



Syllabus of the course

«Marketing»

Specialty	<i>D3 Management</i>
Study Programme	<i>Business Administration</i>
Study cycle (Bachelor, Master, PhD)	<i>the first (Bachelor) level of higher education</i>
Course status	<i>Mandatory</i>
Language	<i>English</i>
Term	<i>third year, fifth semester</i>
ECTS credits	<i>5</i>
Workload	<i>Lectures – 24 hours Laboratory studies - 12 hours. Practical studies – 12 hours Self-study– 102 hours.</i>
Assessment system	<i>Exam</i>
Department	<i>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</i>
Teaching staff	<i>Lysytsia Nadiia Michailivna, Doctor of Science (Sociology), Professor of Department of Marketing</i>
Contacts	<i>nadiia.lysytsia@hneu/net</i>
Course schedule	<i>Lecture: according to the current schedule Practical studies: according to the current schedule</i>
Consultations	<i>At the Department of Marketing, full-time according to the schedule of consultations; individual; remote via PNS chat</i>

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
Statistics	Strategic management
Management	
Management 2	

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.