

AI-FARABI KAZAKH NATIONAL UNIVERSITY

Higher School of Economics and Business

Department of "Business technologies"

FINAL EXAM PROGRAM OF THE DISCIPLINE

TM5304 - Territorial Marketing

7M04129 - Marketing

Course - 1
Groups - English

2022

The final exam program is compiled by Ph.D., senior lecturer, A. K. Kozhakhmetova.

Considered and recommended at the meeting of Department of Business technologies

"15" February 2022 y., Protocol №13

Head of Department _____ Akhmetova Z. B.

Introduction

Exam process: Oral

Format: Offline

The final exam will be held orally. The undergraduate takes the exam offline by answering the questions of the exam ticket. The undergraduate can take 10-15 minutes for preparing. The duration of the exam is exactly 2 hours. Each ticket contains *three questions* that need to be fully answered.

Undergraduate's guide

1. At the scheduled time the undergraduate comes to the university.
2. The undergraduate should bring an ID card.
3. Tickets prepared for each undergraduate and contain different unrepeated questions.
4. The exam Begins at the scheduled time after signing by the undergraduate the attendance list.
5. It is not allowed to use smartphones and other devices. Using these prohibited tools may be a reason for stopping the exam.

Clicking on the link below are possible to read in detail *the rules of passing the exam* - <https://www.kaznu.kz/ru/22185/page/>

Content of topics included in the final exam:

1. The essence of territorial marketing and its concepts.
2. Territorial marketing environment.
3. Country, region, and city marketing.
4. Strategies for territory marketing.
5. Image of the territory: essence, forming, measuring.
6. Market segmentation and territory positioning.
7. Digital territories and digital inhabitants.
8. Territorial analysis: approaches of concepts.
9. Territorial analysis: modern application.
10. Use of integrated marketing communication tools to promote the territory.
11. Territory Branding: The Essence and Principles of Geobranding: Basics of internet marketing.
12. Modern factors of formation of competitive advantages of territories.
13. Clusters as a tool for the economic and social development of the territory.
14. Intellectual capital in territorial marketing.
15. The infrastructural complex of territories.

A detailed description of topics

1. *The essence of territorial marketing and its concepts*: Introduction to territorial marketing. Key methods of marketing. Basic tools for evaluation of territory marketing.

2. *Territorial marketing environment*: External and internal environments of the territory. Macro-environment factors analysis. Microenvironment factors assessment.

3. *Country, region, and city marketing*: Levels of country marketing. Methodological approaches for the evaluation of territory. Application of the strategic approaches for the development of country marketing.

4. *Strategies for territory marketing*: Strategic aspects of territory marketing. Four approaches of the strategies. The assessment of the attractiveness of the strategy.

5. *Image of the territory: essence, forming, measuring*: Basics of territory marketing. Methods of image marketing for the territory development.

6. *Market segmentation and territory positioning*: Approaches of the segmentation. Positioning map. Application of the development map.

7. *Digital territories and digital inhabitants*: Advertising. PR. Personal selling. Direct marketing

8. *Territorial analysis*: Promotional marketing tools. Techniques of promotion. Sales promotion ways.

9. *Territorial analysis*: Promotional marketing tools. Techniques of promotion. Sales promotion ways.

10. *Use of integrated marketing communication tools to promote the territory*: Brand and branding. Keys for building a brand. Main brand attributes.

11. *Territory Branding: The Essence and Principles of Geobranding*: Basics of internet marketing. SMM. SEO.

12. *Modern factors of formation of competitive advantages of territories*: Engine optimization. Content marketing. Social media marketing.

13. *Clusters as a tool for economic and social development of the territory*: concept, objectives, targets, and technology. Types of merchandising. Techniques of merchandising.

14. *Intellectual capital in territorial marketing*: Principles of relationship marketing. Techniques of RM. Focus point. Rule of pegs.

15. *The infrastructural complex of territories*: status and development trends: Identification of strategy features when entering the foreign market. Strategic aspects of international marketing. Methods and steps of global marketing.

Criteria for assessing undergraduate's compliance / non-compliance

For each question in the ticket, from **30 to 40 points** are awarded (**1 and 2 questions with 30 points each, as well as 40 points for 3 questions**). A score of 100 points (excellent) is given if the undergraduate is fluent in the material of the examination test, supports the answer with knowledge of sources on the topic of the question, sets out in writing alternative scientific versions and hypotheses on the main

problems of the ticket topic, indicates places where you can reasonably object to the knowledge reproduced in the mandatory literature; clearly presents the weak points of the answer; easily navigates within the field of knowledge and science in General; applies the knowledge gained in the study of other subjects of the curriculum.

