and assessment (exam/passing/failing grade)</i>	9		9
Course workload	academic hours	108	108
	credits	3	3

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

Module Number	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Раздел 1	Marketing information system: principles of construction and content	1.1	Marketing information system as a basis for performance evaluation	This topic introduces the concept, structure and functions of a marketing information system (MIS) as an integrated set of data sources, procedures and tools supporting marketing decisions. It analyses the place of MIS in the overall information architecture of the company and its links with CRM, ERP and financial systems. Special attention is given to the role of MIS in forming a consistent set of performance indicators (KPIs), ensuring their availability, comparability and timeliness for management at different levels.	LC, S
		1.2	Types of information and the development of qualitative and quantitative indicators including integral and composite metrics	This topic examines types of information used in marketing analytics (internal and external, primary and secondary, quantitative and qualitative) and their suitability for different analytical tasks. It covers principles of designing individual indicators (e.g. market share, satisfaction, loyalty, brand awareness) and constructing composite and integral metrics (indices, scores, dashboards) that summarise complex phenomena in a compact form. The topic discusses requirements for good indicators (relevance, reliability, sensitivity, interpretability) and common pitfalls in their development and use.	LC, S
Раздел 2	Indicators characterizing the financial and economic situation	2.1	financial indicators as the basis for evaluating entrepreneurial activity	This topic focuses on key financial indicators that are important for marketing analytics and evaluation of business performance: revenue, profit, margins, cost structure, break-even point, return on investment and return on marketing investment. It explores how marketing decisions (pricing, promotion, product policy, channel structure) are reflected in financial results and how financial metrics can be integrated into marketing dashboards. The topic also touches on basic methods of profitability analysis by products, customers and channels.	LC, S
		2.2	Indicators characterizing product production	This topic considers operational indicators related to production and their relevance for marketing analytics: production volumes, capacity utilisation, lead times, stock levels, defect rates and service levels. It examines the link between production indicators and marketing decisions, including product availability, delivery reliability and ability to meet market demand. Special attention is	LC, S

Module Number	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
				paid to the use of these indicators in forecasting, planning promotions and assessing the feasibility of marketing initiatives in terms of production capacity.	
Раздел 3	Indicators of the distribution system	3.1	Indicators and evaluation of communication with the client	This topic addresses indicators that characterise interaction and communication with customers across different channels (offline and digital). It includes contact and response indicators (reach, impressions, clicks, inquiries), engagement metrics (time on site, pages per visit, social media activity), and relationship indicators (customer satisfaction, loyalty, NPS, churn, repeat purchases). The topic emphasises the importance of linking communication indicators with behavioural and financial outcomes and discusses approaches to evaluating the effectiveness of customer communication in different segments.	LC, S
		3.2	Market indicators of external activity	This topic focuses on indicators describing the company's external market position and activity: market size and growth, market share (overall and by segment), relative market share, competitive intensity, brand strength and positioning metrics. It also covers indicators of export and international activity where relevant (geographical structure of sales, concentration indices, dependence on key markets). The topic discusses how these indicators are used to monitor competitive position, identify opportunities and threats, and support strategic marketing decisions.	LC, S

* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
Lecture	A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Seminar	A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC
Self-studies	A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* - The premises for students' self-studies are subject to **MANDATORY** mention!

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main reading:

1. Yampolskaya, D. O. Pilipenko A.I. Marketing analysis: technology and methods of conducting: textbook and workshop for undergraduate and graduate studies / 2nd ed., reprint. and add. — M.: Yurayt Publishing House, 2022. — 342 p. — (Series: Bachelor and Master. Academic course).

2. Gavrilov, L. P. Organization of commercial activity: electronic commerce : a textbook for secondary vocational education / L. P. Gavrilov. — 3rd ed., supplement. Moscow : Yurait

Publishing House, 2022. 477 p. — (Professional education). — ISBN 978-5-534-12180-3. —

Text : electronic //

Yurayt Educational Platform

Additional reading:

1. 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 : Yurait Publishing House, 2022. — 284 p.

Internet sources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:

- RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>

- EL "University Library Online" <http://www.biblioclub.ru>

- EL "Yurayt" <http://www.biblio-online.ru>

- EL "Student Consultant" www.studentlibrary.ru

- EL "Lan" <http://e.lanbook.com/>

- EL "Trinity Bridge"

2. Databases and search engines:

- electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>

- Yandex search engine [https:// www .yandex.ru/](https://www.yandex.ru/)

- Google search engine <https://www.google.ru/>

- Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course *:*

Course of Lectures on the Discipline "Marketing Analytics"

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

DEVELOPERS:

Associate Professor

Sergey Yuryevich Chernikov

position, department

name and surname

position, department

name and surname

position, department

name and surname

HEAD OF EDUCATIONAL DEPARTMENT:

Head of the Department

Anastasia Vladimirovna Lukina

name of department

name and surname

**HEAD
OF HIGHER EDUCATION PROGRAMME:**

Head of the Department

Anastasia Vladimirovna Lukina

position, department

name and surname