

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ЗАТВЕРДЖЕНО

на засіданні кафедри
іноземних мов та міжкультурної комунікації
Протокол № 20 від 27.08.2025 р.



ПОГОДЖЕНО

Проректор з навчально-методичної роботи

Каріна НЕМАШКАЛО

ІНОЗЕМНА МОВА (ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ)
робоча програма навчальної дисципліни (РПНД)

Галузь знань **D Бізнес, адміністрування та право**
Спеціальність **D5 Маркетинг**
Освітній рівень **перший (бакалаврський)**
Освітня програма **Маркетинг**

Статус дисципліни

**обов'язкова
англійська**

Мова викладання, навчання та оцінювання

Розробники:
к. філ. н., доцент

старший викладач

старший викладач

Завідувач кафедри
іноземних мов
та міжкультурної комунікації

Гарант програми

Лариса САВИЦЬКА

Ірина БЕЗУГЛА

Людмила МИХАЙЛОВА

Лариса САВИЦЬКА

Олена НЕБИЛИЦЯ

Харків
2025

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL
UNIVERSITY OF ECONOMICS

APPROVED

at the meeting of the department of foreign
languages and cross-cultural communication,
Protocol № 20 of 27.08.2025

AGREED

Vice-rector for educational and methodical work



Karina NEMASHKALO

FOREIGN LANGUAGE FOR SPECIFIC PURPOSES
Program of the course

Field of knowledge **D Business, administration and law**
Specialty **D5 Marketing**
Study cycle **first (bachelor)**
Study programme **Marketing**

Course status
Language

mandatory
English

Developers:
PhD in Philology,
associate professor

senior teacher

senior teacher

Larysa SAVYTSKA

Iryna BEZUGLA

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Head of Foreign Languages
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Head
of Study Programme

Larysa SAVYTSKA

Olena NEBYLITSIA

Kharkiv
2025

INTRODUCTION

Marketing is the identification and management of the desires and needs of consumers (buyers) to create demand for goods and services. Marketers are in demand in the labour market, as the well-being and profit of private, non-profit and even public sector companies depend on the ability to advertise a product, establish communication with consumers, and properly present a company or organisation in the market. After all, proper positioning, pricing, and advertising are needed by all participants in economic relations.

Successful work as a marketer requires a few individual characteristics. First, it is analytical thinking, clear logic, organisational skills, good communication skills, creativity, initiative and emotional stability. It is also necessary to have a special higher education and good knowledge of several related fields: sociology, psychology, history, legislation, etc.

The study of the course “Foreign Language for Specific Purposes” is aimed at mastering the competence in foreign language communication of professional communication, which will enable applicants to have a competitive advantage among other specialists in the professional environment and in the field of cross-cultural communications.

The purpose of the course is to improve general and professionally orientated communicative language competences of applicants (linguistic, sociolinguistic and pragmatic) to ensure effective communication in a professional environment.

The objective of the course is to develop skills of practical foreign language proficiency in various types of speech activities in the scope of topics determined by the needs of future activities.

The object of the course is cross-cultural communication in a foreign language in a professional context.

The subject of the course is real-time foreign language use in various professional situations, which is carried out to form a holistic personalised image of the world, develop the learner's creative activity and autonomy, and to understand the cross-cultural characteristics of representatives of different linguistic and cultural communities.

The learning outcomes and competencies formed by the course are defined in Table 1.

Table 1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO10	GC9, GC 10
LO11	GC 12
LO14	GC 4
LO17	GC 10, SC1

where, LO10. Explain information, ideas, problems and alternative options for making management decisions to specialists and non-specialists in the field of marketing, representatives of various structural units of a market entity.

LO11. Demonstrate the ability to apply an interdisciplinary approach and perform marketing functions of a market entity.

LO14. Perform functional duties in the group, and offer sound marketing solutions.

LO17. Demonstrate skills of written and oral professional communication in the state and foreign languages, as well as the proper use of professional terminology.

GC4. Ability to learn and master modern knowledge.

GC9. Skills in the use of information and communication technologies.

GC10. Ability to communicate in a foreign language.

GC12. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/ types of economic activity).

SC1. Ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.

COURSE CONTENT

Content module 1. Introduction to specialty.

Topic 1. Marketing activities for present-day business

1.1. The basics of marketing

Acquisition of communicative competence in a foreign language by topic: general information about marketing and marketing management; history of marketing and marketing management. Learn the rules and requirements of business correspondence in a foreign language.

