



Syllabus of the educational discipline «Marketing management»

| | |
|--|--|
| Specialty | 073 Management |
| Educational program | 073.040 Business administration |
| Level of education | Second (Master) |
| Discipline status | Base |
| Teaching language | English |
| Course / semester | 1 course, 1 semester |
| Number of credits ECTS | 5 |
| Distribution by types of trainings and hours of study | Lectures – 18 hours. Practical studies (seminars) – 22 hours. Independent training – 110 hours. |
| Form of final assessment | Exam |
| Department | Management and business department, S. Kuznets Kharkiv National University of Economics, 61166, Kharkiv, 9a Nauki Ave., Scientific and library building, 7th floor, room 703, tel. +38 (057) 702-01-46 (2-96), kaf_mb_hneu@ukr.net , kafmb2007@gmail.com |
| Teacher (-s) | Shcherbak Alina Mikhailovna, PhD, Associate professor of Management and Business department |
| Teacher's contacts | al.shcherbak@gmail.com |
| Days of the classes | Tuesday, Wednesday |
| Consultations | Wednesday, department |
| The purpose of the discipline "Marketing Management" is formation of theoretical knowledge and practical skills in order to manage the marketing activity of the enterprise | |
| Prerequisites for learning | |
| Before starting to study the academic discipline "Marketing Management", the student must have taken all the general scientific, humanitarian and special subjects for the educational level "Bachelor", in particular, "Probability Theory and Mathematical Statistics", "Management", "Marketing", "Economics", "Enterprise Finance" | |
| Content of the educational discipline | |
| Content module 1 Theoretical foundations and organization of marketing management | |
| Theme 1. The concept of marketing management | |
| Theme 2. The process of marketing management | |
| Theme 3. Organization of marketing management | |
| Theme 4. Marketing organizational structures development | |
| Theme 5. The essence and structure of marketing planning | |
| Content module 2 Planning and control in marketing management | |
| Theme 6. Marketing Strategies and Marketing strategic planning | |
| Theme 7. Marketing Programs | |
| Theme 8. Tactical Marketing Planning | |
| Theme 9. Control and analysis of marketing activities | |
| Material and technical support (software) of the discipline (за необхідності) | |
| Course page on the Moodle platform (personal training system) | https://pns.hneu.edu.ua/course/view.php?id=686 the following materials are posted: technological map, syllabus of the academic discipline, practical tasks, lecture presentations |
| Recommended literature | |
| 1. Доуль П. Маркетинг-менеджмент и стратегии / П. Доуль. – СПб. : Питер, 2002. – 544 с. | |



2. Котлер Ф. Маркетинг менеджмент / Ф. Котлер ; пер. с англ. под ред. Л. А. Волковой, Ю. Н. Капитуревского. – СПб. : Питер, 2003. – 752 с.
3. Котлер Ф. Основы маркетинга / Ф. Котлер ; пер. с англ. – М. : Бизнес-книга, ИМА-Кросс. Плюс, 1995. – 702 с
4. Bearden W. O. Marketing: principles and perspectives / W. O. Bearden. – Chicago, : Irwin, 1995. – 631 p.
5. Hawkins D. I. Consumer behavior: building marketing strategy / D. Hawkins, Rodger J. Best, Kenneth A. Coney. – 7th. – Boston : Irwin McGraw-Hill, 1998. – 760 p.

Assessment system of learning outcomes

Control measures include:

current control is carried out during lectures and practical lessons and is estimated by the sum of the points scored (minimum amount - 10 points, maximum amount - 20 points);

modular control - a written modular tests after studying the material from the logically completed part of the discipline - content module (minimum amount - 7 points, maximum amount - 23 points):

final control is carried out in the form of a exam (minimum amount before the exam - 35 points, maximum amount - 60 points), is defined as the sum of points for the student's progress in the current control, including written modular tests.

Minimum amount for the exam - 25 points, maximum amount - 40 points

More detailed information on assessment is given in the technological card of the discipline.

Accumulation of rating points in the discipline (example)

| Types of training | Max points |
|---------------------------------------|------------|
| Presence and activity at the lecture | 9 |
| Presence and activity at the practice | 11 |
| Essay | 4 |
| Colloquium | 7 |
| Written Test | 23 |
| Presentation | 6 |
| Exam | 40 |
| Max points | 100 |

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 | satisfactory | |
| 64 – 73 | D | | |
| 60 – 63 | E | unsatisfactory | not pass |
| 35 – 59 | FX | | |
| 1 – 34 | F | | |

Discipline policies

Policy of academic integrity, Absenteeism policy, Policy to perform tasks later than the deadline.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline (link).