

Al-Farabi Kazakh National University
Higher School of Economics and Business
Department of Business Technologies

**ONLINE MODE ON DISCIPLINE
ON SEMINAR
METHODICAL RECOMMENDATIONS**

«Territorial Marketing»

Masters on “7M04129–Marketing”

Almaty, 2021

Developer:

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Guidelines and program for conducting an online seminar on the subject "Territorial Marketing" were considered and approved at a meeting of the Department of "Business Technology".

Protocol № _____ «_____» _____ 20__ y.

Methodical recommendations for the implementation of the tasks of the seminar on the subject “Territorial Marketing”.

1 Seminar - discussion. Defining the role of territorial marketing in improving the image of the country (1st week).

Purpose of the seminar: to form students' ability to substantiate the role of marketing and its concepts in the company's activities.

Form of conduct: web-based lesson on the ZOOM platform.

Task: familiarization with new terms and definitions, comparison of the characteristics of the elements of marketing.

Recommendations: Pre-familiarize yourself with the main objectives and functions of marketing and study the characteristics. After comparative analysis, draw short conclusions.

Questions for discussion: Definition, scope, object, features, functions and organization of Marketing.

Evaluation criteria: max 10.

Resources:

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.

2 Seminar - discussion. Identification of the features of the marketing environment's influence on the production and promotion of products (2nd week).

Purpose of the seminar: investigate marketing environment factors and analyze them in different cases

Form of conduct: web-based lesson on the Zoom platform.

Task: description of each marketing environment with specific example.

Recommendations: Pre-familiarize yourself with the main factors of marketing environment and compare their tools. Then assess the resources and skills required for each step.

Questions for discussion: Internal and external environment. Macro-environment factors. Microenvironment factors.

Evaluation criteria: max 10.

Resources:

1. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". *Marketing of Services*. American Marketing Association: 47–51.

3. Aaker, D. A. (2013). Strategic market management. New York: Wiley
Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

4. Ackermann, F., & Eden, C. (2011). Strategic management of stakeholders: Theory and practice. Long Range Planning, 44, 179–196.

3 Seminar–business game. Discussion of methods of country marketing (3rd week).

Purpose of the seminar: to form students' ability to determine the impact of marketing research results on making decision.

Form of conduct: web-based lesson on the Zoom platform.

Task: analyze the main factors of procurement that affect decision making in logistics. Give examples.

Recommendations: Become familiar with the essence of marketing research affecting the organization's performance in advance. After that, evaluate the influence of these factors on company's activity.

Questions for discussion: Marketing research plan. Qualitative research. Quantitative research.

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

4 Interactive seminar. Comparing marketing strategies to choose the most suitable one for territory (4th week).

Purpose of the seminar: to form students' skills in using technologies of segmentation and innovative tools.

Form of conduct: web-based lesson on the Zoom platform.

Task: comparative assessment of technologies of market segmentation.

Recommendations: Familiarize yourself with the basic technologies of segmentation used in foreign companies. After that, evaluate the advantages and disadvantages of each technology when applying it in segmentation.

Questions for discussion: Technologies in logistics. TQM management. Kanban methodology. ERP systems..

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.
2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

5 Interactive seminar. Application of methods of image marketing for the territory (5th week).

Purpose of the seminar: to form students' skills in using technologies of segmentation and innovative tools.

Form of conduct: web-based lesson on the Zoom platform.

Task: comparative assessment of technologies of market segmentation.

Recommendations: Familiarize yourself with the basic technologies of segmentation used in foreign companies. After that, evaluate the advantages and disadvantages of each technology when applying it in segmentation.

Questions for discussion: Technologies in logistics. TQM management. Kanban methodology. ERP systems.

Evaluation criteria: max 10.

Resources:

5. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.
6. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20.
7. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. AmericanMarketingAssociation: 47–51.

6 Interactive seminar. Basic methods of territorial analysis in marketing (6th week).

Purpose of the seminar: to form students' skills in applying competitiveness evaluation methods for preparing firm's marketing policy.

Form of conduct: web-based lesson on the Zoom platform.

Task: critical analysis of 4P and 7P in specific situations

Recommendations: Pre-familiarize yourself with the basic tools of marketing mix. Then evaluate the advantages and disadvantages of each method by comparing their tools.

Questions for discussion: Differences between 4P and 7P. Applying methods of marketing in different cases.

Evaluation criteria: max 10.

Resources:

1. Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.
2. Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

7 Interactive seminar. Digital tools and technologies for territory marketing (6th week).

Purpose of the seminar: to form students' skills in applying competitiveness evaluation methods for preparing firm's marketing policy.

Form of conduct: web-based lesson on the Zoom platform.

Task: critical analysis of 4P and 7P in specific situations

Recommendations: Pre-familiarize yourself with the basic tools of marketing mix. Then evaluate the advantages and disadvantages of each method by comparing their tools.

Questions for discussion: Differences between 4P and 7P. Applying methods of marketing mix in different cases.

Evaluation criteria: max 10.

Resources:

1. McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.
2. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20.
3. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. American Marketing Association: 47–51.

8 Seminar discussion - Applying tools of the analysis of the territory marketing (Week 8).

Purpose of the seminar: to form students' ability to classify marketing technologies for stakeholder analysis and choose the most optimal type in specific situations.

Form of conduct: web-based lesson on the Zoom platform.

Task: describe modern types of marketing communications.

Recommendations: Pre-familiarize yourself with the basic types of communications Then evaluate the convenience and efficiency of each type for promoting goods and services.

