



COURSE GUIDE



EC2.07

SOCIOLOGY OF MARKETING

Taras Shevchenko National
University of Kyiv

Faculty of Sociology

COURSE INFO

Title	Sociology of Marketing
Code	EC2.07
Field of study	054 Sociology
Degree level	Master
Study program	Sociology (language of instruction - English)
Type	elective
Semester	4
ECTS credits	5.00
Language of instruction	English
Final control	exam
Instructor	Dr. Marharyta Shyrokova

SUMMARY

The course involves the study of basic theories of sociology of marketing, marketing as a field of interdisciplinary analysis, basic methods of marketing research, introduces students to forms and methods of marketing in various fields, as well as mechanisms of market regulation of various spheres of public life. The application of specific methods of sociological research for marketing purposes, the potential of sociological knowledge to manage consumer relations is considered. From a practical point of view, the course will allow students to apply the acquired knowledge and skills while working on marketing projects, in particular to conduct expert evaluation of marketing strategies and technologies by means of state-of-the-art methods and approaches.

PREVIOUS KNOWLEDGE

1. Know the conceptual foundations of sociology of economics, sociology of advertising, sociology of mass communications.
2. Skills in application of analytical and exploratory methods of sociological research.

COMPETENCES

SC10	Ability to present research findings and prepare research reports and publications
SC11	Ability to apply state-of-the-art methods of collection and analysis of sociological data in a justifiable way to solve practical issues
SC13	Ability to use sociological information to ensure effective communication with representatives of various social organizations
SC14	Ability to use sociological theories in academic and professional activities



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COURSE LEARNING OUTCOMES

1.1	Know the methodological principles of sociological study of marketing, the theoretical content of the basic contemporary conceptions of marketing.
1.2	Know the specifics of description, explanation, forecasting of social phenomena and processes based on the findings of marketing research.
2.1	Be able to analyze the main factors (economic, cultural, social, personal, psychological) that affect the marketing activities in the social structure of society.
2.2	Have basic skills in the use of marketing tools to solve practical problems of sociological support of marketing strategies.
3.1	Present findings of independent research.
4.1	Carry out independent analytical, research and exploration activities.

EVALUATION

20 points	Individual and group work in the classroom	
10 points	Individual research assignment	
10 points	Presentation of the findings of research assignment	
20 points	Midterm tests	
40 points	Final exam Admission to exam threshold: 36 points	
Grade explication	90-100	Excellent
	75-89	Good
	60-74	Satisfactory
	0-59	Fail

COURSE STRUCTURE

CHAPTERS	WORKLOAD (in hours)		
	lectures	seminars	self-study
1. Conceptual foundations of sociology of marketing			
1. Marketing as a social and managerial process	2	2	14
2. Causes, problems and prospects of sociologization of marketing	2	2	14
3. Sociological analysis of the marketing environment and marketing complex	2	2	14



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4. Sociological foundations of marketing research as a process of social interaction	0	2	16
2. Marketing as an institutional social practice of market regulation			
5. Planning, organization and control of marketing activities	2	2	14
6. Marketing as a social process of constructing economic exchanges	0	2	14
7. Technologization of marketing activities	2	2	14
8. Specifics of applied marketing research	0	6	16

READINGS**Required**

1. Baker M.J. Marketing Theory: A Student Text / Michael J Baker, Michael Saren. – SAGE, 2010. – 448 p.
2. Benzo R. Marketing Research: Planning, Process, Practice / Riccardo Benzo, Marwa G. Mohsen, Chahid Fourali. – SAGE, 2017. – 432 p.
3. Brace I. An Introduction to Market & Social Research: Planning & Using Research Tools & Techniques / Ian Brace. – Kogan Page, 2006. – 154 p.
4. Clow K.E. Essentials of Marketing Research: Putting Research Into Practice / Kenneth E. Clow, Karen E. James. – SAGE Publications, 2013. – 520 p.
5. Connolly J. The Social Organisation of Marketing: A Figurational Approach to People, Organisations, and Markets / John Connolly, Paddy Dolan. – Springer, 2017. – 230 p.
6. Ellis N. Marketing: A Critical Textbook / Nick Ellis, James Fitchett, Matthew Higgins, Gavin Jack, Ming Lim, Michael Saren, Mark Tadajewski. – SAGE, 2010. – 256 p.
7. Ferguson C. Consumer Behavior: A Marketing Perspective / Carroll Ferguson. – CLANRYE International, 2020. – 212 p.
8. Hill T. The Dark Side of Marketing Communications: Critical Marketing Perspectives / Tim Hill, Pierre McDonagh. – Routledge, 2020. – 134 p.
9. Kotler P. Kotler On Marketing / Philip Kotler. – Simon and Schuster, 2012. – 272 p.
10. Kotler P. Marketing 3.0: From Products to Customers to the Human Spirit / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. – John Wiley & Sons, 2010. – 208 p.
11. Kotler P. Social Marketing: Influencing Behaviors for Good / Philip Kotler, Nancy Lee. – SAGE, 2008. – 444 p.

Additional

1. Dietrich T. Segmentation in Social Marketing: Process, Methods and Application / Timo Dietrich, Sharyn Rundle-Thiele, Krzysztof Kubacki. – Springer, 2016. – 214 p.
2. Fourali C. The Promise of Social Marketing: A Powerful Tool for Changing the World for Good / Chahid Fourali. – Routledge, 2016. – 184 p.



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3. Galan-Ladero M.M. Case Studies on Social Marketing: A Global Perspective / M. Mercedes Galan-Ladero, Helena M. Alves. – Springer, 2019. – 252 p.
4. Goldberg M.E. Social Marketing: Theoretical and Practical Perspectives / Marvin E. Goldberg, Martin Fishbein, Susan E. Middlestadt. – Psychology Press, 2018. – 480 p.
5. Mesly O. Marketing Projects / Olivier Mesly. – CRC Press, 2020. – 282 p.
6. Richardson N. Customer-Centric Marketing: Supporting Sustainability in the Digital Age / Neil Richardson, Jon James, Neil Kelley. – Kogan Page Publishers, 2015. – 256 p.
7. Ritch E.L. New Perspectives on Critical Marketing and Consumer Society / Elaine L. Ritch, Julie McColl. – Emerald Group Publishing, 2021. – 252 p.

Other sources

