



## Syllabus of the academic discipline «Marketing»

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|---|---|
| <b>Speciality</b>   | <i>073 Management</i>   |
| <b>Education program</b>  | <i>073.020 Management of innovation activity</i>  |
| <b>Educational qualification</b>  | <i>first (bachelor)</i>   |
| <b>Type of the discipline</b>   | <i>Base</i>   |
| <b>Language of teaching</b>   | <i>English</i>  |
| <b>Academic year / Semester</b>   | <i>3<sup>rd</sup> academic year, 5<sup>th</sup> Semester</i>  |
| <b>Number of credits ECTS</b>   | <i>5</i>  |
| <b>Distribution by types of classes and hours of study</b>  | <i>Lectures – 20 hours.<br/>Practical (seminars) – 28 hours.<br/>Independent training – 102 hours.</i>  |
| <b>Final assessment</b>   | <i>Exam</i>   |
| <b>Department</b>   | <i>Management and Business, 703 (library block), +38 057 702 01 46, <a href="https://www.kmib-hneu.com">https://www.kmib-hneu.com</a></i>   |
| <b>Lecturer (s)</b>   | <i>Myronova Olga Mykolayivna, PhD, Associate Professor</i>  |
| <b>Contacts of lecturer (s)</b>   | <i><a href="mailto:olga.myronova@hneu.net">olga.myronova@hneu.net</a></i>   |
| <b>Study days</b>   | <i>Monday, Thursday, Friday</i>   |
| <b>Consultations</b>  | <i>Management and Business department, 703 (library block) – offline; in Zoom - online; by agreement, on the initiative of the applicant; both individual and in group, Monday, 15.30-16.30</i> |
| <b>The purpose of the discipline</b>  |   |
| is generating theoretical knowledge and methodological foundations of the system and marketing the business and practical skills to increase the efficiency of management in market conditions  |   |
| <b>Prerequisites for learning</b>   |   |
| Theory of management; Management; Self-management; Business ethics; Communication and social responsibility; Logistics; Economy of enterprise; Macro- and microeconomics; Econometrics; Informatics / <i>Knowledge of economic laws and principles; ability to search and analyze information about a company and economic; knowledge of managerial laws and principles; ability to make managerial decisions; knowledge of general and specific managerial functions</i> |   |
| <b>Content of the academic discipline</b>   |   |
| <b>Content module 1. Theoretical foundations of the marketing and its modern concepts</b>   |   |
| <b>Theme 1. The essence of the marketing and its modern concept</b>   |   |
| <b>Theme 2. Marketing as an open mobile system</b>  |   |
| <b>Theme 3. Marketing characteristics</b>   |   |
| <b>Theme 4. Marketing research</b>  |   |
| <b>Content module 2. Development and realization of operational marketing complex. Marketing management</b>   |   |
| <b>Theme 5. Marketing product policy</b>  |   |
| <b>Theme 6. Marketing pricing policy</b>  |   |
| <b>Theme 7. Marketing distribution policy</b>   |   |
| <b>Theme 8. Marketing policy of communications</b>  |   |
| <b>Theme 9. Organization of marketing</b>   |   |
| <b>Theme 10. Control in marketing</b>   |   |
| <b>Theme 11. Marketing plan of an enterprise</b>  |   |
| <b>Material and technical (software) for discipline support</b>   |   |
| Laptop, Power Point MS Office, Multimedia Projector   |   |
| <b>Course page on the Moodle platform (personal training system)</b>  | <i>Course description, Working plan, Syllabus, Lectures (presentations), Practical (methodical recommend-</i>   |



dations), Recommendations for independent training, Homework; Tests, Additional learning materials.  
<https://pns.hneu.edu.ua/course/view.php?id=1139>

**Recommended reading**

**Main**

1. Лепейко Т. І. Маркетинговий менеджмент: навч. посіб. / Т. І. Лепейко, А. В. Котлик, І. О. Кінас. – Х.: ХНЕУ, 2012.

**Additional**

2. Kotler P. Marketing management / P. Kotler, K. L. Keller. - Evanston: Northwestern University, 2012. – 658 p.
3. Principles of marketing / P. Kotler, G. Armstrong, J. Sounders et al. – Milan: Prentice Hall Europe, 1999. – 1032 p.

**The system of the study results assessment**

Current control takes place at lectures and practical lessons (seminars), assessed by the total number of points gained during the semester (the maximal possible number is 60 points, the minimal required number is 35 points).

Final control takes place at the end of each semester in the form of an exam (the maximal possible number is 40 points; the minimal required number is 25 points).

More detailed information is in the Working plan.

**Distribution of points according to the types of study**

| Type of studies                     | Maximal points |
|-------------------------------------|----------------|
| Active work on lectures             | 6              |
| Active work on practical (seminars) | 6              |
| Presentation                        | 12             |
| Express test                        | 12             |
| Written test                        | 24             |
| Exam                                | 40             |
| <b>Total maximal points</b>         | <b>100</b>     |

**Compliance of the ECTS assessment scale to the national assessment scale and S. Kuznets KhNUE scale**

| Total score on all type of studies | ECTS assessment scale | Assessment on the national scale   |          |
|------------------------------------|-----------------------|--|----------|
|                                    |                       | for exam, differentiated pass, course project (work), practice, training | for pass |
| 90 – 100                           | A                     | excellent  | pass     |
| 82 – 89                            | B                     | good   |          |
| 74 – 81                            | C                     |  |          |
| 64 – 73                            | D                     |  |          |
| 60 – 63                            | E                     | satisfactory   | not pass |
| 35 – 59                            | FX                    | unsatisfactory   |          |
| 1 – 34                             | F                     |  |          |

**Policies of the academic discipline**

*Policy of academic integrity, Class omission policy*

*More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent training are given in the Syllabus of the academic discipline (<http://www.repository.hneu.edu.ua/handle/123456789/20083>).*