Questions for discussion: Types and groups of marketing communications. Features and characteristics of each type. Methods and tools applicable to each group of marketing communications.

Evaluation criteria: max 10.

Resources:

1.Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2.Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

9 Seminar discussion - Applying tools of the analysis of the territory marketing (Week 8).

Purpose of the seminar: to form students' ability to classify marketing technologies for stakeholder analysis and choose the most optimal type in specific situations.

Form of conduct: web-based lesson on the Zoom platform.

Task: describe modern types of marketing communications.

Recommendations: Pre-familiarize yourself with the basic types of communications Then evaluate the convenience and efficiency of each type for promoting goods and services.

Questions for discussion: Types and groups of marketing communications. Features and characteristics of each type. Methods and tools applicable to each group of marketing communications.

Evaluation criteria: max 10.

Resources:

1.Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities, Kogan Page, 2004, p.170.

2.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

10 Seminar - game. Modern technologies of portfolio analysis (Week 10).

Purpose of the seminar: to form students' ability to use branding for creating a new brand or developing existed one.

Form of conduct: web-based lesson on the Zoom platform.

Task: identify the basic techniques and methods of branding.

Recommendations: Familiarize yourself with the basic methods of brand building. Then use one of these techniques.

Questions for discussion: Basic characteristics of service branding. Characteristics of branding. Mistakes in branding.

Evaluation criteria: max 10.

Resources:

1.Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2.Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

11 Seminar – consultation. Applying McKinsey model for analysis (Week 11).

Purpose of the seminar: develop students' ability to use digital marketing for optimization of company's activity.

Form of conduct: web-based lesson on the Zoom platform.

Task: identify basic internet marketing techniques and methods.

Recommendations: Familiarize yourself with the basic instruments of internet marketing. Then use one of these techniques.

Questions for discussionЖ Principal classification of internet marketing tools. Advantages and disadvantages of digital marketing.

Evaluation criteria: max 10.

Resources:

1.Kotler, Philip T. Marketing basics = Principles of Marketing [Text]: textbook / F. Котлер, Г. Armstrong; [aud.: B. Abdulhalim and others; aud G. Dosmukhambetova], 2019. - 735 p.

2.Pride W.M. Marketing: concepts and strategies. – Boston: Houghton Mifflin Company, 2015. – 738 p.

12 Interactive Seminar. Techniques of Merchandising (Week 12).

Purpose of the seminar: to form students' ability to solve sailing problems by using merchandising techniques.

Form of conduct: web-based lesson on the Zoom platform.

Task: learn to apply merchandising models.

Recommendations: Review the basic criteria in merchandising. Then apply the identified criteria for solving marketing problems.

Questions for discussion: Basic principles of merchandising. Classification of merchandising. Participant and non-participant merchandising.

Evaluation criteria: max 10.

Resources:

1.McCarthy, Jerome E. (1964). Basic Marketing. A Managerial Approach. Homewood, IL: Irwin.

2. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." Marketingdecision 32.2 (1994): 4-20.

3.Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". Marketing of Services. AmericanMarketingAssociation: 47–51.

13 Seminar – game. Discussing the main types of relationship marketing (Week 13).

Purpose of the seminar: to form students' ability to analyze external factors for implementing relationship marketing.

Form of conduct: web-based lesson on the Zoom platform.

Task: identify the main techniques and methods for relationship marketing.

Recommendations: Become familiar with the basic methods of relationship marketing. After that, analyze the foreign experience of relationship marketing.

Questions for discussion: relationship marketing methods. Global relationship. Techniques of relationship marketing.

Evaluation criteria: max 10.

Resources:

1.Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities,Kogan Page, 2004, p.170.

2.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

14 Interactive seminar. Identification of strategy features when entering the foreign market (Week 14).

Purpose of the seminar: to form students' ability to apply the results of using new technologies of international marketing.

Form of conduct: web-based lesson on the Zoom platform.

Task: prepare a case of using any technology for applying in international marketing.

Recommendations: Become familiar with the modern technologies in international marketing. Then prepare a plan for using some of them on the example of foreign company.

Questions for discussion: Technologies of international marketing. Innovative models of international marketing. Applying the tools of new technologies for planning and implementing them in international marketing.

Evaluation criteria: max 10.

Resources:

1.Groucutt, J. and Leadley, p., Marketing: Essential Principles, New Realities,Kogan Page, 2004, p.170.

2. 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

15 Seminar. Features of marketing tools in the service industry (Week 15).

Purpose of the seminar: to form students' ability to use service marketing to analyze the data obtained.

Form of conduct: web-based lesson on the Zoom platform.

Task: define the basic requirements for using service marketing

Recommendations: Pre-familiarize yourself with the main provisions and approaches to the service marketing. Then describe the necessary conditions and tools for using service marketing.

Questions for discussion: Techniques of service marketing. Conditions of introduction of service marketing techniques. Errors in carrying out service marketing technologies.

Evaluation criteria: max 10.

Resources:

1. Pride W.M. *Marketing: concepts and strategies*. – Boston: Houghton Mifflin Company, 2015. – 738 p.

2. MacCarthy, Jerome E. (1964). *Basic Marketing. A Managerial Approach*. Homewood, IL: Irwin.

3. Grönroos, Christian. "From marketing mix to relationship marketing: towards a paradigm shift in marketing." *Marketing Decision* 32.2 (1994): 4-20.

4. Booms, Bernard H.; Bitner, Mary Jo (1981). "Marketing Strategies and Organization Structures for Service Firms". *Marketing of Services*. American Marketing Association: 47–51.