



**Syllabus of the educational discipline  
«Marketing and sales management»**

<b>Specialty</b>	<i>073 Management</i>
<b>Educational program</b>	<i>«Business Administration»</i>
<b>Level of education</b>	<i>Master (second)</i>
<b>Discipline status</b>	<i>Compulsory</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>1 course, 1 semester</i>
<b>Number of credits ECTS</b>	<i>4</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures –14 hours Practical studies (seminars) – 16 hours. Laboratory studies – 0 hours. Independent training – 90 hours.</i>
<b>Form of final assessment</b>	<i>Exam / Pass</i>
<b>Department</b>	<i>Department of Management and Business, 61166, Kharkiv, Nauky avenue, 9-A, Library building, 7th floor, room 703 Tel. +38 (057) 702-01-46 (additional 2-96) Web-site: <a href="http://www.kmib.hneu.edu.ua">http://www.kmib.hneu.edu.ua</a></i>
<b>Teacher (-s)</b>	<i>Shcherbak Alina Mikhailovna, Candidate of Economic Sciences, Associate Professor</i>
<b>Teacher's contacts</b>	<i>Shcherbak A.M. <a href="mailto:al.shcherbak@gmail.com">al.shcherbak@gmail.com</a></i>
<b>Days of the classes</b>	<i>According to the current schedule of classes</i>
<b>Consultations</b>	<i>According to the consultation schedule</i>
<b>The purpose of the discipline " Marketing and sales management" is formation of theoretical knowledge and practical skills in order to manage the marketing activity of the enterprise</b>	
<b>Prerequisites for learning</b> <i>«Management», «Strategic Management», «Economics of an Enterprise», «Marketing»,</i>	
<b>Content of the educational discipline</b>	
<b>Content module 1</b> Theoretical foundations and organization of marketing management <b>Theme 1.</b> The concept of marketing management <b>Theme 2.</b> The process of marketing management <b>Theme 3.</b> Organization of marketing management & Marketing organizational structures <b>Theme 4.</b> The essence and structure of marketing planning <b>Content module 2</b> Planning & control in marketing management <b>Theme 5.</b> Marketing Strategies & Marketing strategic planning <b>Theme 6.</b> Marketing Programs <b>Theme 7.</b> Tactical Marketing Planning <b>Theme 8.</b> Control and analysis of marketing activities	
<b>Material and technical support (software) of the discipline</b> <i>Laptop, PowerPoint MS Office, Multimedia Projector</i>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Working Plan of discipline Syllabus of the educational discipline Lectures (presentations), Seminars (List of questions), Homeworks; Tests, Additional learning materials. <a href="https://pns.hneu.edu.ua/course/view.php?id=686">https://pns.hneu.edu.ua/course/view.php?id=686</a></i>



### 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 an 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
Lectures	7
Practical studies (seminars)	8
Tasks by topics	10
Presentations	10
Written Test	20
Essay	5
Exam	40
<b>Max points</b>	<b>100</b>

### Discipline policies

*The policy of the discipline is based on the principles of academic integrity and is determined by the system of requirements that the teacher imposes on the student when studying the discipline (rules of conduct in class, passes, mobile phone use, retransmission, etc.). Academic plagiarism policy.*

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

Syllabus approved at the meeting of the Department «Management and Business».  
Protocol № 13 from 22 June 2021