



Syllabus of the course
«Marketing and Sales Management»

Specialty	073 Management	
Study Programme	Business Administration	
Study cycle (Bachelor, Master, PhD)	the second (master's) level of higher education	
Course status	elective	
Language	English	
Term	1 year of study 1 semester or 1 year of study 2 semester	
ECTS credits	5	
Workload	Lectures – 18 hours. Practical studies – 0 hours. Laboratory studies – 22 hours. Self-study – 110 hours.	
Assessment system	Grading including Exam	
Department	Department of Management and Business, auditorium 703 of the library building, phone: (057) 702-01-46 (2-96), website: https://www.kmib.hneu.edu.ua	
Teaching staff	Myronova Olga, PhD, Associate Professor	
Contacts	olga.myronova@hneu.net	
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule	
Consultations	At the Department of Management and Business, offline, according to the schedule, individual, PNS chat.	
Learning objectives and skills:		
<i>is to provide theoretical knowledge and to form applied skills in order to manage the marketing activity of the enterprise</i>		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
-	-	
-	-	
Course content		
Content module 1. Theoretical foundations and organization of marketing management		
Topic 1. The process of marketing management		
Topic 2. Marketing programs		
Topic 3. Creating marketing organizational structures		
Content module 2. Marketing and sales management		
Topic 4. The essence and concept of sales policy		
Topic 5. Basic methods and sales systems		
Topic 6. The essence and meaning of distribution channels		
Teaching environment (software)		
<i>Multimedia projector, S. Kuznets PNS, Corporate Zoom system</i>		



Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: tasks by topics, presentation, testing.

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.

Educational students 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