

**The Federal State Autonomous Institution of Higher Education**  
**"National Research University – Higher School of Economics," Saint Petersburg**  
School of Economics and Management St. Petersburg Campus

Department of Management

**Services marketing**

for 38.04.02. «Management»

Master program “Marketing Technologies”

Authors:

Novatorov, Eduard, Candidate of Science in Pedagogy, Ph.D.

[enovatorov@hse.ru](mailto:enovatorov@hse.ru)

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**Санкт-Петербургский филиал федерального государственного автономного  
образовательного учреждения высшего образования  
"Национальный исследовательский университет "Высшая школа экономики"**

Факультет Санкт-Петербургская школа экономики и менеджмента

Рабочая программа дисциплины  
**«Маркетинг услуг»/Services marketing»**  
(Дисциплина читается на английском языке)

для образовательной программы «Маркетинговые технологии»  
направления 38.04.02 «Менеджмент» подготовки магистра

**Разработчики программы:**

Новаторов Э. В., Ph.D., к.п.н, профессор  
enovatorov@hse.ru

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Видяева Т.И. \_\_\_\_\_

Утверждена академическим советом ОП «Маркетинговые технологии»  
«\_\_\_\_\_» \_\_\_\_\_ 2016 г.

Академический руководитель ОП  
Светульников С.Г. \_\_\_\_\_

Санкт-Петербург, 2016

*Настоящая программа не может быть использована другими подразделениями университета и  
другими вузами без разрешения кафедры-разработчика программы.*

## АННОТАЦИЯ

### Общая информация

**Курс Services marketing/Маркетинг услуг**, 4 ECTS, 1 модуль, 152 часов (по выбору).

Настоящая программа учебной дисциплины «Маркетинг услуг» устанавливает минимальные требования к знаниям и умениям студента и определяет содержание и виды учебных занятий и отчетности.

Программа предназначена для преподавателей, ведущих данную дисциплину, учебных ассистентов и магистров направления подготовки 38.04.02 «Менеджмент», обучающихся по магистерской программе «Маркетинговые технологии», изучающих дисциплину «Маркетинг услуг».

Программа разработана в соответствии с:

- Образовательным стандартом Федерального государственного автономного образовательного учреждения высшего профессионального образования Национального исследовательского университета «Высшая школа экономики» по направлению подготовки 38.04.02 «Менеджмент» подготовки магистра;
- Образовательной программой направления 38.04.02 «Менеджмент» подготовки магистра;
- Рабочим учебным планом университета по направлению 38.04.02 «Менеджмент» подготовки магистра по программе «Маркетинговые технологии».

Дисциплина «Маркетинг услуг» относится к циклу специальных дисциплин. Она рассматривает вопросы маркетинга услуг исходя из требуемого уровня базовой подготовки менеджеров в области маркетинга. Конечная цель изучения дисциплины – формирование у будущих специалистов теоретических знаний и практических навыков в области маркетинга услуг.

В процессе изучения данной дисциплины студенты получают знания в области расширенного комплекса маркетинга услуг, анализа рынков услуг, торговых сделок, стратегии выхода на международные рынки услуг, инвестирования, средств коммуникаций.

### 1. Краткое описание курса.

#### *Цели освоения дисциплины.*

Целями освоения дисциплины «Маркетинг услуг» являются закрепление теоретических знаний, полученных студентами в рамках учебных курсов:

- Стратегии в менеджменте: Маркетинговые стратегии
- Методология и методика маркетинговых исследований
- Управление ценностью клиента

#### *Задачи и результаты обучения.*

Студенты, изучившие курс должны:

Знать

- Ключевые понятия маркетинга услуг, такие как ценность, нужда, потребность, спрос, товар, услуга, рынок продавца и рынок потребителя, существующий и потенциальный потребитель, жизненный цикл организации и товара, сегментация, позиционирование.
- Эволюцию концепций маркетинга и основные тенденции, существующие в маркетинговой практике и академической науке.

- Принципы устройства и особенности работы отдела маркетинга, рекламы и PR, продаж и поддержки клиентов компании на B2C и B2B рынках.
  - Функциональные обязанности специалистов в области маркетинга услуг, рекламы PR компаний различных отраслей и сфер деятельности
  - Виды маркетинговых исследований и условия подбора маркетинговых инструментов, подходящих для конкретных компаний на B2C, B2B рынках.
- В рез.
- Понятие маркетинговой информационной системы, первичной и вторичной информации, их преимущества и ограничения.
  - Основы поведения потребителей услуг, способы оценки качества товаров и услуг, этапы принятия решения о покупке.
  - Понятия и различные подходы к сегментации и позиционированию в сфере производства и реализации услуг.

### **Компетенции и умения.**

В результате освоения дисциплины студент должен:

#### **3.1 Уметь**

- Анализировать комплекс маркетинга компании в сфере производства и реализации нематериальных товаров и услуг.
- Определять способы охвата рынка, разрабатывать критерии сегментации потребителей, выделять целевые сегменты и формировать стратегию сегментации компании на B2C, B2B и B2O рынках.
- Планировать и организовывать маркетинговые исследования.
- Взаимодействовать с исследовательскими и консалтинговыми компаниями по вопросам организации и планирования маркетинговых исследований.
- Оценивать стратегию сегментации, таргетирования и позиционирования компании на основе различных типов маркетинговой информации.

