



Харківський національний економічний університет імені Семена Кузнеця

## Syllabus of the course «Conducting business negotiations in marketing»

<b>Specialty</b>	<i>D5 Marketing”</i>
<b>Study Program</b>	<i>“Marketing”</i>
<b>Study cycle (Master)</b>	<i>The second (Masters’) level of higher education</i>
<b>Course status</b>	<i>Mandatory</i>
<b>Language</b>	<i>English</i>
<b>Term</b>	<i>1 year, 2 semester</i>
<b>ECTS credits</b>	<i>5</i>
<b>Workload</b>	<i>Lectures – 24 hours. Practical studies (seminars) – 26hours. Self-study-100 hours</i>
<b>Assessment system</b>	<i>Grading / Grading including Credit</i>
<b>Department</b>	<i>Department of Marketing, auditorium, 413 4th floor, of the first building, phone +38 (057) 702-02-65 (366), <a href="http://www.dom.hneu.edu.ua">http://www.dom.hneu.edu.ua</a></i>
<b>Teaching staff</b>	<i>Lysytsia Nadiia Michailivna, Doctor of Science (Sociology), Professor</i>
<b>Contacts</b>	<i>kafmark@hneu.net, nadiia lysytsia@hneu.net</i>
<b>Course schedule</b>	<ul style="list-style-type: none"> <li>• <i>Lectures: <u>according to the schedule</u></i></li> <li>• <i>Practical studies: <u>according to the schedule</u></i></li> </ul>
<b>Consultations</b>	<i>At the Department of Marketing, full-time according to the schedule of consultations; individual; remote via PNS chat</i>
<p style="text-align: center;"><b>Learning objectives and skills:</b>  <i>formation of masters' competencies in conducting business negotiations in marketing and making decisions in unforeseen situations, adapting to changes in the process of marketing activities.</i></p> <p style="text-align: center;"><b>Structural and logical scheme of the course</b></p>	
<b>Prerequisites</b>	<b>Postrequisites</b>
<b>Marketing communications</b>	<b>Brand management</b>
<b>Consumer behavior</b>	<b>Strategic marketing</b>
<p style="text-align: center;"><b>Course content</b></p> <p><b>Module 1. Features of negotiations in marketing</b>  <b>Topic 1. General characteristics of the negotiation process</b>  <b>Topic 2. Negotiation strategy and tactics</b>  <b>Topic 3. Analysis of the nature of a business partner</b>  <b>Topic 4. Negotiation process</b></p>	
<p><b>Module 2. The practice of organizing successful negotiations in marketing</b>  <b>Topic 5: Answers to questions and objections</b>  <b>Topic 6. Psychological impact in the negotiation process</b>  <b>Topic 7. Manipulations in negotiations and opposition to them</b>  <b>Topic 8. Completion of negotiations and effective marketing management</b></p>	
<b>Teaching environment (software)</b>	



### **Assessment forms and methods**

The university uses a 100-point accumulative system for evaluating the learning outcomes of students.

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 evaluated by the amount of scored points.

The maximum possible amount of points during the semester is 100 points and the minimum possible number of points is 60. Final control is carried out at the end of the semester in the form of a credit.

Current control includes the following assessment methods: tasks on topics, current test papers, presentations on topics and essay writing. All work must be done independently. Tasks similar to each other will be rejected.

**More detailed information on assessment and grading system is given in the technological card of the course.**

### **Course policies**

Teaching the course is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, cheating, deception, bribery, biased assessment.

Education seekers 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 on competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program***