



## Syllabus of the academic discipline " INTRODUCTION TO THE SPECIALTY"

<b>Specialty</b>	<i>D5 Marketing</i>
<b>Educational program</b>	<i>Marketing</i>
<b>Educational level</b>	<i>bachelor</i>
<b>Discipline status</b>	<i>Basic</i>
<b>Language of teaching</b>	<i>English</i>
<b>Course / semester</b>	<i>1 year, 1 semester</i>
<b>Number of ECTS credits</b>	<i>3</i>
<b>Distribution by types of classes and hours of study</b>	<i>Lectures - 10 hours.</i>
	<i>Practical (seminar) – 34 hours.</i>
	<i>Independent work - 46 hours.</i>
<b>Final control form</b>	<i>Credit</i>
<b>Department</b>	<i>Marketing</i>
<b>Teacher(s)</b>	<i>Doctor of Economics, Associate Professor N.O. Boiko</i>
<b>Contact Information teacher(s)</b>	<a href="mailto:nataleboyko@gmail.com">nataleboyko@gmail.com</a>
<b>Days of classes</b>	<i>Lectures: <a href="#">According to the schedule of classes</a></i>
	<i>Practical lessons: <a href="#">According to the schedule of classes</a></i>
<b>Consultations</b>	<i>At the department of marketing, online, according to the schedule of consultations, individual, chat in PNS</i>
<p>The aim of the discipline is to provide future specialists with basic knowledge of the functional features and tasks of marketing in an enterprise, the work of marketing departments, and the formation of ideas about marketing as a science and an applied business function.</p> <p><b>Prerequisites for studying:</b> Know the essence and objectives of marketing as an academic discipline, applied function of modern business and science; historical milestones and prerequisites for the formation of marketing; the main directions of application of acquired professional knowledge and skills; functions and tasks of the main units of marketing services and individual employees; trends in the formation and development of marketing as a science and the achievements of leading marketing scientists.</p> <p>Be able to: consciously distinguish marketing functions from other business functions of the enterprise; correctly use the library fund to find and select the necessary educational literature; search for educational, scientific and applied materials in search engines of electronic networks.</p> <p>Topic 1: The system of higher education in Ukraine. State standard of higher education. Topic 2. Comparative analysis of higher education systems in different countries.</p> <p>Topic 3. Professional and qualification characteristics of a marketing specialist, his role in all areas of activity. Topics 4 - 5. Why marketing? Fundamentals of marketing, its concepts. Evolution of marketing as a science. Topic 6. Structure of the marketing system and features of its functioning. Topic 7. Formation of the personality of the future specialist. Topic 8: Study of consumer needs and behaviour and selection of target segments. Topics 9 - 10. Marketing tools.</p>	
<b>Course page on the Moodle platform (personal learning system)</b>	<a href="https://pns.hneu.edu.ua/course/view.php?id=11269">https://pns.hneu.edu.ua/course/view.php?id=11269</a>
<b>System of evaluation of training results</b>	
<p>The system of assessment of the formed competences takes into account the types of classes, which include lectures, seminars, practical classes, as well as independent work. The assessment of</p>	



students' competences is based on a cumulative 100-point system. Current control, which is carried out during the semester during practical (seminar) classes and independent work, is assessed by the sum of the points scored. The maximum possible number of points for the current and final control during the semester is 100 and the minimum possible number of points is 60. The current control includes the following control measures: assignments on topics; current control works; presentations on topics and essays.

**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. \_\_\_\_\_