



## Syllabus of the educational discipline «Marketing»

<b>Specialty</b>	051 Economics
<b>Educational program</b>	051.130 "International Economics"
<b>Level of education</b>	First (bachelor's)
<b>Discipline status</b>	Basic
<b>Teaching language</b>	English
<b>Course / semester</b>	3 course, the 5th semester
<b>Number of credits ECTS</b>	5
<b>Distribution by types of trainings and hours of study</b>	Lectures – 24 hours. Practical studies (seminars) – 24 hours. <b>Independent training – 102 hours.</b>
<b>Form of final assessment</b>	Exam
<b>Department</b>	Department of International Economics and Management of Foreign Economic Activity, Kharkiv, Nauki Ave., 9-a, room 201, +38 (057) 702-18-32, <a href="http://mev.hneu.edu.ua/international-economics-and-management/">http://mev.hneu.edu.ua/international-economics-and-management/</a>
<b>Teacher (-s)</b>	Hrynko Pavlo, PhD in Economics, Associate Professor of Department of International Economics and Management of Foreign Economic Activity
<b>Teacher's contacts</b>	pavelgrinko@gmail.com, +380677140003
<b>Days of the classes</b>	Tuesdays
<b>Consultations</b>	According to the schedule
<b>The purpose</b> of the discipline is to form in students a system of competencies to justify business decisions based on the use of a marketing approach to business management.	
<b>Prerequisites for learning</b>	
<i>Перелік попередньо прослуханих дисциплін / Знання, вміння, навички, якими повинен володіти здобувач, щоб приступити до вивчення дисципліни</i>	
<b>Content of the educational discipline</b>	
<b>Content module 1. Theoretical foundations of marketing</b>	
Theme 1. The essence of marketing and its modern concept	
Theme 2. Classification and characteristics of marketing	
Theme 3. Marketing research	
Theme 4. Marketing product policy	
<b>Content module 2. Marketing complex: essence and content</b>	
Theme 5. Marketing pricing policy	
Theme 6. Marketing sales policy	
Theme 7. Marketing promotion policy	
Theme 8. Organization, control and marketing plan of the enterprise	
<b>Course page on the Moodle platform (personal training system)</b>	<a href="https://pns.hneu.edu.ua/course/view.php?id=3113">https://pns.hneu.edu.ua/course/view.php?id=3113</a> Work program, lecture materials, methodological support for practical classes, test tasks, tasks for independent work of students, tasks of current tests
<b>Recommended literature</b>	
<b>Main sources:</b> 1. Balabanova LV Marketing: textbook / LV Balabanova. - 2nd ed., Reworked. and add. - K: Knowledge Press, 2004. - 645 p.; 2. Garkavenko SS Marketing: textbook / SS Garkavenko. - 5th ed., Supplement. - K: Libra, 2007. - 720 p.; 3. Zozulev AV Industrial marketing: market strategy: textbook. allowance. / AV Zozulev. - K Center teach. l-ri, 2010. - 576 p.; 4. Korolchuk OP Marketing. Situational, creative and control tasks: practicum / OP Korolchuk, LM Shulgina. - K: KNTEU, 2003. - 259 p	



**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.

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

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
<b>Max points</b>	<b>100</b>

#### 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	A	excellent	pass
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX		unsatisfactory
1 – 34	F		

#### 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>).**



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