3.2 В результате освоения дисциплины студент осваивает следующие компетенции:

**РБ** - ресурсная база, в основном теоретические и предметные основы (знания, умения)

**СД** - способы деятельности, составляющие практическое ядро данной компетенции

**МЦ** - мотивационно-ценностная составляющая, отражает степень осознания ценности компетенции человеком и готовность ее использовать

Компетенция	Код по ОС НИУ ВШЭ	Уровень формирования компетенции	Дескрипторы – основные признаки освоения (показатели достижения результата)	Формы и методы обучения, способствующие формированию и развитию компетенции	Форма контроля уровня сформированности компетенции
Способен предлагать концепции, модели, изобретать и использовать новые способы и инструменты профессиональной деятельности	СК-2 СК-М2	МЦ	Предлагает и использует модели исследования рынка, разработки стратегии и бизнес-модели компании	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий

Способен повышать свой интеллектуальный и культурный уровень, строить траекторию профессионального развития и карьеры	СК-4 СК-М4	МЦ	Грамотно оперирует понятиями и категориями в области современных концепций стратегического маркетинга, способен применять технологии, методы и аналитические инструменты стратегического маркетинга.	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, подготовка эссе, реферата
Способен принимать управленческие решения, оценивать их возможные последствия и нести за них ответственность	СК-5 СК-М5	МЦ	Идентифицирует ключевые маркетинговые проблемы в компании, осуществляет выбор конкретных методов маркетингового анализа во всем многообразии аналитического инструментария маркетинга и менеджмента	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий
Способен вести профессиональную, в том числе, научно-исследовательскую деятельность в международной среде	СК 8 СК-М8	МЦ	Проводит анализ и сегментацию рынков, определяет оптимальную стратегию выхода на внешний рынок	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, подготовка эссе, реферата

Способен строить профессиональную деятельность, бизнес и делать выбор, руководствуясь принципами социальной ответственности	ПК-7 СЛК – М7	МЦ	Использует принципы социальной ответственности в процессе принятия стратегических маркетинговых решений	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий
Способен выявлять данные, необходимые для решения поставленных исследовательских задач в сфере управления; осуществлять сбор данных, как в полевых условиях, так и из основных источников социально-экономической информации: отчетности организаций различных форм собственности, ведомств и т.д., баз данных, журналов, и др., анализ и обработку этих данных, информацию отечественной и зарубежной статистики о социально-экономических процессах и явлениях	ПК-11 М4.1_5 .2_5.6_ 7.1(М)		Определяет данные, необходимые для разработки маркетинговой стратегии, проводит кабинетные и полевые исследования для получения необходимой маркетинговой информации	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий
Способность решать задачи формирования сети бизнес-процессов в организации	ПК-19 М1.1- 1.3_ 7.3 (М)	МЦ	Формирует бизнес-процессы организации, направленные на реализацию разработанной маркетинговой стратегии	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий
Способен разрабатывать корпоративную стратегию, стратегию бизнеса и функциональные стратегии организации	ПК-21 М 1.1- 1.3_ 7.3 (М)_ 5.4.	МЦ	Владеет методами стратегического анализа и стратегического маркетинга для понимания маркетинговой ситуации, формулирует основные корпоративные и функциональные цели организации, декомпозирует их в виде дерева целей	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий, контрольная работа, экзамен
Способен планировать и осуществлять проекты и мероприятия, направленные на реализацию стратегий организации	ПК-22 М 1.2- 1.3_ 7.3 (М)	МЦ	Владеет навыками разработки бизнес-планов и планов маркетинга, распределения задач, построения организационных структур для реализации маркетинговой деятельности. Демонстрирует навыки управления межфункциональной командой с учетом осо-	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий, контрольная ра-

			бенностей реализуемой стратегии		бота, экзамен
Способен выявлять данные, необходимые для решения поставленных управленческих и предпринимательских задач; осуществлять сбор данных и их обработку	ПК-26 М 4.1_4.3 – 7.4(М) _7.5 (М)	МЦ	Демонстрирует навыки определения данных для оценки и обоснования новых бизнес-идей. Владеет методами сбора и анализа данных для оценки рыночных возможностей нового товара/услуги	Лекционный курс. Семинары в диалоговом режиме. Дискуссии. Разбор конкретных ситуаций (кейсы из российской и зарубежной практики).	Работа на семинарах, решение кейсов из российской и зарубежной практики, выполнение домашних заданий

#### 4. План курса

№	Название раздела	Всего часов	Аудиторные часы			Самостоятельная работа
			Лекции	Семинары	Практические занятия	
1	Понимание маркетинга услуг	15	1	4	-	10
2	Основы поведения потребителей услуг	15	1	4	-	10
3	Маркетинговые исследования на рынках услуг	13	1	2	-	10
4	Особенности сегментации и позиционирования на рынке услуг	15	1	4	-	10
5	Товарная стратегия в маркетинге услуг	13	1	2	-	10
6	Ценообразование в маркетинге услуг	13	1	2	-	10
7	Коммуникационные стратегии в маркетинге услуг	13	1	2	-	10
8	Стратегия сбыта услуг	13	1	2	-	10
9	Процесс управления стратегией Люди в маркетинге услуг	14	2	2	-	16
10	Процесс управления стратегией материальная среда в маркетинге услуг	22	2	4	-	16
<b>ИТОГО</b>		<b>152</b>	12	28	-	112

#### 5. Требования к уровню знаний студентов.

В результате освоения дисциплины студент приобретает опыт:

- Разработки комплекса маркетинга компании в сфере услуг и реализации услуг как нематериального товара.
- Выделения критериев сегментации потребителей, выбора целевых сегментов и формирования стратегии сегментации компании на B2C, B2B рынках.
- Разработки стратегии позиционирования компаний услуги отдельных услуг, организаций, брендов на целевом рынке, донесения созданного позиционирования до потребителей при помощи программы продвижения.
- Выбора инструментов и разработки методологии количественных и качественных маркетинговых исследований на B2C, B2B и B2O рынках в сфере производства и реализации услуг.