1.2. World economic systems and international marketing

Acquisition of communicative competence in a foreign language by topic: economic system; the degree of involvement of states of different countries in marketing activities (on the examples of the countries whose language is being studied); types of economic systems in Ukraine, the USA and the UK. Provide initial information about yourself and your future job. Whether it is possible to make a good career as a marketer. Writing and formatting a business letter in marketing. Introduction to notification letters and invitation letters.

1.3. Marketing system in the activities of a modern enterprise

Acquisition of communicative competence in a foreign language by topic: marketing resources; marketing management in production; direct marketing (establishing contacts and relationships). A marketer's daily routine. Ability to communicate and establish contacts. Discussion of the applicant's working day. Planning in marketing activities. The workplace of a marketer. Writing letters: letters of inquiry and response, letters of complaint. Markets and market relations in marketing.

Topic 2. Structure organisation of marketing service

2.1. Marketing service and its main functions

Acquisition of communicative competence in a foreign language by topic: marketing service and its functions; advantages and disadvantages of working in enterprises of different forms of ownership and types of organisational structures; SWOT-analysis as a marketing tool for an enterprise; practical experience of foreign entrepreneurs in setting up their own business and conducting marketing activities; rules for writing e-mail newsletters.

2.2. Form of running a business

Acquisition of communicative competence in a foreign language by topic: shareholder companies, limited liability companies, additional liability companies, and general partnerships: the essence and marketing activities; preparing for a job interview; rules for writing a CV. Types of organisational structures of enterprises. Basic requirements and approaches to preparing for a presentation; requirements for writing a fax.

2.3 Marketing in the franchise business

Acquisition of communicative competence in a foreign language by topic: advantages and disadvantages of marketing activities of different types of companies; basics of franchise marketing; international experience of using franchising; small business, partnerships and corporate entrepreneurship: the essence and features of marketing; conducting business correspondence within a company; writing a memo.

Content module 2. Marketing strategy formation.

Topic 3. Personnel marketing

3.1. Characteristics of the personnel of enterprises

Acquisition of communicative competence in a foreign language by topic: qualitative characteristics of labour resources; enterprise personnel; employee motivation. Organisation and preparation of business meetings; rules for writing an agenda for business meetings.

3.2. Recruitment for the marketing department

Acquisition of communicative competence in a foreign language by topic: main characteristics of recruitment; disadvantages and advantages of working at an enterprise; employees' rights; course and safety in the workplace; relationships with colleagues; rules for hiring; conducting business meetings; office work; rules for keeping and writing minutes of business meetings.

3.3. Salary of a marketer

Acquisition of communicative competence in a foreign language by topic: marketer labour market trends; marketer labour organisation; salary and additional remuneration; grounds for additional salary and remuneration of marketers; incentives; motivation; preparation of documentation for an interview for a marketer position.

Topic 4. Financial marketing

4.1. Financial and accounting control.

Acquisition of communicative competence in a foreign language by topic: financial control; control and audit in marketing activities, their importance; tasks, sources of information and areas of control; financial calculation annual and quarterly

financial statements. Rules for writing a financial report; business trips in marketing activities; hotel; telephone conversations: establishing contacts, communication, rejection and reference; writing abstracts. Business travel by various means of transport; taking notes and drafting a report on a trip or other events. Writing a report.

4.2. Sources of funding for marketing activities

Acquisition of communicative competence in a foreign language by topic: the importance of the financial service in the marketing activities of the enterprise; financial and monetary relations; strategic aspects of financial resources; ways of financing marketing activities; business travel; meals during travel; food; rules for conducting plenary, sectional sessions and round tables during international conferences, meetings; keeping minutes and notes during the conference. Writing a report. Preparation for writing an essay.

4.3. Service marketing

Acquisition of communicative competence in a foreign language by topic: services related to goods; services based on the use of equipment; services based on human labour. Marketing of financial services; marketing research in the financial market; marketing and its specificity in the service sector. Services market segmentation, research and analysis. Preparation for the conference; preparation of conference presentation materials; filling in application forms for participation in international conferences and seminars. Long-term financing of the company's activities. Investing. Business plan and its components; profit forecasting; sources of financing of business activities. Writing a press-release. Writing a report or essay. Information systems in organisations.

The list of practical (seminar) / laboratory studies in the course is given in Table 2.

