



## Syllabus of the educational discipline «Marketing innovation»

<b>Specialty</b>	<i>All specialties</i>
<b>Educational program</b>	<i>All programs</i>
<b>Level of education</b>	<i>master's</i>
<b>Discipline status</b>	<i>selective</i>
<b>Teaching language</b>	<i>English</i>
<b>Course / semester</b>	<i>1 course, 1 semester</i>
<b>Number of credits ECTS</b>	<i>5</i>
<b>Distribution by types of trainings and hours of study</b>	<i>Lectures – 20 hours. Practical studies (seminars) –20 hours. Independent training – 110 hours.</i>
<b>Form of final assessment</b>	<i>Pass</i>
<b>Department</b>	<i>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 <a href="https://www.hneu.edu.ua/kafedra-menedzhmentu-logistyky-ta-ekonomiky">https://www.hneu.edu.ua/kafedra-menedzhmentu-logistyky-ta-ekonomiky</a></i>
<b>Teacher (-s)</b>	<i>PhD (Economics), Assistant of Professor? Sigaieva Tetiana</i>
<b>Teacher's contacts</b>	<i><a href="mailto:tetiana.sigaieva@gmail.com">tetiana.sigaieva@gmail.com</a> <a href="mailto:tetiana.sigaieva@hneu.net">tetiana.sigaieva@hneu.net</a></i>
<b>Days of the classes</b>	<i>according to the schedule</i>
<b>Consultations</b>	<i>according to the schedule of consultations</i>
<p style="text-align: center;"><b>The purpose of the discipline is</b></p> <p>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</p>	
<p style="text-align: center;"><b>Prerequisites for learning</b></p> <p>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.</p>	
<p style="text-align: center;"><b>Content of the educational discipline</b></p> <p><b>Content module 1 Theoretical principles of marketing innovation</b></p> <p>Topic 1. The nature and objectives of marketing innovation Topic 2. Marketing market research innovation Topic 3. Strategy in marketing innovation</p> <p><b>Content module 2. Strategic decisions of marketing innovation</b></p> <p>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</p>	
<b>Course page on the Moodle platform (personal training system)</b>	<i>Маркетинг інновацій. Сайт персональних навчальних систем ХНЕУ ім. С. Кузнеця – [Електронний ресурс]. – Режим доступу: <a href="https://pns.hneu.edu.ua/enrol/index.php?id=4819">https://pns.hneu.edu.ua/enrol/index.php?id=4819</a></i>
<p style="text-align: center;"><b>Recommended literature</b></p> <p>1. Дойль Питер. Маркетинг, орієнтований на стоимость: пер. с англ. / Питер Дойль. – СПб. : Питер, 2001. – 400 с.</p>	



2. Дж. Траут. Позиционирование: битва за умы / Дж. Траут, Э. Райс. – СПб. : Питер, 2007. – 336 с.
3. Котлер Ф. Маркетинговый менеджмент: підручник / Ф. Котлер, К. Л. Келлер, А. Ф. Павленко. – К. : Хімджест, 2008. – 720 с.
4. Ламбен Ж.-Ж. Менеджмент, ориентированный на рынок / 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. Практическое 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
<b>Max points</b>	<b>100</b>

**Transference of Simon Kuznets KHNU Characteristics of Students’ Progress into the System of the ECTS Scale**

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

**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