Recommended literature, a list of electronic resources on exam topics

1. Anholt, S. The Anholt GMI City Brand Index: How World sees the world's cities. *Place Branding* 2(1): 18-31,2006.
2. Kotler, Philip T. *Marketing Places*, Simon and Schuster, 2002.
3. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." *Marketingdecision* 32.2 (1994): 4-20.
4. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". *Marketing of Services*. AmericanMarketingAssociation: 47–51.
5. Groucutt, J. and Leadley, p., *Marketing: Essential Principles, New Realities*, Kogan Page, 2004, p.170 (Principles of Marketing research).
6. Banting, P.M. & Ross, R.E., "The marketing mix: A Canadian perspective," *Journal of the Academy of Marketing Science*, vol. 1, no. 1, 1973, doi:10.1007/BF02729310 (The concept of marketing mix).
7. Kotler Ph. *Principles of Marketing*. <https://pdf.wecabrio.com/principles-of-marketing-kotler-armstrong-15th-edition.pdf>.
8. Whalley A. *Strategic Marketing*. – Ventus Publishing ApS, 2015. – 121p.- <https://library.ku.ac.ke/wp-content/downloads/2011/08/Bookboon/Strategy/strategic-marketing.pdf>.
9. Aaker, D and Joachimsthaler, E (2000) *Brand leadership*, The Free Press
10. Assael, H. (1992) *Consumer Behaviour and Marketing Action*, 4th Edition, USA: PWS-Kent (International marketing).
11. Hoyer, W.D. and MacInnis, D.J. (2001) *Consumer Behaviour*, 2nd Edition, USA: Houghton Mifflin Company.
12. Baker, M. (2000) *Marketing Management and Strategy*, 3rd edition, Macmillan Business (Relationship marketing).
13. Blythe, J. (2001) *Essentials of Marketing*, 2nd edition, Prentice Hall.
14. Booms, B.H. and Bitner, M.J. (1981), *Marketing strategies and organisation structures for service firms*, in *Marketing of Services*, J. Donnelly and W.R. George (eds), American Marketing Association.
15. Brassington, F and Pettitt, S, (2000), *Principles of Marketing*, Second Edition, Prentice Hall, Harlow.
16. Brooks, I and Weatherston, J. (1997). *The Business Environment. Challenges and Changes*, Prentice Hall.
17. Chisnall, P.M. (1997) *Marketing Research*, Fifth Edition, London: McGraw-Hill.
18. Davies, M. (1998) *Understanding Marketing*, 1st edition. Prentice Hall.
19. Ellwood, I. (2002) *The Essential Brand book*, Kogan Page Limited.

20. Fill, C (2002) Marketing Communications, Contexts, strategies and applications, Prentice Hall.
21. Gabriel, Y & Lang, T, (1995), The Unmanageable Consumer, Sage, London.
22. Hoffman ,D & Novak, T, (1996), 'Marketing in Hypermedia Computer-mediated Environments: Conceptual Foundations', Journal of Marketing, Vol 60(July), pp50-68 (Analysis of modern methods of internet marketing).
23. Kapferer, J. (1997) Strategic Brand Management, Kogan Page.
24. Keller, K (1998) Strategic Brand Management, Building, measuring and managing brand equity, Kogan Page, London.
25. Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2001), Principles of Marketing: Third European Edition, Prentice Hall, Harlow.
 - Kotler, P. and Armstrong, G. (1997) Marketing An Introduction. Fourth Edition. New Jersey. Prentice Hall International. (Relationship marketing)
26. Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (1999) Principles of Marketing, 2nd Edition, New Jersey: Prentice Hall.
27. Lauterborn, R.(1990), New marketing litany:4Ps passe; 4Cs take over, Advertising Age, Oct. 1:26.
28. Linneman, R.E. and Stanton, J.L. (1991) Making Niche Marketing Work, New York: McGraw Hill.
29. Loudon, D.L. and Della Bitta, A.J. (1993) Consumer Behaviour, 4th Edition, USA: McGraw Hill (Merchandising: concept, objectives, targets and technology).
30. Lovelock (2001) Services Marketing, people, technology, strategy, Prentice Hall.
31. Lovelock, C (1994) Product plus: How product + service = competitive advantage, McGraww Hill.
 - Lury, G.(1998) Brand Watching; lifting the lid on the phenomena of branding, Blackhall (Basics of branding).
32. McCarthy, J. (1975), Basic Marketing: a managerial approach, Homewood, IL.
 - McDonald, M. (2001) Marketing Plans. How to prepare them, how to use the. 4th edition, Butterworth Heinenamm. (Marketing communications)
33. McMartin, J. (1995) Personality Psychology: A student Centered Approach, UK: Sage Publications.
34. Moschis, G.P. (1990) Consumer Socialisation, USA: Lexington Books Heath.
35. Peter, J.P. and Olson, J.J. (1996) Consumer Behaviour and Marketing Strategy, USA: Irwin.
36. Proctor, T. (2000) Essentials of Marketing research, UK: Financial Times-Prentice Hall.
37. Randall, G. (2001) Principles of Marketing, 2nd edition, Thomson Learning.