

# Syllabus of the course

«Marketing»

Specialty	D3 Management
Study Programme	Business Administration
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education
Course status	Mandatory
Language	English
Term	third year, fifth semester
ECTS credits	5
Workload	Lectures – 24 hours
	Laboratory studies - 12 hours.
	Practical studies – 12 hours
	Self-study– 102 hours.
Assessment system	Exam
Department	Department of Marketing
	Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413,
	+38 (057) 702-02-65 (366), http://www.dom.hneu.edu.ua
Teaching staff	Lysytsia Nadiia Michailivna, Doctor of Science (Sociology),
	Professor of Department of Marketing
Contacts	nadiia.lysytsia@hneu/net
Course schedule	Lecture: according to the current schedule
	Practical studies: according to the current schedule
Consultations	At the Department of Marketing, full-time according to the
	schedule of consultations; individual; remote via PNS chat

The purpose of the course is the formation of theoretical knowledge and practical skills of using specific marketing tools in solving current management problems with a focus on the needs and demands of consumers of target markets, mastering the methodological apparatus of marketing activities of various market participants and their positioning with creative search skills. areas for improving marketing activities

Structural and logical scheme of the course

Prerequisites

Postrequisites

Strategic management

Management 2

**Statistics** 

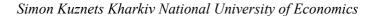
#### **Course content**

Content module 1. Theoretical foundations of marketing. Methodological and informational bases of marketing

- **Topic 1. The essence of marketing and the development of its concepts**
- Topic 2. Formation of a marketing information system based on marketing research
- Topic 3. Study of consumer needs and behavior and selection of target segments. Market research
- **Topic 4. Analysis of competition**

**Content module 2.** *Development and implementation of the marketing complex* 

- **Topic 5. Product in the marketing mix**
- **Topic 6. Price in the marketing mix**
- **Topic 7. Distribution in the marketing mix**
- **Topic 8. Communications in the marketing mix**





## **Teaching environment (software)**

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

#### **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, practical (seminar) and laboratory 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: homework; testing; modular control work.

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

## **Course policies**

Teaching of the course is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

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 Program of the course.