## **6.Преподаватели:**

Новаторов Эдуард Владимирович, Ph.D., к.п.н. профессор департамента менеджмента

[enovatorov@hse.ru](mailto:enovatorov@hse.ru)

## **6.Тип экзамена:**

6.1. Примеры заданий промежуточного /итогового контроля

Пример вопроса:

Перечислите элементы комплекса маркетинга Д. Маккарти, известного как концепция «4Р».

*Ключ:* 1) Product, 2) Price, 3) Placement, 4) Promotion

Пример вопроса итогового контроля:

Как называется комплекс международного маркетинга?

- 1) Marketing Mix,
- 2) Marketing Strategy,
- 3) Marketing Policy,
- 4) Marketing Research

*Ключ:* 1) Marketing Mix

## 1. Scope and normative references

This program is an academic discipline "services marketing" sets out minimum requirements for the knowledge and skills of the student and determines the contents and forms of training and reporting. Program is designed for educators, leading the discipline, teaching masters in management 38.04.02 enrolled in the master degree program studying discipline "services marketing". The program is designed in accordance with the Federal State educational standard: autonomous educational institution of higher professional education, national research university higher school of Economics in preparation of 38.04.02 management training bachelor degree; Educational program of management training 38.04.02 master degree; Working curriculum of the University in 38.04.02 " Management" master degree program.

## 2. Course goals

The discipline of "services marketing" refers to the cycle of special disciplines. It addresses issues of services marketing based on the desired level of basic training for managers in the field of services marketing. The ultimate goal of the discipline is the formation of future specialists of theoretical knowledge and practical skills in the field of services marketing. In the process of studying this discipline students receive knowledge in the field of product and pricing policy, analysis of service markets, services markets research, services marketing mix, means of communication. The objectives of the development of the discipline of "services marketing" are pinning the theoretical knowledge gained by students in courses:

- Marketing strategies
- Marketing research methods in management
- Management of the client value

**The practical aim** of the course is to ensure the effective preparation of students for practical work in the marketing department, sales department or customer service Department of the company that operates on the market of end consumers, business-to-business commercial and Government, in the sphere of production and sale of intangible services. The course familiarizes students with the organization of services marketing in large and medium-sized companies and the basics of marketing policy; teach them to analyze the services market; develop a plan of services marketing activities; prepare and conduct market research; develop the services marketing mix; organize, control and audit of the service marketing activities of the organization.

### Course Goals

1. To understand the unique challenges involved in services marketing in the global economy.
2. To perform a comprehensive analysis of services marketing situation and make marketing strategy recommendations for managerial action that will create a competitive advantage.
3. To identify differences between marketing in service versus manufacturing organizations.
4. To identify, analyze, and apply the various components of the services marketing mix to create customer value.
5. To understand and discuss the key issues required in managing customer retention, customer satisfaction, creating service culture, and service quality.
6. To appreciate the role of employees and customers in service delivery, customer satisfaction, retention, complaints and service recovery.
7. To appreciate other key issues in service businesses such as managing supply and demand, relationship marketing, and the role of the servicescape.

8. To understand how customer service can be a competitive advantage in managing organizations.

### **3. Competence of learner generated as a result of the development of discipline.**

#### **3.1 Student must know the:**

- Key concepts in marketing such as poverty, need, demand, product, service, seller's market and consumer market, existing and potential customer life-cycle, organization and product segmentation, targeting, positioning.
- The evolution of marketing concepts and key trends in marketing practices and academic science. Principles and features of work in marketing, advertising and PR, sales and customer support company in the B2C, B2B markets.
- The functional responsibilities of professionals in marketing, advertising, PR companies in various sectors and areas of marketing.
- Research and selection of marketing tools that are appropriate to specific companies in the B2c, B2B and B2O markets.
- The concept of a marketing information system, primary and secondary information, their advantages and limitations.
- The basics of consumer behavior, how to assess the quality of goods and services, the stages of business buying decisions.
- Concepts and different approaches to segmentation, targeting and positioning in the field of production and sale of tangible goods and services.

#### **3.2 Be able to:**

- Analyze complex marketing company in the sphere of production and sale of tangible goods and services.
- Identify ways to reach the market, develop customer segmentation criteria to select target segments and segmentation strategy from company to B2C, B2B markets.
- Plan and organize marketing research.
- Interact with research and consulting companies on issues of organization and planning of marketing research.
- Evaluate the strategy of segmentation, targeting and positioning the company on the basis of different types of marketing information.

