

Документ подписан простой электронной подписью  
Информация о владельце:  
ФИО: Ястребов Олег Александрович  
Должность: Ректор  
Дата подписания: 20.05.2025 12:39:40  
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 audit**

---

(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**

---

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

## 1. COURSE GOALS

The purpose of the course : to provide students with the necessary theoretical knowledge of the principles of marketing audit and practical skills to conduct effective marketing consulting of the enterprise. This course is designed to provide students with the necessary skills to perform audits perform marketing functions and improve strategic decision making.

Course objective:

- \* Study of types of marketing audit;
- \* Study of marketing audit technology and organization;
- \* Study of the audit process;
- \* Study of the analysis of the correctness of goals and identify the causes of problems in the enterprise;
- \* Study of the facts and reasons for deviations from the standards and provisions of the guidance documents;
- \* Study of monitoring the state of the information base;
- \* Study of evaluating the effectiveness of specific marketing activities

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

The development of the discipline "Marketing audit" 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-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

Code	Competence	Competence achievement indicators (within this course)
GPC -5	Able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects	GPC -5.1. Is able to develop a plan of scientific research in the field of management based on the evaluation and generalization of the results of scientific works of domestic and foreign scientists; GPC -5.2. Uses modern methods, technologies and tools for collecting information, processing it and critically evaluating the results of scientific research in management; GPC -5.3. Has the skills of generalization and formulation of conclusions, development of recommendations based on the results of scientific research in the field of management; GPC -5.4. Participates in the implementation of research projects in the field of management and related industries.
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	GPC-4.1 Uses modern methods, technologies and tools for managing project and process activities in the company - GPC-4.2 Applies modern management practices, leadership and communication skills in process and project activities - GPC-4.3 Identifies and evaluates new market opportunities for the development of innovative areas of the company - GPC-4.4 Develops, based on the use of modern methods of business positioning, the development strategies of companies and the corresponding business models -

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

The discipline "Marketing audit" refers to the variable component formed by the participants of the educational relations of the block B.1.V.7 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 "Marketing audit".

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-5	Capable of developing, implementing and improving the marketing communications system of an international company	Professional foreign language	Integrated marketing communications in international companies

GPC -5	Able to generalize and critically evaluate scientific research in management and related fields, to carry out research projects	Professional foreign language	Integrated marketing communications International marketing strategies
GPC-4	Able to manage project and process activities in an organization using modern management practices, leadership and communication skills, identify and assess new market opportunities, develop strategies for the creation and development of innovative areas of activity and the corresponding business models of organizations	Finance Organizations	Integrated marketing communications International marketing strategies

\* - 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 "Marketing audit" is 4 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
<i>Contact academic hours</i>		144			144	
Lectures LTR		18			18	
Lab works LW						
Seminars SS		36			36	
<i>Self-study, academic hours</i>		63			63	
<i>Evaluation and assessment</i>		27			27	
<b>Course workload</b>	academic hours	<b>144</b>			<b>144</b>	
	credits	<b>4</b>			<b>4</b>	

#### 5. COURSE CONTENT

*Table 5.1. The content of the discipline (module) by type of academic work*

Course topics	Course part topics	Work type
<b>TOPIC 1. THE ROLE AND SIGNIFICANCE OF MARKETING AUDIT</b>	Subject, goals and objectives of the	LTR

<b>Course topics</b>	<b>Course part topics</b>	<b>Work type</b>
<b>IN THE COMPANY 'S ACTIVITIES.</b>	<p>course.</p> <p>Prerequisites for the use of marketing audit.</p> <p>Approaches to marketing audit. Scope and main projects of marketing audit.</p> <p>Types of marketing audit. Main issues of marketing audit.</p> <p>Marketing audit process</p>	
<b>TOPIC 2. AUDIT THE MARKETING ENVIRONMENT</b>	<p>Main aspects of marketing environment audit. Defining the scope of tasks when conducting an audit of the marketing environment.</p> <p>Analysis of the main indicators when conducting an audit of the marketing environment</p>	LTR, SS
<b>TOPIC 3. MARKETING STRATEGY AUDIT</b>	<p>Audit of the "Goals-strategies" complex. The main factors affecting the "Goals-strategies" complex.</p> <p>Audit of the company's goals, objectives, and marketing strategy. Audit of the company's budget.</p>	LTR, SS
<b>TOPIC 4. AUDIT OF THE MARKETING ORGANIZATION.</b>	<p>Analysis of the structure of the enterprise organization. Analysis of the functional efficiency. Analysis of the effectiveness of interaction between the marketing service and other divisions of the company.</p> <p>Optimization of the organizational structure</p>	LTR, SS
<b>TOPIC 5. AUDIT OF THE EFFECTIVENESS OF MARKETING SYSTEMS.</b>	<p>Analysis of the marketing information system.</p> <p>Analysis of the effectiveness of the marketing planning system. Analysis of the marketing control system.</p> <p>Profitability analysis. Cost analysis.</p>	LTR, SS
<b>TOPIC 6. AUDIT OF MARKETING FUNCTIONS.</b>	<p>Criteria for evaluating elements of the marketing mix.</p> <p>Analysis of goals and objectives by elements of the marketing mix.</p> <p>Analysis of key indicators for all elements of the marketing mix.</p>	LTR, SS

