



COURSE SYLLABUS
« Introduction to Profession »

Degree of higher education - Bachelor
Specialization 075 Marketing
Educational program « Marketing »
Academic year 1, semester 1
Form of study full-time
Number of ECTS credits 4
Language english

Lecturer of the course

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Course Page on eLearn

<https://elearn.nubip.edu.ua/course/view.php?id=2854>

COURSE DESCRIPTION

The **purpose** of studying the course "Introduction to tprofession" is the acquisition of basic knowledge about the functional features and tasks of marketing in the enterprise, the work of marketing departments, the formation of ideas about marketing as a science and applied business function.

Objectives of the discipline: acquaintance of students with the types, nature and objectives of marketing both at the level of an individual enterprise and in the modern economic system; study of the processes of historical development and formation of marketing; acquaintance with the main directions and types of professional activity of the marketing specialist; acquaintance with the system and institutions of marketing knowledge; presentation to the student audience of theoretical achievements of marketing science and acquaintance with the scientific heritage of domestic and foreign marketing scientists;

Competencies of the educational programme:

Integrative competency (IC): The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

General competencies (GC):

GC4. Ability to learn and master modern knowledge.
GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC8. Ability to conduct research at an appropriate level

GC13. Ability to work in an international context.

Special competencies (SC):

SC10. Ability to use marketing information systems in making marketing decisions and develop recommendations for their efficiency improvement

Program learning outcomes (PLO) of the educational programme:

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 8. Apply innovative approaches to the implementation of marketing activities of a market entity, flexibly adapt to changes in the marketing environment.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 13. To be responsible for the results of one's activities, to show the skills of entrepreneurial and managerial initiative

PLO 24 Ability to form budgets, forecasts and evaluate elements of the marketing complex, choose optimal alternatives.

PLO 26. Prepare founding documents and register the enterprise taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation.

Course Structure

Topic	Hours (lectures/seminars)	Study results	Tasks	Evaluation
1 semester				
Module 1				
Basic features of professional training of a marketing specialist				
Topic 1. The system of higher education in Ukraine. State standard of higher education	2/4	Know the basics of the Bologna process. Understand the components of the European credit transfer system. Get acquainted with the State Standard of Higher Education of Ukraine. Understand the essence of marketing. Characterize the historical process of marketing development. Know the types of marketing. Know the features of marketing as a discipline. Get acquainted with the practical application of scientific concepts. Understand the functional responsibilities and qualification requirements of marketers Know the basics of marketing management in enterprises. Understand the specifics of different types of professional activities of marketers	Submitting of seminars. Taking tests, writing essays. Completing independent work (including on eLearn)	8
Topic 2. The essence, goals, objectives and history of marketing	2/4			9
Topic 3. Marketing as a discipline	1/2			9
Topic 4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity	2/4			9
Topic 5. The main directions and types of professional activity of marketing specialists	2/4			9
Total for educational work of the 1 module				70
Module test 1				30
Total for 1 module				100
Module 2				
Educational aspects of personality formation of the future specialist				
Topic 6. The system of disciplines aimed at training a	1/2	Analyze the structure of the curriculum of the bachelor of marketing training. Understand the features	Submitting of seminars. Taking tests, writing essays. Completing	9

qualified marketing specialist		of professional training of marketers. Understand the components of the modular rating system of education	independent work (including on eLearn)	
Topic 7. Education and training of a marketing specialist	2/4	Know the basic scientific functions of marketing. Get acquainted with scientific schools of marketing.		9
Topic 8. Marketing as a science	1/2	Know the laws governing the activities of enterprises for each component of the marketing complex		9
Topic 9. Regulatory framework for marketing activities in Ukraine	2/4			9
Total for educational work of the 1 module				70
Module test 2				30
Total for 2 module				100
Total for the semester				70
Final exam				30
Total for the course				100

ASSESSMENT POLICY

<i>Policy regarding deadlines and resits:</i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<i>Academic honesty policy:</i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<i>Attendance policy:</i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

Student rating, points	National grade based on exam results	
	exams	credits
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

RECOMMENDED SOURCES OF INFORMATION

Methodical support:

Барилович О.М. Методичні вказівки до вивчення дисципліни «Вступ до фаху» для студентів спеціальності 075 «Маркетинг». К. 2020. 161 с.

Suggested literature:

1. Маркетинг : підручник для студентів економічних спец. закладів вищої освіти / Національний університет біоресурсів і природокористування України ; за ред. Р. І. Буряка, В. К. Збарського. К. : ЦП "Компринт", 2019. 783 с.
2. Маркетинг: навчально-методичний посібник для напряму підготовки 6.030507 "Маркетинг" / С. І. Чеботар та ін.; Національний університет біоресурсів і природокористування України. Суми: ТОВ "Друкарський дім "Папірус", 2014. 274 с.
3. Вища освіта України і Болонський процес: навч. Посіб./М.Ф. Степко, Я.Я. Болубаш, В.Д. Шинкарук. К.: Освіта України, 2004.

Information sources

1. Національний університет біоресурсів і природокористування України : веб-сайт. URL: <https://nubip.edu.ua/>
2. Міністерство освіти і науки України : веб-сайт. URL: <https://mon.gov.ua/ua>
3. Журнал «Маркетинг в Україні» : веб-сайт. URL: <http://uam.in.ua/rus/projects/marketing-in-ua>
4. Журнал «Маркетинг і МЕНЕДЖМЕНТ інновацій» : веб-сайт. URL: <https://mmi.fem.sumdu.edu.ua/>
5. Журнал "Компаньйон: веб-сайт. URL: <http://www.companion.ua/>
6. Національна бібліотека України ім. Вернадського : веб-сайт. URL: www.nbuv.gov.ua
7. Українська асоціація маркетингу : веб-сайт. URL: <http://uam.in.ua>