#### **3.3. Levels of formation of competences:**

- RB - resource base, generally theoretical and subject bases (knowledge, abilities)
  - WA - the ways of activity which are the practical center of this competence and
  - MV - the motivational and valuable component, reflects extent of understanding values both competences the person and readiness to use it
- As a result of discipline development, the student masters the following competences:

Competences	Code by OS NRU HSE	Level for competences	Descriptors – the main signs of development (level of achievement result)	Forms and methods of training, promoting formation and development of competences	Forms of Control Forming of competences
Capable to offer concepts, models, to invent and use new ways and tools professional activity	SK-2 CK-M2	MV	Offers and uses models market research of the market, development strategy both for business-model and the company	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work.
Capable to raise the intellectual and cultural level, to build a perspective of professional development and career	SK-4 SK-M4	MV	Competently operates with concepts and categories in the field of modern concepts of strategic marketing, capable to apply technologies, methods and analytical instruments of strategic marketing.	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research paper
Capable to make administrative decisions, to estimate their possible consequences and to bear for them responsibility	SK-5 SK-M5	MV	Identifies key marketing problems in the company, carries out choice of concrete methods of the marketing analysis in all variety of analytical tools of marketing and management	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work.
Capable to conduct professional, including, research activity in the international environment	SK 8 SK-M8	MV	Carries out the analysis and segmentation of the markets, defines optimum strategy of an exit to a foreign market	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research paper

Capable to build professional activity, business and to make a choice, being guided by the principles of social responsibility	PK-7 SLK – M7	MV	5. Uses the principles of social responsibility in the course of adoption of strategic marketing decisions	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research paper
Capable to reveal the data necessary for the solution of the set research tasks in the sphere of management; to carry out data collection, both in field conditions, and from the main sources of social and economic information: reporting of the organizations of various forms of ownership, departments, etc., databases, magazines, etc., analysis and processing of these data, information of domestic and foreign statistics on social and economic processes and activities.	PK-11 M4.1_5 .2_5.6_7.1(M)	MV	6. Defines the data necessary for development of marketing strategy, conducts desk and field researches for obtaining necessary marketing information	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research paper
Ability to solve problems of formation of a network business of processes in the organization	PK-19 M1.1-1.3_7.3 (M)	MV	7. Forms business processes the organization directed on realization on developed marketing strategy	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research paper
Capable to develop corporate strategy, strategy of business and functional strategy of the organization	PK-21 M 1.1-1.3_7.3 (M)_5.4.	MV	8. Owns methods of the strategic analysis of strategic marketing for understanding of a marketing situation, formulates the main corporate and functional objectives of the organization, deconstruct them in the form of a “tree of the purposes”	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research paper

Capable to plan and carry out projects and the actions directed on realization of strategy of the organization	PK-22 M 1.2- 1.3_ 7.3 (M)	MV	9. Owns skills of development of business plans and plans marketing, distribution of tasks, creation of organizational structures for realization marketing activity. Show skills of management of interfunctional team taking into account features realized strategy.	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research Paper. Written exam
able to reveal the data necessary for the solution of the set administrative and enterprise tasks; to carry out data collection and their processing	PK-26 M 4.1_4.3 - 7.4(M) _7.5 (M)	MV	10. Shows skills of definition of data for an assessment and justification of new business ideas. Owns methods of collecting and the analysis of the market opportunities of new goods and/or services	Lecture course. Seminars in a dialogue mode. Discussions. Russian and foreign case studies	Work at seminars, decision on case studies. Home work. Preparing Research paper

#### 4. The place of the discipline in the structure of the educational program

For directions 38.04.02 management training master of discipline "services marketing" is the discipline of your choice. Study of the discipline is based on the following disciplines:

- Marketing strategies
- Marketing research methods in management
- Managing Customer Value

For the development of academic discipline, students must possess the following knowledge and skills:

- Knowledge of the foundations of the theory of marketing knowledge
- The history of the discipline of marketing
- Knowledge of the evolution of modern concepts of marketing
- Knowledge of methods for the analysis of marketing data to their strategic use in the company
- Knowledge of the methods of organization and carrying out of marketing research of the ability to use marketing tools the ability to argue, to represent and defend their point of view within the business discussions

## 5. Course Schedule/Topics

№	Topic	Total amount of hours	Class hours			Self-Study
			Lectures	Seminars	Workshops	
1	Understanding services marketing	15	1	4	-	10
2	Understanding the services consumers and markets	15	1	4	-	10
3	Services Marketing research	13	1	2	-	10
4	Segmentation and positioning	15	1	4		10
5	International Marketing mix: Product/Process	13	1	2	-	10
6	Services Marketing mix: Price.	13	1	2	-	10
7	Services Marketing mix: Promotion.	13	1	2	-	10
8	Services Marketing: Place.	13	1	2	-	10
9	Services marketing mix: People.	14	2	2	-	16
10	Services marketing mix: Physical evidence.	22	2	4	-	16
<b>Summary</b>		<b>152</b>	20	28	-	112

## 6. Tests and control tasks

Control type	Control form	Year		Parametrs
		1	2	
	Essay	6		2000-2500 words
	Classroom work	*	*	Participation in discussion, oral presentations of the results, the performed individual or group tasks
	Home work	*	*	Performance of homeworks: individual or group
Final	Examination		*	Written examination of 90 min.

### Requirements to level of knowledge of students

#### Have the skills (experience):

- The development of a set of marketing company in the sphere of production and sale of tangible goods and services.

- Selection criteria for segmentation of consumers, selecting target segments and segmentation strategies to B2C, B2B.
- Design of positioning companies and individual products (brands) in the target market, reports generated by positioning to consumers via promotions.
- Selecting tools and methodology of quantitative and qualitative marketing research in B2C, B2B markets in the field of production and sale of tangible goods and services.

## 7. Grading criteria

### Criteria for the evaluation of knowledge, skills.

Estimates in all forms of the current and final control are exposed on 10-point scale.