Table 2

The list of practical (seminar)) / laboratory studies

Name of the topic and/or task	Content
Topic 1. Task 1.	Writing and formatting a business letter. Introduction to notification letters and invitation letters. Writing letters: letters of inquiry and reply, letters of complaint.
Topic 2. Task 2.	Preparing for a job interview; rules for writing a CV. Basic requirements and approaches to preparing for a presentation; presentation; requirements for writing a fax. Rules for keeping and writing business meeting minutes.
Topic 3. Task 3.	Organisation and preparation of business meetings; rules for writing an agenda for business meetings.
Topic 4. Task 4.	Business travel by various means of transport; taking notes and drafting a report on a trip or other events. Writing a report, press release, essay.

The list of self-studies in the course is given in Table 3.

Table 3

List of self-studies

Name of the topic and/or task	Content
Topic 1-2	Study of the learning material, in-depth study of individual vocabulary items. Performing tasks. Preparing a presentation. Preparation for the final test.
Topic 3-4	Study of the learning material, in-depth study of individual vocabulary items. Performing tasks. Preparing a presentation. Preparation for the final test.
Topic 1-4	Preparing for the exam.

The number of hours of practical (seminar) studies and hours of self-study is given in the technological card of the course.

TEACHING METHODS

In the process of teaching the course, in order to acquire certain learning outcomes, to activate the educational process, it is envisaged to use such teaching methods as:

Verbal (debates, discussions, projects (Topics 1–4), small group work (Topics 1–4).

Visual (demonstration (Topics 1–4)).

Practical (problem-based practical work (Topics 1–4), group works (Topics 1–4), brainstorming, case studies (Topics 1-4).

FORMS AND METHODS OF ASSESSMENT

The course Foreign language (for specific purposes) is divided into 2 semesters of the first year of study.

Current control is carried out during practical classes and aims to check the level of preparedness of the higher education student for performing a specific task, and is evaluated by the sum of points scored:

- for courses with a semester control form of a pass/fail (1st semester): the maximum amount is 100 points; minimum amount required is 60 points; current assessment includes individual educational research tasks (80 points), presentations (10 points), written tests (10 points).

- for courses with a semester control form of an exam (2nd semester): the maximum amount is 60 points; minimum amount required is 35 points; current assessment includes individual educational research tasks (40 points), presentations (10 points), written tests (10 points).

The final control includes current control and attestation of the higher education student.

Semester control is conducted in the form of a credit in *the first semester*, based on the cumulative results of all elements of continuous tasks, and a semester examination in *the second semester*, which is held during the examination session.

The maximum score a higher education student may obtain in the semester examination is 40 points, while the minimum passing score is 25 points.

More detailed information on the assessment system is provided in technological card of the course.

An example of an exam card and assessment criteria.

Simon Kuznets Kharkiv national university of economic

Educational level 1st (bachelor's degree)

Specialty «Marketing»

Study program «Marketing ».

Foreign language for specific purposes

Exam paper № 1

Assignment 1. Choose the best options (A-C) to complete the sentences (**test assignment**). (5 points).

1. The necklace is not for sale; it's _____.
A worthless B priceless C valuable
2. Mr. Smith had a huge _____ at the bank.
A overdraft B debt C loan
3. I got this half price in the January _____.
A bids B sales C offers
4. This table was a real _____.
A bargain B offer C profit
5. You can buy this now _____ and pay for it installments.
A in advance B in cash C by cheque

Assignment 2. Complete extract with the following phrases (**stereotypical assignment**). (5 points).

Public relations brand image advertising media publicity

Corporate 1. _____ is not directly concerned with increasing sales of a particular product or service, but more with the 2. _____, or picture, a company wants to present to the public. 3. _____ experts specialize in organizing activities and events which generate positive 4. _____ for the companies. Unusual advertising campaigns sometimes get extra publicity for the company by way of 5. _____ reports about the campaign.

Assignment 3. Complete extract with the correct active or passive forms of the verbs in brackets (**stereotypical assignment**). (10 points).

I _____ (realise) before how much I liked one brand of cream cheese more than any other. But apparently my brain does! That was the conclusion of Dr. Larry Farwell. He _____ (put) electrodes on my head and, while I was looking at adverts of cheese, he _____ (watch) the 'response' of my brain. If he _____ (show) me a special brand of cream cheese, my brain would 'spike'.

This kind of information can be extremely useful for advertisers. For example, if you wanted to know what packaging attracts which type of customer, this test _____ (tell) you.

