



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>3 academic year, 5 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 department, room 703 (library block), +38 057 702 01 46 (add. 2-96), Web page: https://www.kmib-hneu.com</i>
Lecturer (s)	<i>Myronova Olga Mykolayivna, PhD, Associate Professor</i>
Contacts of lecturer (s)	<i>Myronova O. M.: olga.myronova@hneu.net</i>
Study days	<i>Lectures: due to timetable Practicals: due to timetable</i>
Consultations	<i>At the Management and Business department, off-line; due to timetable of consultations, personal</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, Management 2; Business ethics; Communication and social responsibility; Logistics; Economy of enterprise; Macro- and microeconomics; Econometrics; Informatics	
Content of the academic discipline	
Content module 1. <i>Theoretical foundations of the marketing and its modern concepts</i> 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. <i>Development and realization of operational marketing complex. Marketing management</i> 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	
<i>Multimedia Projector</i>	
Course page on the Moodle platform (personal training system)	https://pns.hneu.edu.ua/



The system of the study results assessment

The system of assessment of the formed competencies takes into account the types of classes, which include lectures, laboratory, practical classes, as well as independent work. Assessment of the formed competencies of students is carried out according to the accumulative 100-point system. Current control, which is carried out during the semester during practical, laboratory classes and independent work is assessed by the sum of points scored. The maximum possible number of points for the current and final control during the semester – 100 and the minimum possible number of points – 60.

Current control consists of the types of study: express tests, presentations on the topics; current written tests.

More detailed information is in the Working plan.

Policies of the academic discipline

The teaching of the discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, write-off, deception, bribery, and biased evaluation. For violation of academic integrity, students are brought to the following academic responsibility: re-assessment of the relevant type of educational work

More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent training are given in the Syllabus of the academic discipline

Syllabus approved at the meeting of Department «30» May 2022. Protocol №16.