#### Criterion of an assessment of *classroom work (Oaud.)*

Grade	Criteria
«A» (8-10)	The graduate student finds comprehensive, systematic and profound knowledge of an educational and program material; takes active part in discussion on a subject of seminar occupations; acquired the main and additional literature, the recommended program; shows creative abilities in understanding, a statement and use of an educational and program material.
«B» (6-7)	The graduate student finds full knowledge of an educational and program material and the main categories of a course; acquired the main literature recommended in the program, takes systematic part in discussions on seminar occupations
«C» (4-5)	The graduate student finds knowledge of the main educational and program material in the volume necessary for further study, is familiar with the main literature recommended by the program, participates in discussion, asks questions.
«F» (0-3)	The graduate student does not take part in discussion on seminar occupation, does not find knowledge of the main educational and program material.

#### Criterion of estimates of home work (*Ohomework*)

Students receive individual and group tasks for independent work. When performing a group task students receive a uniform assessment for all group.

Grade	Criteria
«A» (8-10)	The task is performed in full, the undergraduate finds comprehensive, systematic and profound knowledge of an educational and program material, freely and correctly operates with the main terms and concepts of a course
«B» (6-7)	The task is performed with insignificant mistakes, the undergraduate finds profound knowledge of an educational and program material,



	freely and correctly operates with the main terms and concepts of a course.
«C» (4-5)	The task is performed with essential mistakes, the undergraduate finds superficial knowledge of an educational and program material, the main terms and concepts of a course.
«F» (0-3)	The task is not performed.

**Criteria of an assessment of the essay (*Oesse*)**

**Esse of 1000-1500 words on the set subject is given in writing.**

Grade	Criteria
«A» (8-10)	The graduate student finds comprehensive, systematic and profound knowledge of an educational and program material; uses the main and additional literature, the recommended program; is able to connect theoretical fundamentals of methodology of science with research process; shows creative abilities in understanding, a statement and use of an educational and program material; competently states the thoughts.
«B» (6-7)	The graduate student finds knowledge of an educational and program material and the main categories of a course; uses the main literature recommended in the program; stands on systematic hind legs of knowledge of discipline, competently states the thoughts.
«C» (4-5)	The graduate student finds knowledge of the main educational and program material in the volume necessary for further study, research activity and the forthcoming work in the specialty; it is familiar with the main literature recommended by the program.
«F» (0-3)	The graduate student finds essential gaps in knowledge of the main educational and program material, makes basic mistakes in treatment of the main concepts and categories of a course.

**Criteria of an assessment of examination (*Oexam.*)**

**Criteria of an assessment of written answers:**

Grade	Criteria
«A» (8-10)	The graduate student finds comprehensive, systematic and profound knowledge of an educational and program material; acquired the main and additional literature, the recommended program; is able to connect theoretical fundamentals of methodology of science with research process; shows creative abilities in understanding, a statement and use of an educational and program material; competently states the thoughts.
«B» (6-7)	The graduate student finds knowledge of an educational and program material and the main categories of a course; acquired the main literature recommended in the program; stands on systematic hind legs of knowledge of discipline, competently states the thoughts.
«C» (4-5)	The graduate student finds knowledge of the main educational and program material in the volume necessary for further study, research activity and the forthcoming work in the specialty; understands and is able

	to define the main categories of a course; it is familiar with the main literature recommended by the program.
«F» (0-3)	The graduate student finds essential gaps in knowledge of the main educational and program material, makes basic mistakes in treatment of the main concepts and categories of a course.

## 8. The content of the discipline

### *Topic 1. Understanding services marketing*

The globale service economy. Services marketing at the firm level. Definitions of services marketing. Emergence of services marketing as an academic discipline. Basic academic schools of services marketing. Areas, themes, and directions for future research. Course description: aim of the course, course content, course outline, examination arrangements. Case & articles assignment. Starting service diaries assignments.

#### *Required literature:*

1. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 1.
2. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

#### *Additional reading:*

Lutz Kaufmann, Jan-Frederik Roesch (2012). Constraints to Building and Deploying Marketing Capabilities by Emerging Market Firms in Advanced Markets. *Journal of International Marketing*: December 2012, Vol. 20, No. 4, pp. 1-24.

V. Kumar (2014). Understanding Cultural Differences in Innovation: A Conceptual Framework and Future Research Directions. *Journal of International Marketing*: September 2014, Vol. 22, No. 3, pp. 1-29.

### *Topic 2. Understanding the service consumers and markets*

Needs and wants. “Blackbox”. Service determinants. The three-stage model of services consumer behavior. Models of consumers' decision-making process. The consumer as a risk taker. The disconfirmation paradigm. The consumer as a rational mathematician. The consumer as a partial employee. Importance-performance analysis of service customer satisfaction.

#### *Required literature:*

3. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 2.
4. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-

896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd  
Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading:*

Adamantios Diamantopoulos, Amata Ring, Bodo B. Schlegelmilch, and Eva Doberer (2014). Drivers of Export Segmentation Effectiveness and Their Impact on Export Performance. *Journal of International Marketing*: March 2014, Vol. 22, No. 1, pp. 39-61.

Magnus Hultman, Constantine S. Katsikeas, Matthew J. Robson (2011) Export Promotion Strategy and Performance: The Role of International Experience. *Journal of International Marketing*: December 2011, Vol. 19, No. 4, pp. 17-39.

### **Topic 3. Service Marketing research**

Research paradigms. Original empirical and secondary data. Databases. Quantitative and qualitative methodology. Observation. Test marketing. Survey. Interview. Focus groups. Presentation of results.

*Required literature:*

5. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 3.

6. Jean, Ruey-Jer Bryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd  
Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading:*

Christina Sichtmann, Maren von Selasinsky, Adamantios Diamantopoulos (2011). Service Quality and Export Performance of Business-to-Business Service Providers: The Role of Service Employee and Customer-Oriented Quality Control Initiatives. *Journal of International Marketing*: March 2011, Vol. 19, No. 1, pp. 1-22.

