



*State Higher Educational Institution 'National Mining University'
Institute of Economics*

Educational Discipline: 'Industrial Marketing'

**Responsible Staff Member:
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**Workshop on Greening the Curriculum –
Integration of Sustainability
Aspects into University Education**

21.05.2016



Basic Information on the Module

Field of knowledge	0305 Economics and Entrepreneurship
Study programme	6.030507 Marketing
Qualification degree	Bachelor
Part in curricula	Mandatory Module
Duration	1 semester
Credits / Hours	5 / 180 Hours per Semester
Forms of teaching and proportion	Lecture / 2 Hours per Week/ 34 Hours per Semester Exercise / 2 Hours per Week/ 26 Hours per Semester Self organised studies / 120 Hours
Type of control	Examination



Rationale

The class will give

- ✓ the study of the concept "Industrial Marketing"
- ✓ special emphasis on information acquisition and preparation of programs for promotion at the globalized industrial markets
- ✓ an integrative approach and a case study-oriented approach to sustainable development problems and their solution
- ✓ using the educational resources of the e-learning platform Eco-Campus



Students will be able to adequately use the platform Eco-Campus:

- ✓ to promoting better understanding the philosophy of sustainable development and its problems in marketing
- ✓ to work together in self-organized working groups on the account the problems of sustainable development in the marketing activities



Teaching process:

- ✓ In a series of lectures professors will give overviews of relevant topics
- ✓ Teaching materials on sustainable development in marketing will be placed on the webpage of the chair Marketing
- ✓ Self-organized work with the platform Eco-Campus is based on a list of the 10 topics
- ✓ Self-organized work is based on the information of the platform Eco-Campus and empirical data collection of self-organized working groups



Contents:

Topics of discipline	Courses on platform Eco-Campus	Expected results
I. Challenges and trends in industrial marketing	VSS – Introduction <i>Part 1: What are Sustainability Standards?</i>	A broad impression of the objectives of sustainable development in management
II. Industrial market and its actors	VSS – Introduction <i>Part 4: Codes of Good Practice</i>	An understanding of Codes of Good Practice in industrial markets



Contents:

Topics of discipline	Courses on platform Eco-Campus	Expected results
III. Marketing characteristic industrial products	VSS - Introduction <i>Part 2: What is a Standard System?</i> Part 3: <i>Credibility of Standards</i>	To understand how sustainable product characteristics can be traced along the supply chain
IV. Industrial market research	Life Cycle Assessment <i>Part 1. Introduction to LCA</i> <i>Part 2. Methodology and Databases</i>	To provide introductory knowledge about the theory and methodology of LCA in industry



Contents:

Topics of discipline	Courses on platform Eco-Campus	Expected results
V. Segmentation of industrial market	<i>Life Cycle Assessment Part 2. Methodology and Databases VSS in Environmental Policy and Economics</i>	To understand characteristics which contribute to the credibility of a product for different segments
VI. Competition in the industrial markets	<i>Life Cycle Assessment Part 3. Food and Agriculture Part 4. Bioenergy Part 5. Timber and Construction</i>	To get an impression of how the chain of custody works on competitive markets



Contents:

Topics of discipline	Courses on platform Eco-Campus	Expected results
VII. Product policy of industrial enterprise	Life Cycle Assessment - All parts Environmental Impact Assessment VSS - All parts	This will help to increase awareness on the importance and potential of SD
VIII. Pricing policy of industrial enterprise	Life Cycle Assessment - All parts Environmental Impact Assessment VSS - All parts	To understand the function of price as a component of the toolbox for sustainable development



Contents:

Topics of discipline	Courses on platform Eco-Campus	Expected results
IX. Distribution policy and good product promotion	Life Cycle Assessment - All parts Environmental Impact Assessment VSS - All parts	To understand the function of distribution for SD
X. Marketing communications on industrial market	Sustainable development and VSS – All parts	To understand the function of marketing communications in support of SD



Assessment Mode:

Presentation (PowerPoint)	not graded
Written essay	not graded
Written exam at the end of the semester	graded