

# Syllabus of the educational discipline «Marketing innovation»

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Specialty	All specialties	
Educational program	All programs	
Level of education	master's	
Discipline status	selective	
Teaching language	English	
Course / semester	1 course, 1 semester	
Number of credits ECTS	5	
Distribution by types of trainings	Lectures – 20 hours.	
and hours of study	Practical studies (seminars) –20 hours.	
	Independent training – 110 hours.	
Form of final assessment	Pass	
Department	Department of Management, logistics and innovation: Room	
_	225, main building, 9-a, Nauki Avenue,	
	S.Kuznets KhNUE, Kharkiv, Ukraine, 61166	
	Phone +38 (057) 702-02-65 (3-02)	
	Website https://www.hneu.edu.ua/kafedra-menedzhmentu-	
	logistyky-ta-ekonomiky	
Teacher (-s)	PHd (Economics), Assistant of Professor? Sigaieva Tetiana	
Teacher's contacts	tetiana.sigaieva@gmail/com	
	tetiana.sihaieva@hneu.net	
Days of the classes	according to the schedule	
Consultations	according to the schedule of consultations	
701		

### **The purpose** of the discipline is

to let students form a combination of knowledge on marketing innovation, development methods of marketing innovation, the acquisition of practical skills in the use of techniques in the process of formation of marketing of innovations at the enterprise

### **Prerequisites for learning**

Marketing, innovation management, management of innovative project, brand management Skills to develop methods for diagnosing the state of the internal and external environment of the international business of the enterprise, analysis and identification of key factors of marketing interaction.

### Content of the educational discipline

## Content module 1 Theoretical principles of marketing innovation

- Topic 1. The nature and objectives of marketing innovation
- Topic 2. Marketing market research innovation
- Topic 3. Strategy in marketing innovation

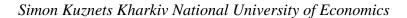
## Content module 2. Strategic decisions of marketing innovation

- Theme 4. Marketing decisions in product innovation policy
- Topic 5. Marketing pricing decisions in breeding innovation the market
- Topic 6. Marketing and logistics solutions in distribution innovation
- Topic 7. Marketing policy of communications on the marketplace

# Маркетинг інновацій. Сайт персональних навчальних систем ХНЕУ ім. С. Кузнеця — [Електронний ресурс]. — Режим доступу: https://pns.hneu.edu.ua/enrol/index.php?id=4819

#### **Recommended literature**

1. Дойль Питер. Маркетинг, ориентированный на стоимость: пер. с англ. / Питер Дойль. – СПб. : Питер, 2001. – 400 с.





- 2. Дж. Траут. Позиционирование: битва за умы / Дж. Траут, Э. Райс. СПб. : Питер, 2007. 336 с.
- 3. Котлер Ф. Маркетинговий менеджмент: підручник / Ф. Котлер, К. Л. Келлер, А. Ф. Павленко. К. : Хімджест, 2008. 720 с.
- 4. Ламбен Ж.-Ж. Менеджмент, ориентированный на ринок / Ж.-Ж. Ламбен; пер с англ. СПб. : Питер, 2004. 800 с.
- 5. Дж. О'Шонесси. Конкурентный маркетинг: стратегический подход / Дж. О'Шонесси; пер. с англ. СПб. : Питер, 2001. 864 с.
- 6. Малхора Н. К. Маркетинговые исследования. Практическиое руководство / Н. К. Малахора; пер. с англ. 3-е изд. М.: Вильямс, 2012. 960 с.

### Assessment system of learning outcomes

The student is certified if the sum of points obtained by the results of the current and modular control during the semester reached 60 points or more

More detailed information on assessment is given in the technological card of the discipline.

### **Accumulation of rating points in the discipline** (example)

Types of training	Max points
lectures	24
practical studies	33
individual task	13
presentation	10
Colloquium	20
Max points	100

# Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a ECTS		Assessment on the national scale	
100-point scale assessment scale	for exam, differentiated test, course project (work), practice, training	for pass	
90 – 100	A	excellent	
82 - 89	В	good	
74 - 81	С		pass
64 – 73	D	satisfactory	
60 – 63	Е		
35 – 59	FX	unsatisfactory	not noss
1 - 34	F	·	not pass

### **Discipline policies**

Policy of academic integrity, Absenteeism policy,

Policy to perform tasks later than the deadline, etc. https://www.hneu.edu.ua/akademichna-dobrochesnist/

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan )of the educational discipline. https://pns.hneu.edu.ua/mod/assign/view.php?id=180914

Syllabus approved at the meeting of the Department «*Management, Logistics and Economics*».

Protocol №2 from 27.08.2020