<b>Course topics</b>	<b>Course part topics</b>	<b>Work type</b>
<b>TOPIC 7. MARKETING AUDIT.</b>	Building an organizational structure for marketing, defining the necessary functions, and establishing interaction with business units. Audit of the applied methods and approaches, analysis of the practice of using marketing tools, determining the effectiveness of marketing. Development of marketing strategies, definitions of the marketing mix complex to achieve the company's goals	LTR, SS
<b>TOPIC 8. APPLICATION OF MARKETING AUDIT IN THE DEVELOPMENT OF ADVERTISING COMPANIES</b>	Stages of developing an advertising company. The definition of advertising objectives. The definition of the target audience. Choice of media and media. The definition of budget. Development of a control system. Preparing an audit project	LTR, SS
<b>TOPIC 9. TECHNOLOGY AND ORGANIZATION OF MARKETING AUDIT</b>	Decision on the method of consulting. External and internal audit. Implementation of the audit project by independent consultants. Development of audit tools. Consultancy. Internal consulting. Advantages and disadvantages of types of marketing audit.	LTR, SS
<b>TOPIC 10. MARKETING AUDIT PROCESS</b>	The sequence of the audit. The system of remuneration of independent consultants. Selection of consultants. Factors that determine the quality of marketing audit	LTR, 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*

<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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000

<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>
	multimedia presentations. Audience 340	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**

1. Kazakova, N. A. Marketing analysis : textbook / N. A. Kazakova. - Moscow : INFRA-M, 2023. - 240 с. - (Higher education: Bachelor's degree). - DOI 10.12737/2851. - ISBN 978-5-16-005220-5. - Text : electronic. - URL: <https://znanium.ru/catalog/product/1903241>
2. Marketing analysis: tools and cases : textbook / edited by L.S. Latyshova. - 5th ed. - Moscow : Publishing and Trading Corporation "Dashkov and K", 2023. - 150 с. - ISBN 978-5-394-05282-8. - Text : electronic. - URL: <https://znanium.com/catalog/product/2083019>
3. Karasev, A. P. Marketing research and situational analysis : textbook and practice for universities / A. P. Karasev. - 3rd ed., rev. and supplement. - Moscow : Yurait Publishing House, 2025. - 286 с. - (Higher education). - ISBN 978-5-534-21301-0. - Text : electronic // Educational platform Yurait [site]. - URL: <https://urait.ru/bcode/569590> (date of address: 27.03.2025).

### **6) Additional literature**

- 1 . Yampolskaya, D. O. Marketing analysis: technology and methods of conducting : textbook and workshop for undergraduate and graduate studies / D. O. Yampolskaya, A. I. Pilipenko. - 2nd ed., TRANS . and add. - M.: yurayt Publishing house , 2018. - 268 p. — (Series: Bachelor and master. Academic course). — ISBN 978-5-534-06305-9.
- 3.. Michael Porter. Competitive strategy. Methods of analyzing industries and competitors [Text] / M. porter.- M:.. Alpina Publisher, 2018. - 454 c..

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

***1. Information and reference portals:***

2. [www.advertology.ru](http://www.advertology.ru)
3. [www.marketing.spb.ru](http://www.marketing.spb.ru)
4. [www.p-marketing.ru](http://www.p-marketing.ru)
5. [www.4p.ru](http://www.4p.ru)
6. [www.advi.ru](http://www.advi.ru)
7. [www.cfin.ru](http://www.cfin.ru)
8. [www.expert.ru](http://www.expert.ru)
9. [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 "Marketing audit" 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 "Marketing audit" 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.**

Signature

Full name

**Head of EP HE  
Marketing dept**

**Zobov. A.M.**

Signature

Full name