Syllabus of the course

«Marketing and Sales Management»

Specialty	073 Management
Study Programme	Business Administration
Study cycle (Bachelor, Master, PhD)	the second (master's) level of higher education
Course status	elective
Language	English
Term	1 year of study 1 semester or 1 year of study 2 semester
ECTS credits	5
Workload	Lectures – 18 hours.
	Practical studies – 0 hours.
	Laboratory studies – 22 hours.
	Self-study – 110 hours.
Assessment system	Grading including Exam
Department	Department of Management and Business, auditorium
	703 of the library building, phone: (057) 702-01-46 (2-
	96), website: https://www.kmib.hneu.edu.ua
Teaching staff	Myronova Olga, PhD, Associate Professor
Contacts	olga.myronova@hneu.net
Course schedule	Lectures: according to the schedule
	Practical studies: <u>according to the schedule</u>
Consultations	At the Department of Management and Business, offline,
	according to the schedule, individual, PNS chat.
	Learning objectives and skills:
is to provide theoretica	l knowledge and to form applied skills in order to manage the
	marketing activity of the enterprise
	actural and logical scheme of the course
Prerequisite	Postrequsites
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Topic 1. The process of marketing management

Topic 2. Marketing programs

Topic 3. Creating marketing organizational structures

Content module 2. Marketing and sales management

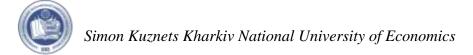
Topic 4. The essence and concept of sales policy

Topic 5. Basic methods and sales systems

Topic 6. The essence and meaning of distribution channels

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, presentation, testing.

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