

Syllabus of the educational discipline

«Marketing»

Educational program051.130 "International Economics"Level of educationFirst (bachelor's)Discipline statusBasicTeaching languageEnglishCourse / semester3 course, the 5th semesterNumber of credits ECTS5Distribution by types of trainings and hours of studyLectures – 24 hours.Form of final assessmentExamDepartmentDepartment of International Economics and Management of Foreign Economic Activity, Kharkiv, Nauki Ave., 9-a, room 201, +38 (057) 702-18-32, http://mev.hneu.edu.ua/ international-economics. Associate Professor of	Specialty	051 Economics
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Marketing. Situational, creative and control tasks: practicum / OP Korolchuk, LM Shulgina KNTEU, 2003 259 p	add K: Knowledge Press, 2004 64 - 5th ed., Supplement K: Libra, strategy: textbook. allowance. / AV Z Marketing. Situational, creative and	 Iarketing: textbook / LV Balabanova 2nd ed., Reworked. and 5 p.; 2. Garkavenko SS Marketing: textbook / SS Garkavenko. 2007 720 p.; 3. Zozulev AV Industrial marketing: market ozulev K Center teach. 1-ri, 2010 576 p.; 4. Korolchuk OP



Auxiliary sources:5. Kotler F. Marketing Management / F. Kotler. - 11th ed. - SPb. : Peter, 2004. - 800 p.;6. Marketing: guidelines for situational exercises: textbook. way. [for students. University] / OA Vinogradov, OP Vykhopen, LM Shulgina and others. - Kyiv: Consortium for Improving Education Management in Ukraine; Center for Innovation and Development, 2004. - 205 p.;7. Marketing: a textbook for students. University / V. Rudelius and others; ed.-order. OI Sidorenko, LS Makarova. - 3rd type. - K: Teach method. Center "Consortium for Improving Management Education in Ukraine", 2009. - 648 p.; 8. Marketing: situational exercises: textbook. way. [for students. University] / OA Vy-nogradov, OP Vykhopen, LM Shulgina and others. - Kyiv: Consortium for Improvement of Education Management in Ukraine; Center for Innovation and Development, 2004. -504 p.; 9. Marketing management: textbook. way. / for ed. LV Bala¬ba¬no-voi. - 3rd ed., Add. and processing. - K: Knowledge, 2004. - 354 p.; 10. Pavlenko OF Marketing: textbook / OF Pavlenko, AV Voychak. - K.: KHEY, 2003. - 448 c.; 11. Industrial marketing: theory, world experience, Ukrainian practice / ed. AA Starostina. - K: Knowledge, 2005. - 764 p.

Assessment system of learning outcomes

The grading system includes: current control carried out during the semester during lectures and seminars, the student's success in the discipline is assessed by the sum of points scored (maximum amount - 60 points; minimum amount that allows a student to take the exam - 35 points); modular control, which is carried out taking into account the current control in the form of written control work; final / semester control, which is conducted in the form of an exam in accordance with the schedule of the educational process (maximum number - 40 points, minimum number of credits - 25 points). More detailed information is given in the technological map of the discipline.

Types of training	Max points
Lectures (active work)	8
Practical classes (active work)	16
Tests	16
Current control works	6
Individual survey	8
Essay	6
Exam (if available)	40
Max points	100

Accumulation of rating points in the discipline (*example*)

Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale ECTS assessment scale	Assessment on the national scale			
	for exam, differentiated test, course project (work), practice, training	for pass		
90 - 100	Α	excellent		
82 - 89	В	good	pass	
74 - 81	С			
64 – 73	D	satisfactory		
60 - 63	Е			
35 – 59	FX	maatiafaatam	not pass	
1 – 34	F	unsatisfactory		

Discipline policies

When studying this discipline, it is mandatory to adhere to the policy of academic integrity, it is not allowed to miss classes without appropriate reason.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (https://pns.hneu.edu.ua/course/view.php?id=3113).



Syllabus was approved at the meeting of the Department of International Economics and Management of Foreign Economic Activity Protocol № 1 from the 28th of August, 2020.