



Syllabus of the academic discipline " MARKETING PRODUCT POLICY"

Specialty	<i>D5 Marketing</i>
Educational program	<i>Marketing</i>
Educational level	<i>bachelor</i>
Discipline status	<i>Basic</i>
Language of teaching	<i>English</i>
Course / semester	<i>3 year, 6 semester</i>
Number of ECTS credits	<i>4</i>
Distribution by types of classes and hours of study	<i>Lectures - 18 hours.</i>
	<i>Practical (seminar) – 18 hours.</i>
	<i>Independent work - 84 hours.</i>
Final control form	<i>Exam</i>
Department	<i>Marketing</i>
Teacher(s)	<i>Doctor of Economics, Associate Professor N.O. Boiko</i>
Contact Information teacher(s)	nataleboyko@gmail.com
Days of classes	<i>Lectures: According to the schedule of classes</i>
	<i>Practical lessons: According to the schedule of classes</i>
Consultations	<i>At the department of marketing, online, according to the schedule of consultations, individual, chat in PNS</i>
<p>The purpose of the educational discipline is to provide students with knowledge of the methods and processes of product marketing planning, the main methodological, organisational and economic principles of optimising product policy, developing goods and services with market novelty.</p>	
Prerequisites for training	
<p>The list of previously studied disciplines: enterprise economics, marketing, marketing of an industrial enterprise, marketing research.</p>	
<p>Content module 1: Goods in marketing activities. System of market characteristics of goods.</p> <p>Topic 1. Essence, content and objectives of the enterprise's commodity policy</p> <p>Topic 2. Goods and services in marketing activities</p> <p>Topic 3: Product quality and methods of its assessment</p> <p>Topic 4. Competitiveness of goods and its indicators</p> <p>Content module 2. Content, components and features of the modern market of goods and services. Product management in the marketing system.</p> <p>Topic 5. The market for goods and services. Formation of demand in the market for a particular product.</p> <p>Topic 6. Life cycle of a product.</p> <p>Topic 7. Strategies for the development of product policy.</p> <p>Topic 8: New product planning and product development.</p> <p>Topic 9. Packaging in the product planning system.</p>	
Course page on the Moodle platform (personal learning system)	https://pns.hneu.edu.ua/course/view.php?id=10835
System of evaluation of training results	
<p>A student should be considered certified if the sum of the points obtained as a result of the final/semester performance check is equal to or exceeds 60. The minimum possible number of points for current and module control during the semester is 35 and the minimum possible number of points scored on the exam is 25 .</p> <p>The result of the semester exam is evaluated in points (the maximum number is 40 points, the minimum number that is counted is 25 points) and is entered in the corresponding column of the examination "Success record information".</p>	



The final grade for the academic discipline is calculated taking into account the points obtained during the exam and the points obtained during the current control of the accumulation system. The total result in points for the semester is: "60 or more points - credited", "59 or less points - not credited" and is entered in the "Success record information" of the academic discipline. In the case of obtaining less than 60 points, the student must pass the assessment after the end of the examination session within the deadline set by the dean of the faculty, but no later than two weeks after the beginning of the semester.

Policies of educational discipline

The teaching of the academic discipline is based on the principles of academic integrity. Violations of academic integrity include: academic plagiarism, fabrication, falsification, plagiarism, deception, bribery, biased evaluation. For violation of academic integrity, students of education are subject to the following academic responsibility: repeated evaluation of the corresponding type of educational work.

More detailed information on competencies, learning outcomes, learning methods, assessment forms, independent work is provided in the Work Program of the academic discipline.

The syllabus was approved at the meeting of the department of Marketing
on _____.
Protocol No. _____