



Syllabus for academic discipline «Foreign language for academic and professional communication»

Specialty	075.10
Curriculum	Marketing
Educational level	Bachelor's degree
Discipline status	compulsory
Language of tuition, studies and assessment	English
Year / term	4 th year, 1 st term
Number of ECTS credits	4 credits
Hours distribution for the forms of educational process and types of studies	Seminars –48 h.
	Self-studies – 72 h.
The form of terminal control	Credit
Department	The department of foreign languages and cross-cultural communication, 61166, Kharkiv, Nauky avenue, 9a, S. Kuznets KhNUE, building 1, aud. 409, Tel. +38 (057) 702-18-32, department site: https://www.hneu.edu.ua/kafedra-inozemnyh-mov-ta-mizhkulturnoyi-komunikatsiyi/
Teacher(-s)	Balasanian Olena, senior teacher of foreign languages and cross-cultural communication department. Shumskyi Oleksandr, Doctor of Science (Pedagogics), profesor of foreign languages and cross-cultural communication department. Drahan Oksana, senior teacher of foreign languages and cross-cultural communication department.
Teachers contact information	Balasanian Olena elenabalasanian@gmail.com Shumskyi Oleksandr oll123@ukr.net Drahan Oksana oksanadragan04@gmail.com
Days of studies	Shumskyi Oleksandr according to the current schedule Balasanian Olena according to the current schedule Drahan Oksana according to the current schedule
Tutorials	According to the tutorials schedule, individual, PLS chat.
The purpose of the academic discipline: the development and improvement of language competencies for academic and professional communication and English language knowledge extension for successful completion of master's degree entrance exams.	
Structural and logical scheme of studying the academic discipline	
Prerequisites	Postrequisites
Business communication in a foreign language	International entrepreneurship
International marketing	Pre-graduate internship



The content of the academic discipline

Module 1. Business communication in marketing.

Topic 1. Marketing information system in marketing research. 1.1. Marketing research.

1.2. Information technologies in marketing. 1.3. International marketing.

Topic 2. Marketing mix elements. 2.1. Product policy in marketing mix. 2.2. Product promotion in the market. 2.3. Marketing channels of product distribution.

Topic 3. Public relations. 3.1. PR-management. 3.2. PR and marketing. 3.3. The art of business communication.

The program consists of one module.

Material and technical (software) support of the discipline

Multimedia projector, PLS S. Kuznets KhNUE, Zoom

Forms and methods of assessment

The university uses a 100-point cumulative system for assessing the learning outcomes of the applicants for higher education.

Current control is carried out during seminars and is aimed at checking the level of preparedness of a higher education applicant to perform specific work and is assessed by the sum of the points scored.

Final control includes terminal control, which is carried out in the form of a differentiated credit and exam.

The maximum possible number of points for current control during the term for a discipline which implies control in the form of credit is 100 and the minimum possible number of points is 60.

Current control includes the following control measures: tasks and presentations of the relevant topics, current tests.

More detailed information about the system of assessment and accumulation of points for the academic discipline is given in the work plan (technological card) for the academic discipline.

Academic Discipline Policies

Teaching an academic discipline is based on the principles of academic integrity. Violations of academic integrity are considered to be: academic plagiarism, fabrication, falsification, copying, cheating, bribery, biased evaluation. For violations of academic integrity, applicants for higher education are held academically responsible for the following: re-taking the assessment of the relevant type of academic work.

More detailed information about competencies, learning outcomes, teaching methods, forms and methods of assessment, and self-studies is provided in the Work program of the academic discipline.