Michael K. Hui, Candy K.Y. Ho, Lisa C. Wan (2011) Prior Relationships and Consumer Responses to Service Failures: A Cross-Cultural Study. *Journal of International Marketing*: March 2011, Vol. 19, No. 1, pp. 59-81.

### **Topic 4. Segmentation and positioning**

Identifying and selecting target segments. Segmentation criteria. Evaluation of target markets. Multiattribute segmentation. Determinant attributes. Hygiene attributes. Product positioning. Competitor analysis. Developing the positioning maps. Repositioning. Assessment of the financial capacity of enterprises to enter the international market.

*Required literature:*

7. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 4.

8. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading:*

Martin Mende, Ruth N. Bolton and Mary Jo Bitner (2013). Decoding Customer–Firm Relationships: How Attachment Styles Help Explain Customers' Preferences for Closeness, Repurchase Intentions, and Changes in Relationship Breadth. *Journal of Marketing Research*: Feb 2013, Vol. 50, No. 1 (February 2013) pp. 125-142.

Thomas Dotzel, Venkatesh Shankar and Leonard L Berry (2013). Service Innovativeness and Firm Value. *Journal of Marketing Research*. April 2013, Vol. 50, No. 2 (April 2013) pp. 259-276.

### **Topic 5. Services Marketing mix: Product/Process**

Multiattribute model for goods/services. Service encounters. Marketing flowcharting. Marketing Blueprinting. Reengineering and adaptation. Concept of new product/service. Interactive marketing. Product life circle. Service concept.

*Required literature:*

9. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 5.

10. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading:*

Bruce D. Keillor, G. Tomas M. Hult and Destan Kandemir (2014). A Study of the Service Encounter in Eight Countries. *Journal of International Marketing*: March 2004, Vol. 12, No. 1 (Spring 2014) pp. 9-35.

Mikael Hilmersson, Hans Jansson (2012). Reducing Uncertainty in the Emerging Market Entry Process: On the Relationship Among International Experiential Knowledge, Institutional Distance, and Uncertainty. *Journal of International Marketing*: December 2012, Vol. 20, No. 4, pp. 96-110.

### **Topic 6. Services Marketing mix: Price**

Pricing strategies. Time-dependent capacity and its impact on pricing. The nature of costs. The nature of demand. Multiple services and price bundling. Import and export pricing. The mechanism of formation of export and import prices, tariffs and fees. The main directions of improving the mechanism of foreign trade pricing.

*Required literature:*

11. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 6.
12. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading:*

Cher-Min Fong, Chun-Ling Lee, and Yunzhou Du (2014) Consumer Animosity, Country of Origin, and Foreign Entry-Mode Choice: A Cross-Country Investigation. *Journal of International Marketing*: (March 2014), Vol. 22, No. 1, pp. 62-76.

George E. Newman and Ravi Dhar (2014) Authenticity Is Contagious: Brand Essence and the Original Source of Production. *Journal of Marketing Research*: Jun. 2014, Vol. 51, No. 3 (June 2014) pp. 371-386.

**Topic 7. Services Marketing mix: Promotion**

Communication mix. Integrated marketing communications. Setting communications strategy. Defining the target audience for communication. Dividing the communications objectives and target audiences among the channels. Sales promotions. Creating favorable public opinion about the product. International fairs and exhibitions.

*Required literature:*

13. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 7.
14. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading:*

Margaret Fletcher, Simon Harris, and Robert Glenn Richey Jr. (2013) Internationalization Knowledge: What, Why, Where, and When? *Journal of International Marketing*: (September 2013), Vol. 21, No. 3, pp. 47-71.

Daniel C. Bello, Constantine S. Katsikeas and Matthew J. Robson (2010) Does Accommodating a Self-Serving Partner in an International Marketing Alliance Pay Off? *Journal of Marketing*: (November 2010), Vol. 74, No. 6 (November 2010) pp. 77-93.

**Topic 8. Services Marketing Mix: Place**

Channels of distributions. Levels of channels. Intermediaries. Back office and front office. Business unit placement. Internal placement. Internet marketing. Marketing strategies. Factors influencing the choice of distribution channels. Modern trends in distribution networks.

*Required literature:*

15. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 8.
16. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading:*

Zhilin Yang, Chenting Su and Kim-ShyanFam (2012). Dealing with Institutional Distances in International Marketing Channels: Governance Strategies That Engender Legitimacy and Efficiency: *Journal of Marketing* (May 2012), Vol. 76, No. 3 (May 2012) pp. 41-55.

**Topic 9.** Services marketing mix: People.

People as the product. Managing the customer-contact personnel interface. Human resources policies and the customer. SWOT analysis. Human resources policies and climate or culture. Concept of internal marketing. Empowerment and enfranchisement. Defection management. Service guarantees. Service recovery. Switching behavior. Service complaints experiences. Loyalty programs. Marketing planning and control. Marketing audit.

*Required literature:*

17. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 9.
18. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

*Additional reading*

Bart de Langhe, StefanoPuntoni, Daniel Fernandes and Stijn M.J van Osselaer (2011) The Anchor Contraction Effect in International Marketing Research: *Journal of Marketing Research* (Apr 2011), Vol. 48, No. 2 (April 2011) pp. 366-380.

