



Syllabus of the course «Marketing communications»

Specialty	<i>D5 Marketing</i>
Study Programme	<i>Marketing</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, sixth semester</i>
ECTS credits	<i>4 credits</i>
Workload	<i>Lectures – 24 hours.</i>
	<i>Practical studies – 24 hours.</i>
	<i>Laboratory studies – 0 hours.</i>
	<i>Self-study – 72 hours.</i>
Assessment system	<i>Grading</i>
Department	<i>Department of Marketing building 1, 4th floor, room 413 website: http://www.dom.hneu.edu.ua/</i>
Teaching staff	<i>Maryna Ihorivna Us, PhD in Economics, Associate professor</i>
Contacts	<i>maryna.us@hneu.net</i>
Course schedule	<i>Lectures: according to the schedule Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Marketing, offline, according to the schedule, individual, PLS chat</i>

The purpose of the course: formation of theoretical knowledge and mastery of practical skills in planning, using and evaluating the effectiveness of the means and elements of the marketing communications complex; organization, forecasting, and management of the communicative activities of business entities for the purpose of their effective functioning, as well as effective promotion of products/services at the level of modern requirements.

Structural and logical scheme of the course

Prerequisites	Postrequisites
Marketing	B2B marketing
Consumer behavior	Course work: B2B marketing
Marketing researches	Comprehensive training
	Diploma

Course content

Content module 1 *Basics of marketing communications and their tools*

Topic 1. Communications in the marketing system and the process of planning marketing communications

Topic 2. Advertising communications

Topic 3. Stimulation of sales

Topic 4. Public relations (PR) in the marketing communications system

Topic 5. Direct marketing and personal selling in the marketing communications system

Content module 2 *Features of the elements of the system of marketing policy of communications*

Topic 6. Packaging as a means of marketing communications



Topic 7. Synthetic means of marketing communications

Topic 8. Digital communication in a digital society

Topic 9. Organization and integration of elements of marketing communications

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 and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of points scored.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: tasks on topics, group discussion, homework, creative task, written test, colloquium, presentation.

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

Course policies

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

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and 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 about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program