

**PJSC ‘Higher Educational Institution  
‘Interregional Academy of Personnel Management’**



**SYLLABUS OF THE ACADEMIC DISCIPLINE  
‘SOCIALLY RESPONSIBLE MARKETING’**

Speciality: D3 Management  
Educational level: first (bachelor’s) level  
Study programme: Management

### General information about the academic discipline

Name of the academic course	“Socially responsible marketing”
Code and name of the speciality	D3 ‘Management’
Level of higher education	first (bachelor’s) level of Higher Education
Status of the discipline	Optional
Number of credits and hours	3 credits / 90 hours Lectures: 15 Seminar classes: 15 Independent work of students: 60
Terms of study of the discipline	semester
Language of instruction	Ukrainian
Type of final assessment	Credit
Page of the discipline on the website	<a href="https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026">https://ks.maup.com.ua/en/pro-nas/akredytacija/akredytacija-menedzhment-2026</a>

<b>TELEPNEVA OLGA SVYATOSLAVNA</b>	
Scientific degree	Candidate of Economic Sciences
Academic title	
Position	Associate Professor of the Department of Management
Disciplines taught by NPP	Introduction to the "Management" specialty Theory of organizations NR management Self-management
Areas of scientific research	Management of competitiveness of economic entities, logistics activities
Links to identifier registers for scientists	<b>Google Академія;</b> <a href="https://scholar.google.com.ua/citations?user=b3p06cAAAAJ&amp;hl=uk">https://scholar.google.com.ua/citations?user=b3p06cAAAAJ&amp;hl=uk</a>

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**Course annotation.** Application of the scientific approach to the assessment of the social responsibility of the enterprise (SVP) as a marketing management tool in the management system of the sustainable development of industrial enterprises and development of the functioning procedure on the example of enterprises; calculation using a methodical approach regarding the composition of the indicators of the assessment of the SVP, where the assessment of the social responsibility of the enterprise, from the point of view of marketing, is carried out at two levels: based on the results of relationships with suppliers, clients, civil service bodies, research institutes, financial and credit institutions and under the four components of sustainable development – economic, social, environmental and energy.

**The subject** of the academic discipline «Socially responsible marketing» is the specific aspects, features, patterns, connections and relationships that this discipline explores in its object, adapted for study. It is a scientifically based system of knowledge, skills and abilities, covering theories, methods and laws of a certain field. The subject clearly defines what exactly is being studied, differing from the general object of research.

**The purpose** of studying the discipline Providing knowledge to first (bachelor) level applicants regarding the formation of the theoretical foundations of the mechanism of social responsibility of marketing, methods of assessing the social responsibility of the enterprise as a marketing management tool in the management system within the framework of sustainable development and assessment levels by management levels (macro, meso and micro level) and practice of relationships with stakeholders, the life cycle of the enterprise and relevant professional competencies in the field of marketing.

**Tasks of the academic discipline:**

Impact Analysis: Studying how a company's marketing actions affect society, the environment and brand reputation.

Development of ethical strategies: Learning to create marketing plans based on socio-ethical principles (consumer – society – company).

Management of consumer behavior: Formation of demand for goods and services taking into account environmental and social values.

Promoting social change: Developing campaigns encouraging socially beneficial change instead of simply selling products.

Assessment of social responsibility: Analysis of alternative socially responsible decisions that could be made by business.

**Prerequisites of the academic discipline.** Studying the academic discipline «Socially responsible marketing» is based on the knowledge and skills acquired by students at the bachelor's level. Namely: marketing, social responsibility of business.

**Post-requests of the academic discipline.** The knowledge and skills acquired by students in the process of studying the academic discipline «Socially responsible marketing» contribute to the successful study by students of higher education of a number of other academic disciplines aimed at the formation of professional knowledge and skills.

