



Syllabus of the academic discipline «Marketing»

Speciality	<i>073 Management</i>
Education program	<i>Logistics</i>
Educational qualification	<i>The first (Bachelor) level of higher education</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. Practical (seminars) – 12 hours. Laboratory – 12 hours. 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 discipline	
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 academic discipline	
Content module 1. Theoretical foundations of the marketing and its modern concepts Theme 1. The essence of the marketing and its modern concept Theme 2. Marketing as an open mobile system Theme 3. Marketing characteristics Theme 4. Marketing research Content module 2. Development and realization of operational marketing complex. Marketing management Theme 5. Marketing product policy Theme 6. Marketing pricing policy Theme 7. Marketing distribution policy Theme 8. Marketing policy of communications Theme 9. Organization of marketing Theme 10. Control in marketing Theme 11. Marketing plan of an enterprise	
Material and technical (software) for discipline 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 recommendations), Recommendations</i>



for independent training, Homework; Tests, Additional learning materials. <https://pns.hneu.edu.ua/>

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 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