



**The syllabus of the discipline
«Marketing»**

Specialty	073 «Management»
Study Programme	Logistics
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	mandatory
Language	English
Term	third year, fifth semester
ECTS credits	5
Workload	Lectures – 24 hours Practical studies – 12 hours Laboratory studies – 12 hours Self-study– 102 hours
Assessment system	Grading including Exam
Department	Marketing, Kharkiv, ave. Sciences, 9-A, 61166 KhNEU them. S. Kuznets, 1 building, 4nd floor, room 413. Tel. +38 (057) 702-02-65; (internal 3-02) Official site of the department: http://www.dom.hneu.edu.ua/
Teaching staff	Boyko Natalia Olexandrivna Anatoliivna, PhD in Economics Associate professor
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Course schedule	Lectures: according to the schedule Practical studies: according to the schedule Laboratory studies: according to the schedule
Consultations	At the department of Marketing, offline, according to the schedule, individual, PNS chat.

Learning objectives and skills:

acquiring systematic knowledge of the theoretical foundations and organizational and methodological foundations of the formation and functioning of the marketing system at the enterprise, practical skills in using marketing to increase the efficiency of enterprise management in market conditions

Structural and logical scheme of of the course

Prerequisite	Postrequisites
Commodity market infrastructure, commodity research	Functional logistics
Management	Strategic management

Course content

Content module 1. *Theoretical foundations of marketing. Methodological and information bases of marketing.*

Topic 1. The essence of marketing and the development of its concepts

Topic 2. Formation of marketing information system based on marketing research.

Topic 3. Study of consumer needs and behavior and selection of target segments. Market research.

Topic 4. Analysis of competition

Content module 2. *Development and implementation of marketing*

Topic 5. Product in the marketing mix

Topic 6. Price in the marketing mix

Topic 7. Distribution in the marketing complex.

Topic 8. Communications in the marketing complex



Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system, software: MS Excel

Assessment forms and methods

The University uses a 100-point cumulative system for assessing the learning outcomes of students. Current control is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored: – for courses with a form of semester control as an exam: maximum amount is 60 points; minimum amount required is 35 points.

During the teaching of the course, the following control measures are used:

Current control: homework (20 points), modular control work (16 points), testing (24 points).

Semester control: Grading including Exam (40 points).

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program