**Topic 10.** Services marketing mix: Physical evidence.

Conceptualization of services marketing by John Rathmell. Triangle model of Philip Kotler.SERVUCTION model of P. Eiglier and E. Langeard.The "7P" model of Mary J. Bitner.The "8P" model of C Lovelock.The Nordic school model. ISO9004. SERVQUAL. SERVPERF.

*Required literature:*

19. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall. Chapter 10.
20. Jean, Ruey-JerBryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-

*Additional reading:*

Spike Cramphorn (2014) The quest for persuasive advertising: *International Journal of Marketing Research*, Vol. 56 No. 5, (June 2014) pp. 571–590.

## **9. Educational technology**

Active and interactive forms for conducting business and role games, case studies, practical tasks and visiting classes. Meetings with representatives of Russian and foreign companies, State and public organizations, workshops of experts and specialists.

### **9.1. Notes to the teacher**

The process of learning the discipline of "international marketing" includes holding lectures according to the thematic plan. In a statement of the lecture material to the teacher it is recommended that you use PowerPoint presentations, video cases on the theme of the lecture. Consolidation of theoretical knowledge in practical training is carried out in the final part of the course. The choice of the form of the practical exercises is the teacher's choice and may include: business games; decision situation tasks; case studies analysis.

### **9.2 Notes to the students**

During the lecture sessions lead contents of training material. Pay attention to the category, language, revealing the content of those or other phenomena and processes, scientific conclusions and practical recommendations, good practices in oratory. It is advisable to leave the working fields, on which the abstracts make notes from the recommended literature, supplementing the material music lectures, as well as to underline the particular importance of certain theoretical positions. Ask the teacher questions to understand the theoretical positions, for resolving disputes.

During the preparations for the workshops to explore the basic literature additional literature, new publications in periodicals: magazines, newspapers, etc. In this to take into account the recommendations of teachers and curriculum requirements. Modifying your transcript of lectures, making the appropriate records from the literature recommended by the teacher and the curriculum. Prepare abstracts for presentations on all academic issues to the seminar. In preparation for the report or referativnomu communication, apply for a methodical assistance from the teacher. Plan-transcript of his speech. Consider the examples with the aim of ensuring a close link studied theory with real life. Timely and qualitative execution of independent work is based on these recommendations and recommended study literature. The student can complement modern bibliography sources that are not represented in the list of recommended literature.

## **10. Evaluation tools for current and final control**

### **10.1. Examples of tasks of current control question**

Example: *List elements of a complex of marketing of D. McCarthy known as the concept of "4P".*

Key: 1) Product, 2) Price, 3) Placement, 4) Promotion



## 10.2 Example of a final test question:

How the complex of the international marketing is called?

- 1) Marketing Mix,
- 2) Marketing Strategy,
- 3) Marketing Policy,
- 4) Marketing Research

Key: 1) Marketing Mix

## 10.3 Questions for evaluating the quality of discipline

1. The history of services marketing
2. Evolution of services marketing through the prism of historical concepts
3. International services marketing models
4. Service marketing principles.
5. Sales and marketing differences
6. Marketing goals and objectives
7. The concept of 4Ps marketing-mix
8. Elements of a firm's marketing mix: Product
9. Elements of a firm's marketing mix: Place
10. Elements of a firm's marketing mix: Price
11. Elements of the marketing mix the firm: Promotion
12. Expansion of the services marketing mix (5Ps, 7Rs)
13. The notion of consumer segmentation.
14. The criteria for segmentation of consumers.
16. Innovative approaches to segmentation. VALS Segmentation.
17. Criteria for selecting market segments and their aggregation in the firm's target audience.
18. The positioning of services, brands and companies in the market, rules of positioning.
19. The concept of external and internal environment.
20. The system of marketing research and market analysis

## 11. The procedure of forming evaluations on discipline

Grading Procedures. The teacher assesses the performance of students at seminars, workshops and class work:

The cumulative score is assessed by the following formula:

$$O_{cumulative} = 0,4 * O_{esse} + 0,3 * O_{aud} + 0,3 * O_{selfwork}$$

Where,

*O<sub>esse</sub>* is the grade for esse,

*O<sub>aud</sub>* is the grade for auditorial work

*O<sub>selfwork</sub>* is the grade for homework

The resulting score is exposed by the following formula:

$$O_{final} = 0,7 * O_{cumulative} + 0,3 * O_{exam}$$



Where,

*O<sub>final</sub>* is the resulting score on discipline,

*O<sub>commulative</sub>*-accumulated score on discipline 70%

*O<sub>exam</sub>*-final score written exam, multiple choice questions 30%

**Table of the resulting assessment on different scales**

Score on the 10-point scale	Score on the 5-point scale
10	5 (A)
9	
8	
7	4 (B)
6	
5	3 (C)
4	
0-3	2 (F)

## 12. Educational-methodological and information support for the discipline

### 11.1 Required textbook

1. Wirtz J., and Lovelock C. (2016). *Services Marketing: People, technology, strategy*. 8<sup>th</sup> ed. Prentice Hall.
2. Jean, Ruey-Jer Bryan.; Chiou, Jyh-Shen.; Zou, Shaoming. (2013). *International Marketing in Rapidly Changing Environments*. Resource Type: Book ISBN: 978-1-78190-896-9; 978-1-78190-897-6; 978-1-306-06491-0 Publisher: Emerald Group Publishing Ltd Author: <http://www.emeraldinsight.com/doi/book/10.1108/S1474-979%282013%2924>

### 11.2 Additional Books

**3.** *Measurement and Research Methods in International Marketing* (Advances in International Marketing (2011). Resource Type: Book ISBN: 978-1-78052-094-0; 978-1-78052-095-7; 978-1-283-25595-0 Publisher: Emerald Group Publishing Ltd Author: Sarstedt, Marko.; Schwaiger, Manfred.; Taylor, Charles R. <http://www.emeraldinsight.com/doi/book/10.1108/S1474-7979%282011%2922>

### 11.3 Additional readings

1. Lutz Kaufmann, Jan-Frederik Roesch (2012). Constraints to Building and Deploying Marketing Capabilities by Emerging Market Firms in Advanced Markets. *Journal of International Marketing*: December 2012, Vol. 20, No. 4, pp. 1-24.
2. V. Kumar (2014). Understanding Cultural Differences in Innovation: A Conceptual Framework and Future Research Directions. *Journal of International Marketing*: September 2014, Vol. 22, No. 3, pp. 1-29.

