



**SYLLABUS OF DISCIPLINE**  
**« Introduction to profession »**

**Higher education degree - Bachelor**  
**Specialty 075 Marketing**  
**Educational program « Marketing »**  
**Year of study 1, semester 1**  
**Form of education full time**  
**Number of credits ECTS 4**  
**Language english**

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**Lecturer**

**Lecturer contact  
information (e-mail)**

**Course Page in eLearn**

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

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## **Synopsis**

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;

As a result of studying the discipline "Introduction to profession" students must:

**know:**

- the essence and objectives of marketing as a discipline, the applied function of modern entrepreneurship and science;
- historical milestones and prerequisites for the formation of marketing;
- the main directions of application of the acquired professional knowledge and skills;
- functions and tasks of the main divisions of marketing services and individual employees;
- trends in the formation and development of marketing as a science and achievements of leading marketing scientists.

**Be able:**

- consciously distinguish marketing functions from other business functions of the enterprise;
- correctly use the library fund to search and select the necessary educational literature;
- to search for educational, scientific and applied materials in search engines of electronic networks.

## Course Structure

Topic	Hours (lectures/seminars)	Study results	Tasks	Evaluation
<b>1 semester</b>				
<b>Module 1</b>				
<b>Basic features of professional training of a marketing specialist</b>				
Topic 1. The system of higher education in Ukraine. State standard of higher education	<b>2/4</b>	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.	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	<b>14</b>
Topic 2. The essence, goals, objectives and history of marketing	<b>2/4</b>	Understand the essence of marketing. Characterize the historical process of marketing development. Know the types of marketing.	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	<b>14</b>
Topic 3. Marketing as a discipline	<b>1/2</b>	Know the features of marketing as a discipline. Get acquainted with the practical application of scientific concepts.	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	<b>14</b>
Topic 4. Professional qualification characteristics of the specialist on marketing, its role in all spheres of activity	<b>2/4</b>	Understand the functional responsibilities and qualification requirements of marketers	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	<b>14</b>
Topic 5. The main directions and types of professional activity of marketing specialists	<b>2/4</b>	Know the basics of marketing management in enterprises. Understand the specifics of different types of professional activities of marketers		<b>14</b>
Total for educational work of the 1 module				<b>70</b>
Module test 1				<b>30</b>
Total for 1 module				<b>100</b>
<b>Module 2</b>				
<b>Educational aspects of personality formation of the future specialist</b>				
Topic 6. The system of disciplines aimed at training a	<b>1/2</b>	Analyze the structure of the curriculum of the bachelor of marketing training.	Execution of practical, independent work (including in elearn),	<b>17</b>

qualified marketing specialist			preparation of the presentation. Writing tests, essays.	
Topic 7. Education and training of a marketing specialist	<b>2/4</b>	Understand the features of professional training of marketers. Understand the components of the modular rating system of education	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	<b>18</b>
Topic 8. Marketing as a science	<b>1/2</b>	Know the basic scientific functions of marketing. Get acquainted with scientific schools of marketing.	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	<b>17</b>
Topic 9. Regulatory framework for marketing activities in Ukraine	<b>2/4</b>	Know the laws governing the activities of enterprises for each component of the marketing complex	Execution of practical, independent work (including in elearn), preparation of the presentation. Writing tests, essays.	<b>18</b>
Total for educational work of the 1 module				<b>70</b>
Module test 2				<b>30</b>
Total for 2 module				<b>100</b>
<b>Total for the semester</b>				<b>70</b>
<b>Final exam</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>

### **EVALUATION POLICY**

<b><i>Deadline and Recompilation Policy:</i></b>	Works that are submitted in violation of deadlines without good reason are evaluated at a lower grade. Rearrangement of modules takes place with the permission of the lecturer if there are good reasons (for example, hospital).
<b><i>Policy of Academic Integrity:</i></b>	Write-offs during tests and exams are prohibited (including the use of mobile devices). Course papers, abstracts must have correct text references to the literature used
<b><i>Visiting Policy:</i></b>	Attendance is mandatory. For objective reasons (for example, illness, international internship) training can take place individually (in online form in consultation with the dean of the faculty)

### EVALUATION SCALE

<b>Rating of the applicant of higher education, points</b>	<b>National assessment for the results of Exams / Tests</b>	
	<b>Final Exam</b>	<b>Test</b>
90-100	Excellent	credited
74-89	Good	
60-73	Satisfactory	
0-59	Unsatisfactory	not credited