Assignment 4. Read the text and fill in the gaps with the sentences given below it (**diagnostic assignment**). (10 points).

Would you call your friends if it meant hearing ads every three minutes - er, make that *free* minutes?

You pick up the telephone, dial the number and before it rings a cheerful voice says, "Hello! This call is sponsored by..."

1. _____. We've come to tolerate (maybe) TV ads that cut into movies just at the dramatic moment, or intrude on soccer matches right when a crucial play begins. In American football, referees even halt play for commercials. But how many people would be willing to have a *phone call* repeatedly interrupted for "a brief word from our sponsor?" Answer: plenty.

That's the verdict from Sweden, where an outfit called Gratistelefon is offering free, advertising-supported calls in a two-month trial. Lines are overloaded. 2. _____.

They are not, it seems. A caller dials a toll-free number, then dials any other number in Sweden.

3. _____. There's no charge for as long as the caller - or the person called - wants to talk, or is willing to have conversation punctuated by chirpy jingles.

4. _____. But giveaways know no age barrier, says Broden. "We were a bit amazed, but we're getting lots of middle-aged and older people. For them it's no bother." He wouldn't confirm published reports that the system is getting 30,000 callers a day, but did say it is so popular that on some evenings the circuits are jammed.

And what's in it for advertisers in this brave new medium? 5. _____. "Because the ad is only 10 seconds long and your friend is waiting on the line, you can't really go to the bathroom," says Broden. "It's very cost-efficient." A handful of organizations, including a movie theater chain, a radio station, a snacks company and a charity, are already running ads, which cost about 13 cents per spot, and dozens more have expressed interest.

By Jay Branegan

A Each ad has a very small - but equally captive - audience.

B "We were afraid consumers would be annoyed by the breaks," says Peter Broden, the marketing director.

C Future customers will have to provide a telephone number and all-important demographic data - age, sex, marital status, address and so on.

D We put up with commercials between songs on the radio.

E They hope to make profits by charging advertisers for the chance to reach the world's most narrowly targeted audience.

F Not surprisingly, young people and students have been the biggest users in the test.

G The caller hears one 10-second ad while the connection is made, another in a minute, and then one spot every three minutes.

Assignment 5. You work at Dorts LTD, a company that specialises in water filters. Nora Stein, the Public Relations officer, asks you to write an-email informing one of your company's clients of a conference on water pollution that your company is sponsoring (**heuristic assignment**). **(10 points)**.

Approved at the meeting of the department of foreign languages and cross-cultural communication minutes № ____ « ____ » _____ 20 ____

Examiner
Senior teacher

Ludmyla MYKHAILOVA

PhD in Philology
Associate Professor
Head of the Department of Foreign Languages
and Cross-Cultural Communication

Larysa SAVYTSKA

Assessment criteria

The final score for the exam is the sum of the scores for all tasks, rounded to the nearest whole number according to the rules of mathematics.

The algorithm for solving each task includes separate stages that differ in complexity, labour intensity, and importance for solving the task. Therefore, individual tasks and stages of their solution are assessed separately from each other in this way:

Assignment 1 (test) (5 points)

Each correct answer to the test is worth 1 point.

Assignment 2 (stereotypical) (5 points)

For each correctly inserted word, you get 1 point.

Assignment 3 (stereotypical) (10 points)

For each correct grammatical form of the word, 2 points are awarded.

Assignment 4 (diagnostic) (10 points)

For each correctly inserted sentence, 2 points are awarded.

Assignment 5 (heuristic) (10 points)

The content and language of the own statement are assessed according to five criteria (a, b1, b2, c and d), as set out in Table 4.

Table 4.

Criteria	Content presentation and composition of the criterion	Points
1	2	3
a. Content (working out the conditions specified in the situation):	a	
	The condition is fully developed, a detailed answer is given (at least two common sentences)	2
	Condition is only mentioned, a short answer is given	1
	The condition has not been processed and the text from the condition or texts from the certification workbook have not been mentioned / rewritten	0
b.: Text structure and coherence b1 –logic of presentation and coherence of the text b2 - correspondence of the written expression to the given format (<i>private or official letter</i>)	b1 –logic of presentation and coherence of the text	
	The text is logical and consistent. The existing connecting elements provide a link between parts of the text at the level of substantive paragraphs, as well as individual sentences within paragraphs. The text contains conjunctions of co-ordinations and subordinations, linking words, interjections, etc. used appropriately.	2
	The logic of the presentation is partially broken. There are not enough connecting elements between parts of the text at the level of substantive paragraphs and individual sentences in paragraphs, which partially breaks the coherence of the presentation, or the available connecting elements are used inappropriately	1
	There is no logic in the presentation. There are no connecting elements, the work consists of a set of sentences	0
	b2 –correspondence of the written expression to the given format (<i>private or official letter</i>)	
	The writing style fully meets the requirements for statements in a given format.	2

