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Информация о владельце:  
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Должность: Ректор  
Дата подписания: 26.04.2026 12:02:56  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

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

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

## **COURSE SYLLABUS**

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### **TRADE MARKETING AND SALES**

course title

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

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#### **38.04.02 MANAGEMENT**

field of studies / speciality code and title

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

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#### **INTERNATIONAL MARKETING AND BUSINESS**

higher education programme profile/specialisation title

## 1. COURSE GOAL(s)

The discipline "Trade Marketing and Sales" is part of the master's program "International Marketing and Business" in the field of study 38.04.02 "Management" and is studied in the 2nd semester of the 1st year. The discipline is implemented by the Department of Marketing. The discipline consists of 4 sections and 8 topics and is aimed at studying sales management tools and technologies for developing and implementing trade marketing activities.

The goal of mastering the discipline is the development of the necessary theoretical knowledge of the principles of trade marketing and practical skills in developing trade marketing activities.

## 2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Service Marketing" 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-3	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.	GC-3.1 Defines the role in the team based on the strategy of cooperation to achieve the set goal.; GC-3.2 Formulates and takes into account in its activities the behavioral characteristics of groups of people, identified depending on the set goal.; GC-3.3 Analyzes the possible consequences of personal actions and plans actions to achieve the desired result.; GC-3.4 Exchanges information, knowledge and experience with team members; GC-3.5 Argues his point of view about using the ideas of other team members to achieve his goal.; GC-3.6 Participates in teamwork to complete assignments;
PC-2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets	PC--2.1 Knows how to choose innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or commodity science); PC--2.2 Able to work with digital data, evaluate its sources and relevance; PC--2.3 Able to analyze and evaluate their economic effectiveness of innovative products; PC--2.4 Knows the methods of developing and evaluating the effectiveness of innovative trade and technology, or marketing, or logistics, or advertising technologies;
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 commodity distribution system 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 Able to manage the processes of supply

Competence code	Competence descriptor	Competence formation indicators (within this course)
		and distribution of goods in international industry markets; PC--4.4 Has the skills of modeling and designing the company's activities in the international markets of goods and services; PC--4.5 Knows the main channels of distribution and promotion of goods in international marketing;

### 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Trade Marketing and Sales" belongs to the part formed by the participants of 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 "Trade Marketing and Sales."

*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-3	Able to organize and manage the work of the team, developing a team strategy to achieve the set goal.		Pre-Degree Internship;
PC-2	Capable of developing, implementing and managing innovative goods and intangible assets in the company's international markets	Research Work;	International Aspects of Product Development; Research Work; Pre-Degree Internship;
PC-4	Capable of developing, implementing and improving the distribution system and sales policy in international markets	Research Work;	Distribution Chain Management; 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

#### Possible wording

The total workload of the discipline "International Marketing Strategies" is "5" credit units.

*Table 4.1. Types of academic activities during the periods of higher education programme mastering (full-time training)\**

Type of academic activities	Total academic hours	Semesters/training modules
		2
<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>	36	36
<i>Evaluation and assessment (exam/passing/failing grade)</i>	81	81
<b>Course workload</b>	<b>144</b>	<b>144</b>
	<b>4</b>	<b>4</b>

## 5. COURSE CONTENTS

*Table 5.1. Course contents and academic activities types*

Nuber of Module	Name of the Discipline Section	Name of the Topic		Content of the Topic	Type of Academic Work*
Module 1	Basic concepts of trade marketing	1.1	The concept and key objectives of trade marketing	Main objectives of trade marketing. Trade marketing mix.	LC, S
		1.2	Factors of Retail Succes	Criteria for Retail Success. Branding in Retail. Classification of Retail Zones Based on Distance from Store. Comparative Characteristics of Retail Zones. Key Criteria for Selecting a Store Location.	LC, S
Module 2	Models of Service Marketing	2.1	Interior layout of the store	Key factors influencing product placement in a store. Basic store layout models. Product group arrangement. Primary and secondary point of sale locations. Product group division.	LC, S

		2.2	Visual merchandising	Merchandising standards for retailers. Merchandising standards for suppliers. Basic display ideology. Types of product display. Visual merchandising. Ways to increase sales through merchandising.	LC, S
Module 3	Applied Aspects of Service Marketing	3.1	Product range policy	Key components of product range policy. Product classifier. Product range matrix. Minimum product range. Product range width and depth. Product range balance.	LC, S
		3.2	Assortment management in retail	Stages of in-store product assortment development. Assortment management strategy and tactics. Customer segmentation. ECR system	LC, S
Module 4	Sales Promotion	4.1	Fixed assets sales promotion	Classifications of sales promotion activities. Key points for developing successful measures to achieve them. Direct and indirect sales promotion. Goals and mechanisms of sales promotion	LC, S
		4.2	POSM	Definition of POSM and points of sale. Eye stoppers. POSM design. POSM development rules. Types of POSM. Common POSM mistakes and shortcomings.	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),	Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock

Type of academic activities	Classroom equipment	Specialised educational / laboratory equipment, software, and materials for course study (if necessary)
	equipped with a set of specialised furniture and computers with access to the electronic information and educational environment.	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 readings:*

1. Levkin, G. G. Commercial activity: textbook and practical training for universities / G. G. Levkin, O. A. Nikiforov. - 3rd ed., revised and enlarged. - Moscow: URAYT Publishing House, 2026. - 265 p. - (Higher education). - ISBN 978-5-534-17371-0. - Text: electronic // URAYT Educational Platform [website]. - URL: <https://urait.ru/bcode/585309> (accessed: 03/28/2026).

### *Additional readings:*

1. Buzukova, E. A. Category Management. Theoretical Foundations: Textbook for Universities / E. A. Buzukova. - Moscow: Yurait Publishing House, 2026. - 181 p. - (Higher Education). - ISBN 978-5-534-14458-1. - Text: electronic // Yurait Educational Platform [website]. - URL: <https://urait.ru/bcode/588816> (accessed: 03/28/2026)

### *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](http://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/>
  - 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 "Trade Marketing and Sales"

\* 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

Valentina Viktorovna Kalygina

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position, department

name and surname

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position, department

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