



Syllabus of the course
«Marketing»

Speciality	<i>073 Management</i>
Study programme	<i>040 Business administration,</i>
Educational qualification	<i>first (bachelor)</i>
Type of the discipline	<i>Mandatory</i>
Language of teaching	<i>English</i>
Academic year / Semester	<i>3rd academic year, 5th Semester</i>
Number of credits ECTS	<i>5</i>
Distribution by types of classes and hours of study	<i>Lectures – 24 hours.</i> <i>Practical (seminars) – 12 hours.</i> <i>Laboratory – 12 hours.</i> <i>Independent training – 102 hours.</i>
Final assessment	<i>Exam</i>
Department	<i>Management and Business, 703 (library block), +38 057 702 01 46, https://www.kmib-hneu.com</i>
Lecturer (s)	<i>Myronova Olga Mykolayivna, PhD, Associate Professor</i>
Contacts of lecturer (s)	<i>olga.myronova@hneu.net</i>
Study days	<i>Due to timetable</i>
Consultations	<i>Due to timetable</i>
The purpose of the course	
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	
Prerequisites for learning	
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>	
Content of the course	
Content module 1. Theoretical foundations of the marketing and its modern concepts	
Topic 1. The essence of the marketing and its modern concept	
Topic 2. Marketing as an open mobile system	
Topic 3. Marketing characteristics	
Topic 4. Marketing research	
Content module 2. Development and realization of operational marketing complex. Marketing management	
Topic 5. Marketing product policy	
Topic 6. Marketing pricing policy	
Topic 7. Marketing distribution policy	
Topic 8. Marketing policy of communications	
Topic 9. Organization of marketing	
Topic 10. Control in marketing	
Topic 11. Marketing plan of an enterprise	
Material and technical (software) for course support	
Laptop, Power Point MS Office, Multimedia Projector	
Course page on the Moodle platform (personal training system)	<i>Course description, Working plan, Syllabus, Lectures (presentations), Practical, laboratory studies (methodical recommend-dations), Recommendations</i>



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

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
Total maximal points	100

Policies of the course

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 Program of the course.

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