3. Adamantios Diamantopoulos, Amata Ring, Bodo B. Schlegelmilch, and Eva Doberer (2014). Drivers of Export Segmentation Effectiveness and Their Impact on Export Performance. *Journal of International Marketing*: March 2014, Vol. 22, No. 1, pp. 39-61.
4. Magnus Hultman, Constantine S. Katsikeas, Matthew J. Robson (2011). Export Promotion Strategy and Performance: The Role of International Experience. *Journal of International Marketing*: December 2011, Vol. 19, No. 4, pp. 17-39.
5. Christina Sichtmann, Maren von Selasinsky, Adamantios Diamantopoulos (2011). Service Quality and Export Performance of Business-to-Business Service Providers: The Role of Service Employee- and Customer-Oriented Quality Control Initiatives. *Journal of International Marketing*: March 2011, Vol. 19, No. 1, pp. 1-22.
6. Michael K. Hui, Candy K.Y. Ho, Lisa C. Wan (2011). Prior Relationships and Consumer Responses to Service Failures: A Cross-Cultural Study. *Journal of International Marketing*: March 2011, Vol. 19, No. 1, pp. 59-81.
7. Martin Mende, Ruth N. Bolton and Mary Jo Bitner (2013). Decoding Customer-Firm Relationships: How Attachment Styles Help Explain Customers' Preferences for Closeness, Repurchase Intentions, and Changes in Relationship Breadth. *Journal of Marketing Research*: Feb 2013, Vol. 50, No. 1 (February, 2013) pp. 125-142.
8. Thomas Dotzel, Venkatesh Shankar and Leonard L Berry (2013). Service Innovativeness and Firm Value. *Journal of Marketing Research* Apr. 2013, Vol. 50, No. 2 (April 2013) pp. 259-276.
9. Bruce D. Keillor, G. Tomas M. Hult and Destan Kandemir (2014). A Study of the Service Encounter in Eight Countries. *Journal of International Marketing*: Mar 2004, Vol. 12, No. 1 (Spring 2004) pp. 9-35.
10. Mikael Hilmersson, Hans Jansson (2012). Reducing Uncertainty in the Emerging Market Entry Process: On the Relationship Among International Experiential Knowledge, Institutional Distance, and Uncertainty. *Journal of International Marketing*: December 2012, Vol. 20, No. 4, pp. 96-110.
11. Cher-Min Fong, Chun-Ling Lee, and Yunzhou Du (2014). Consumer Animosity, Country of Origin, and Foreign Entry-Mode Choice: A Cross-Country Investigation. *Journal of International Marketing*: (March 2014), Vol. 22, No. 1, pp. 62-76.
12. George E. Newman and Ravi Dhar (2014). Authenticity Is Contagious: Brand Essence and the Original Source of Production. *Journal of Marketing Research*: Jun 2014, Vol. 51, No. 3 (June 2014) pp. 371-386.
13. Margaret Fletcher, Simon Harris, and Robert Glenn Richey Jr. (2013). Internationalization Knowledge: What, Why, Where, and When? *Journal of International Marketing*: (September 2013), Vol. 21, No. 3, pp. 47-71.
14. Daniel C. Bello, Constantine S. Katsikeas and Matthew J. Robson (2011). Does Accommodating a Self-Serving Partner in an International Marketing Alliance Pay Off? *Journal of Marketing* (Nov. 2010), Vol. 74, No. 6 (November 2010) pp. 77-93.

15. Zhilin Yang, Chenting Su and Kim-ShyanFam (2012). Dealing with Institutional Distances in International Marketing Channels: Governance Strategies That Engender Legitimacy and Efficiency: *Journal of Marketing* (May 2012), Vol. 76, No. 3 (May 2012) pp. 41-55.

16. Bart de Langhe, Stefano Puntoni, Daniel Fernandes and Stijn M.J van Osselaer (2011). The Anchor Contraction Effect in International Marketing Research: *Journal of Marketing Research* (Apr 2011), Vol. 48, No. 2 (April 2011) pp. 366-380.

17. Spike Cramphorn (2014). The quest for persuasive advertising: *International Journal of Marketing Research*, Vol. 56 No. 5, and (June 2014) pp. 571–590.

#### **11.4 Internet sources:**

<https://www.ama.org/Pages/default.aspx>

<https://www.ama.org/publications/JournalOfMarketing/Pages/Current-Issue.aspx>

<https://www.ama.org/publications/JournalOfInternationalMarketing/Pages/current-issue.aspx>

#### **12. The logistics of the discipline**

For lectures and practical exercises using professional audio and video equipment, overhead projector. Assignments and payments are made on the PC using software products SPSS for Windows®, Microsoft Excel®, PowerPoint®, Word®. When preparing works, students use electronic resources and library database of HSE.