Table 4 Continued

1	2	3
	<p>The written expression uses appropriate vocabulary and grammar.</p> <p>The written statement is drawn up in accordance with the rules of writing and formatting accepted in the countries whose language was studied.</p> <p>For example, in a private letter, an informal style is used, characterised by a private tone and the use of direct addresses to the addressee; the use of a first name rather than a surname; abbreviations and appropriate forms of greeting and ending, etc.</p> <p>The letter contains:</p> <p>greeting – in accordance with the requirements for a private letter;</p> <p>opening remarks;</p> <p><i>Attention: If the introduction rewrites the condition of the written task verbatim, the score for this criterion is 1 point.</i></p> <p>main body is necessarily structured by body paragraphs, there are three body paragraphs (or two substantive paragraphs if two substantive conditions are combined into one paragraph);</p> <p>closing remarks;</p> <p>ending; - in accordance with the requirements for a private letter;</p> <p>name –fictitious name or first and last name in accordance with the letter format.</p>	
	The style of expression, characteristics in accordance with the format of the text partially correspond to the purpose of writing, there is misunderstanding of the basic requirements	1
	The characteristics, according to the text format, do not correspond to the purpose of the statement or are absent	0
<p>c. Use of vocabulary:</p> <p>– lexical content;</p> <p>–correct use of lexical items</p>	<p>Sufficient vocabulary is demonstrated (a variety of lexical items are used) to solve a given communicative situation. The work does not contain lexical errors or there are lexical errors (maximum three) that do not affect the understanding of the written text</p>	2
	<p>Insufficient vocabulary is demonstrated (monotonous lexical items are used) to solve a given communicative situation.</p> <p>Or the work contains more than three lexical errors</p>	1
	Due to a large number of lexical errors, the meaning of the statement is unclear	0
<p>d. Use of grammar:</p> <p>Correct use of grammatical means</p>	<p>The work contains no errors or there are errors (maximum eight) that do not interfere with the understanding of the written text, except for gross errors in the:</p>	2

Table 4 Continued

1	2	3
	<ul style="list-style-type: none"> * use of number and person in verb tense forms; * word order change in sentences; * use of the infinitive (in sentences like <i>he must come; I have to come; he wants to win</i> etc.); * use of uncountable nouns (e.g. advice, knowledge). <p><i>If there is an error among the eight errors that corresponds to at least one of the above linguistic phenomena, the score for this criterion is 1. The work contains errors that interfere with the understanding of the written text or a significant number of errors (nine or more), including gross errors that do not interfere with the understanding of the written text.</i></p>	1
	There are a large number of errors in the work that make it impossible to understand what is written.	0

RECOMMENDED LITERATURE

Main

1. Борова Т.А. Іноземна мова (за професійним спрямуванням): основи бізнесу та підприємництва [Електронний ресурс]: навчальний посібник / Т. А. Борова, Н. О. Бутковська. – Харків: ХНЕУ ім. С. Кузнеця, 2019. – 197 с. - Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/22764>
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Additional

5. Tsykina D. Language technologies impact on modern communication: analysis of new formats, challenges, and education / D. Tsykina, T. Nesterenko, O. Kozii and other // Multidisciplinary Science Journal. – 2024. - № 6. . – Access mode: <http://repository.hneu.edu.ua/handle/123456789/32683>
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8. Corballis T. English for Management Studies in Higher Education Studies. Course Book/ T. Corballis, W. Jennings. – Garnet Education, 2019. – 140 p.

Information resources

9. S. Kuznets KhNUE Personal Learning Systems Methodical support for the course: “Foreign language for a specific purpose” [Electronic resource] / BALASANIAN Olena, MINIAILO Nataliia –Access mode: www.pns.hneu.edu.ua/enrol/index.php?id=10312.

10. The Economist / Journal [Electronic resource]. – Access mode: <https://www.economist.com/weeklyedition/archive>.