**Content of the academic discipline (full-time education)**

№	Topic name	Teaching methods/ assessment methods
<b>CONTENT MODULE 1. PRINCIPLES OF DISCIPLINE «SOCIO-RESPONSIBLE MARKETING»</b>		<b>Teaching methods:</b> verbal (educational lecture; conversation; educational discussion); inductive method; deductive method; analytical method; synthetic method; practical (working with economic models, statistics, graphs); Explanatory and illustrative; reproductive; problem presentation method; partially-search; Research;
Topic 1.	Socially responsible marketing as a factor of sustainable development.	
Topic 2.	Social responsibility of man, state and society.	
Topic 3.	Organizational and economic support for corporate social responsibility management.	
Topic 4.	Formation of relations between stakeholders and employees on the basis of socially responsible marketing.	
Topic 5.	Formation of business relations with external organizations on the basis of social responsible marketing.	interactive methods (analysis of economic situations; discussions, debates; brainstorming; situational modeling; practice of modeling skills); case method (analysis of real economic situations, search for problems, proposal of solutions, construction of models); modeling of professional activity (building economic models, forecasting, scenario modeling).
<b>CONTENT MODULE 2. TOOLKIT DISCIPLINE «SOCIALLY RESPONSIBLE MARKETING»</b>		
Topic 6.	Ecological component of socially responsible marketing.	
Topic 7.	Social partnership as a tool for the formation of socially responsible marketing.	
Topic 8.	Monitoring [об]о[л]о of socially responsible marketing.	
Topic 9.	Evaluation of the effectiveness of socially responsible marketing.	<b>Assessment methods:</b> oral control (oral survey, evaluation of participation in discussions, other interactive learning methods); written control (control, independent works, analytical tasks, essays); test control (closed form tests: test alternative, test compliance, data and model analysis tasks); self-control and self-assessment method; assessment of case tasks; assessment of project and laboratory works (simulation of economic processes, forecasting).
Topic 10.	Strategic directions of development of socially responsible marketing.	
Modular test		
Form of assessment: credit		

**Technical facilities and/or software.** In the educational process, classrooms, a library, a multimedia projector and a computer are used to conduct lecture and seminar classes with elements of the presentation. Studying certain topics and performing practical tasks requires access to information from the worldwide Internet, which is provided by a free Wi-Fi network.

### Forms of control methods.

Control of the success of education seekers is divided into current and final (semester).

Current control is carried out during practical and seminar classes. Its purpose is systematic verification:

- understanding and assimilation of the theoretical foundations of economic processes;
- ability to apply knowledge to build models and analyze economic data;
- skills in diagnosis and forecasting of economic processes;
- use of specialized software for modeling and processing statistical data.

**Forms of student participation** in the educational process, which are subject to current control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addendum, questions to who answers;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (control papers, test papers, analytical and abstract papers);
- preparation of notes, theses, analytical notes;
- independent study of discipline topics and lecture materials

### Current control methods:

- oral control (survey, conversation, report, message);
- written control (control work, analytical report, abstract, performance of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- observation of activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- work with problem situations (analytical cases, scenario modeling of economic processes).

### Assessment system and requirements.

**Table of distribution of points received by students of higher education\***

Topics	Ongoing knowledge assessment										Final control		Total number of points
											Modular control work	Credit **	
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	20	20*	100
Work in a seminar class	3	3	3	3	3	3	3	3	3	3	20	20*	100
Independent work	3	3	3	3	3	3	3	3	3	3			

\*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for the current academic activity, applicants are given grades based on the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievement of Higher Education Students at PJSC 'Higher Educational Institution 'MAUP'".

Modular control is carried out in the last class of the module in written form, in the form of a test.

**Criteria for assessing the modular test** in the academic discipline “Socially responsible marketing”:

When assessing the modular test, the volume and correctness of the tasks are taken into account:

- a grade of ‘excellent’ (A) is given for the correct completion of all tasks (or more than 90% of all tasks);

- a ‘good’ (B) grade is given for completing 80% of all tasks;

- a ‘good’ (C) grade is given for completing 70% of all tasks;

- a ‘satisfactory’ (D) grade is given for correctly completing 60% of the proposed tasks;

- A grade of ‘satisfactory’ (E) is given for the correct completion of more than 50% of the proposed tasks.

- A grade of ‘unsatisfactory’ (FX) is given for the completion of less than 50% of the tasks.

Failure to attend the module test results in 0 points.

The above grades are converted into rating points as follows:

«A» - 18-20 points;

«B» - 16-17 points;

«C» - 14-15 points;

«D» - 12-13 points.

«E» - 10-11 points;

«FX» - less than 10 points.

### **Final Semester Assessment**

The final semester assessment in the course “Socially responsible marketing” is a mandatory component of evaluating students’ learning outcomes. It is conducted within the timeframe established by the academic calendar and covers the full scope of material defined by the course syllabus.

The final assessment is conducted in the form of a test. Only students who have completed all required coursework and assessment tasks are admitted to the final semester assessment.

The final grade is determined based on the student’s academic performance throughout the semester. It consists of:

- points accumulated through continuous assessment;
- incentive (bonus) points awarded in accordance with institutional regulations.

Students who have completed all required tasks and obtained 60 points or higher receive the corresponding final grade without additional testing.

