



## Syllabus of the educational discipline «Marketing and Sales Management»

Specialty	D3 Management
Educational program	Business administration
Level of education	Master (second)
Discipline status	Selective
Teaching language	English
Course / semester	1 course, 1st semester
Number of credits ECTS	5
Distribution by types of trainings and hours of study	Lectures – 18 hours. Practical studies – 22 hours. Laboratory – 0 hours Independent training – 110 hours.
Form of final assessment	Exam
Department	Management, Business and Administration Department, 210 (main building), Web page: <a href="https://www.kmib.hneu.edu.ua">https://www.kmib.hneu.edu.ua</a>
Teacher (-s)	Myronova Olga Mykolayivna, PhD, Associate Professor
Teacher's contacts	Myronova O. M.: <a href="mailto:olga.myronova@hneu.net">olga.myronova@hneu.net</a>
Days of the classes	<a href="#">due to timetable</a>
Consultations	At the Management, Business and Administration Department, 210 (main building), off-line; due to timetable of consultations, personal, PNS chat

The purpose of the discipline is to provide theoretical knowledge and to form applied skills in order to manage the marketing activity of the enterprise

### Prerequisites for learning

Prerequisites for learning	Postrequisites for learning
Management of organizations	Technology of the business development management

### Content of the educational discipline

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

### Material and technical (software) for discipline support

Multimedia Projector, S. Kuznets KhNUE Personal Learning Systems, ZOOM

### Learning forms and methods

Assessment of the formed competencies of students is carried out according to the accumulative 100-point system.

The current control, which is carried out during the semester during practical (seminar) classes and independent work, is assessed by the sum of points scored. The goal is to check the level of preparedness of a student to perform a specific task.

The final control includes the semester control, which is carried out in the form of exam.

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 includes the following control measures: tasks by topics, presentation, testing.

***More detailed information on the system of evaluation and accumulation of points for the academic discipline is provided in the Working plan for the academic discipline.***

#### **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.***