



Syllabus of the course «Financial Marketing»

Specialty	075 «Marketing»	
Study Programme	Marketing	
Study cycle (Bachelor, Master, PhD)	the first (Bachelor) level of higher education	
Course status	elective	
Language	English	
Term	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester	
ECTS credits	5	
Workload	Lectures – 24 hours. Practical studies – 26 hours. Laboratory studies – 0 hours. Self-study – 100 hours.	
Assessment system	Grading including Exam	
Department	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	
Teaching staff	Nataliia Boiko, PhD in Economics, Associate Professor	
Contacts	nataleboyko@gmail.com +380975463889 Telegram	
Course schedule	Lectures: according to the schedule Practical studies: according to the schedule	
Consultations	At the Department of Marketing, offline, according to the schedule, individual, PNS chat.	
Learning objectives and skills:		
is to teach students how to effectively work with business financial indicators, analyze the profitability of marketing decisions, plan budgets, and evaluate the economic efficiency of marketing investments.		
Structural and logical scheme of the course		
Prerequisites	Postrequisites	
-	-	
-	-	
Course content		
Content Module 1. Financial Analytics in Entrepreneurial Marketing		
Topic 1. Interrelation between Finance and Marketing in Entrepreneurial Business		
Topic 2. Fundamentals of Financial Analysis of Entrepreneurial Activity		
Topic 3. Unit Economics of Business: How to Measure Efficiency		
Topic 4. Marketing KPIs and Financial Performance Metrics		
Content Module 2. Budgeting, Profitability, and Financial Decisions in Marketing		
Topic 5. Planning and Budgeting of Marketing Expenditures		
Topic 6. Profitability Analysis of Marketing Channels		
Topic 7. Financial Planning of Marketing Strategies		
Topic 8. Making Financially Sound Business Decisions		



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 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: assignments on a particular topic; testing; presentations.

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.

Educational 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 Course program.