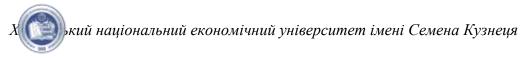
Syllabus of the academic discipline " MARKETING SALES POLICY"

Specialty	D5 Marketing
Educational program	Marketing
Educational level	bachelor
Discipline status	Basic
Language of teaching	English
Course / semester	4 year, 7 semester
Number of ECTS credits	5
Distribution by types of classes	Lectures - 24 hours.
and hours of study	Practical (seminar) – 24 hours.
	Independent work - 102 hours.
Final control form	Exam
Department	Marketing
Teacher(s)	Doctor of Economics, Associate Professor N.O. Boiko
Contact Information teacher(s)	<u>nataleboyko@gmail.com</u>
Days of classes	Lectures: <u>According to the schedule of classes</u>
	Practical lessons: <u>According to the schedule of classes</u>
Consultations	At the department of marketing, online, according to the
	schedule of consultations, individual, chat in PNS
	scipline is to provide students with knowledge of the methods
	ing planning, the main methodological, organisational and
	product policy, developing goods and services with market
novelty.	
Prerequisites for training	
	lines: marketing, marketing marketing research.
Postrequisites for training	
comprehensive training in marketing, pre-graduation practice, graduation thesis	
	ciples of marketing marketing policy
Topic 1. The essence of marketing marketing policy	
Topic 2. Distribution channels of goods: concepts, characteristics and varieties	
Topic 3. Mediators in distribution ch	
Content module 2. Methodology for	
Topic 4. Competition and conflicts in distribution channels Topic 5. Marketing-logistics as a factor in improving sales efficiency	
Topic 6. Internet marketing tools and	• • •
Topic 7. Managing marketing activi	
Course page on the Moodle platfo	rm https://pns.hneu.edu.ua/course/view.php?id=11269
(personal learning system)	of evaluation of training results
	of evaluation of training results
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.	or during the semester is 55 and the minimum possible number

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".

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. _____