



Syllabus of the course
«Development of creative projects and soft skills in
marketing»

Specialty	<i>D5 Marketing</i>
Study Programme	<i>Marketing</i>
Study cycle (Bachelor, Master, PhD)	<i>The second (master's) level of higher education</i>
Course status	<i>Mandatory</i>
Teaching language	<i>English</i>
Term	<i>second course, third semester</i>
ECTS credits	<i>3</i>
Workload	<i>Practical studies – 30 hours</i> <i>Self-study – 60 hours</i>
Assessment system	<i>Grading including Credit</i>
Department	<i>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</i>
Teaching staff	<i>Iuliia Kotelnikova, Candidate of Economic Sciences, Associate professor</i>
Contacts	<i>yuliia.kotelnykova@hneu.net</i>
Course schedule	<i>Practical studies: according to the schedule</i>
Consultations	<i>At the Department of Marketing, offline, according to the schedule, individual, PNS chat.</i>

Learning objectives and skills:

to provide participants with practical knowledge and creative abilities needed to develop innovative marketing campaigns, while also fostering essential soft skills such as communication, teamwork, and adaptability. Through a combination of theoretical instruction and practical exercises, this course equips participants with the tools and mindset necessary to succeed in the ever-evolving field of marketing.

Structural and logical scheme of the course

Prerequisites for learning	Post requisites
Strategic marketing Marketing analytics Business planning in marketing activities Product innovation policy Business negotiations in marketing	Pre-graduation practice Diploma thesis

Course content

- Topic 1. Creativity and creative thinking in marketing projects**
- Topic 2. Development of creative concept projects**
- Topic 3. Soft skills development in marketing**
- Topic 4. Implementation of a creative project**
- Topic 5. Closing Session: Recap and Action Plans**



Teaching environment (software)

Multimedia projector, S. Kuznets PNS, Corporate Zoom system

**Course page on the Moodle platform
(personal training system)**

<https://pns.hneu.edu.ua/course/view.php?id=10152>



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 – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: presentations, report writing.

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