Students who have completed all required tasks but obtained fewer than 60 points, as well as those wishing to improve their grade, are required to complete a final test administered during the last scheduled class of the semester.

### **Assessment of Additional (Individual) Learning Activities**

Additional (individual) learning activities include participation in: scientific conferences; student research groups and academic clubs; problem-focused research groups; preparation of academic publications; national academic Olympiads and competitions; international competitions and other scholarly activities exceeding the requirements of the course syllabus.

By decision of the department, students who actively participate in research activities or complete additional individual academic tasks may be awarded incentive (bonus) points for the respective educational component.

### **Assessment of Independent Study**

The total number of points obtained for independent study constitutes an integral component of the overall academic performance in the course.

Independent work for each topic, in accordance with the course syllabus, is assessed within a range of 0 to 3 points, based on standardized and generalised assessment criteria evaluating the level of knowledge acquisition and analytical competence.

**Assessment scale for independent work (individual assignments) assessment criteria.**

Maximum possible grade for independent work (individual assignments)	Level of implementation			
	Excellent	Good	Satisfactory	Unsatisfactory
3	3	2	1	0

**Assessment forms include:** ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competences (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of higher education students during the semester, a 100-point, national and ECTS assessment scale is used.

**Final assessment scale: national and ECTS**

Total points for all types of educational activities	ECTS rating	Assessment on a national scale	
		for exams, course projects (assignments), practical training	for credit
90 – 100	A	excellent	passed
82 – 89	B	good	
75 – 81	C	satisfactory	
68 – 74	D		
60 – 67	E		
35 – 59	FX	unsatisfactory with the possibility of retaking the exam	Failed with the possibility of retaking the exam
0 – 34	F	unsatisfactory with mandatory retaking of the course	Failed with mandatory retaking of the course

**Course policy.**

To successfully master the course «Socially responsible marketing», the student has to:

- regularly attend lectures and practical classes;
- systematically, systematically and actively work in lectures and practical classes;
- practice missed classes or unsatisfactory grades obtained in classes;
- perform in full the tasks required to be prepared by the teacher, their proper quality;
- perform control and other independent work;
- adhere to the norms of academic behavior and ethics.

The course «Socially responsible marketing» involves the assimilation and observance of the principles of ethics and academic integrity, in particular, the focus on preventing plagiarism in any of its manifestations: all works, reports, essays, essays and presentations must be original and author's, not overburdened with quotes, which must be accompanied by references to primary sources. Violations of academic integrity are considered: academic plagiarism, self-plagiarism, fabrication, falsification, write-off, deception, bribery, biased assessment.

**Recommended sources of information.**

1. Raiko D.V., Shipulina Y.S., Podrez O.I. The concept of development of social responsibility enterprise marketing as a business philosophy in conditions of sustainable development. Use social- ethical marketing to ensure sustainable development in Ukraine : monograph /in general. ed. E.O. Golyshева. Amounts: Tritoria, 2021. S. 130-179, 184-214.
2. Raiko D.V., Podrez O.I. Social responsibility as a tool for managing sustainable development industrial enterprise /D. IN. Raiko, O. AND. Cutting//Economic problems – Scientific and research center for Industrial Development Problems of the National Academy of Sciences of Ukraine – № 1(43), 2020 , p. 173-189 – DOI: doi.org/10.32983/2222-0712-2020-1-173-189.
3. Raiko D.V. Social responsibility of business. D.V. Raiko, Y.S. Shipulina. Management personnel and labor economics : textbook. P. G. Break [et al] ; ed: P. G. Break, O.D. Matrosov, M. I. Pogorelov, V. A. Kuchynskyi; National technical University "Kharkiv. polytechnic institute". – Kharkiv: NTU "KhPI", 2020. 950 p.
4. Krasnokutska N. S. Corporate social responsibility as a principle of conscious capitalism /Socially responsible marketing. N. S. Krasnokutska //Bulletin of the National. technical university «KhPI» : coll. of science Ave. Ser. : Actual problems development of Ukrainian society. Kharkiv : NTU "KhPI", 2017. № 29 (1251). pp. 98-102.
5. Krasnokutska N.S. The impact of corporate social responsibility on the reputation of countries/ N.S. Krasnokutska. DVNZ «Kyiv Vadym Hetman National University of Economics». 2018. Pp.333-338.
6. Krasnokutska N.S. Assessment of general satisfaction with relationships with stakeholders/N.S. Krasnokutska, Salim Gosn //European cooperation. 2019. №3(43). Pp.81-95.