



**Syllabus of the course**  
*«Marketing in the field of international services»*

<b>Specialty</b>	<i>D5 «Marketing»</i>	
<b>Study Programme</b>	<i>Marketing</i>	
<b>Study cycle (Bachelor, Master, PhD)</b>	<i>the second (master's) level of higher education</i>	
<b>Course status</b>	<i>elective</i>	
<b>Language</b>	<i>English</i>	
<b>Term</b>	<i>1 year of study 1 semester or 1 year of study 2 semester</i>	
<b>ECTS credits</b>	<i>5</i>	
<b>Workload</b>	<i>Lectures – 16 hours.</i> <i>Practical studies – 12 hours.</i> <i>Laboratory studies – 12 hours.</i> <i>Self-study – 110 hours.</i>	
<b>Assessment system</b>	<i>Grading including Exam</i>	
<b>Department</b>	<i>Department of Marketing, 413 of the 1 building</i> <i>Phone: +38 (057) 702-02-65 ( add 3-66), website:</i> <a href="http://www.dom.hneu.edu.ua">http://www.dom.hneu.edu.ua</a>	
<b>Teaching staff</b>	<i>Nadiia Lysytsia, Doctor of science (in Sociology).</i> <i>Professor of the Department of Marketing</i>	
<b>Contacts</b>	<a href="mailto:nadiia.lysytsia@hneu.net">nadiia.lysytsia@hneu.net</a>	
<b>Course schedule</b>	<i>Lectures: <a href="#">according to the schedule</a></i> <i>Practical studies: <a href="#">according to the schedule</a></i>	
<b>Consultations</b>	<i>At the Department of Marketing, offline, according to the schedule, individual, PNS chat.</i>	
<b>Learning objectives and skills:</b>		
<i>is formation of the system of knowledge, practical skills, theoretical basis and practical instruments in marketing of international services.</i>		
<b>Structural and logical scheme of the course</b>		
<b>Prerequisites</b>		<b>Postrequisites</b>
-		-
-		-
<b>Course content</b>		
<b>Module 1. Theoretical foundations of international marketing services</b>		
<b>Topic 1. Paradigms of international marketing.</b>		
<b>Topic 2. The essence of international services.</b>		
<b>Topic 3. Specific features of international marketing services.</b>		
<b>Topic 4. International service marketing models.</b>		
<b>Topic 5. Cultural environment and its impact on international business.</b>		
<b>Module 2. Features of marketing mix in the field of international services</b>		
<b>Topic 6. Consumer behavior models of international services.</b>		
<b>Topic 7. Models for evaluating the value of international services.</b>		
<b>Topic 8. Types of international services and features of their promotion.</b>		
<b>Topic 9. International services promotion policy.</b>		
<b>Topic 10. Presentation as a form of promoting an international service</b>		



**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: tasks by topics; current control works; presentations on topics; and writing essay.

***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***