

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

**ЗАТВЕРДЖЕНО**  
на засіданні кафедри  
маркетингу  
Протокол № 1 від 02.09.2025 р.

**ПОГОДЖЕНО**  
Проректор з навчально-методичної роботи



Каріна НЕМАШКАЛО

**ВСТУП ДО ФАХУ**  
**робоча програма навчальної дисципліни (РПНД)**

Галузь знань	<b>D «Бізнес, адміністрування та право»</b>
Спеціальність	<b>D5 Маркетинг</b>
Освітній рівень	<b>перший (бакалаврський)</b>
Освітня програма	<b>Маркетинг</b>

Статус дисципліни	<b>обов'язкова</b>
Мова викладання, навчання та оцінювання	<b>англійська</b>

Розробник:  
к.е.н., доц.

Наталя БОЙКО

Завідувач кафедри  
економіки підприємства та  
організації бізнесу

Людмила ГРИНЕВИЧ

Гарант освітньої програми

Володимир ВОВК

Харків  
2026

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

**APPROVED**

at the meeting of the department  
of marketing  
Protocol № 1 of 02.09.2024

**AGREED**

Vice-rector for educational and methodical work

Karina NEMASHKALO



**INTRODUCTION TO THE SPECIALTY**

**Program of the course**

Field of knowledge  
Specialty  
Study cycle  
Study programme

**D Business, administration and law  
D5 «Marketing»  
first (bachelor)  
Marketing**

Course status  
Language

**Mandatory  
English**

Developers:  
PhD (Economics),  
Associate Professor

Natalia BOIKO

Head of the Marketing  
Department

Liudmyla GRYNEVICH

Head  
of Study Programme

Volodymyr VOVK

**Kharkiv  
2026**

## INTRODUCTION

The 21st century is considered the age of consumption. Everything around us is connected with the purchase and consumption of goods and services. Have you ever asked yourself why you buy so much? The answer is because there is a profession that creates, identifies and manipulates your needs.

This profession is called a marketer!

Marketing is not only about marketers in its purest form, it is also a variety of other professions related to the promotion of goods and services, studying the demand for the company's products, identifying consumer preferences and their loyalty to certain brands. The marketing industry employs copywriters, brand and PR managers, sales managers, merchandisers, trade marketers, advertising and PR specialists.

The course 'Introduction to the speciality' should familiarise students with the nature and main features of their future speciality, the theoretical and practical content of the educational process, forms and methods of independent work of students, recommendations for working with economic scientific and technical information and books, as well as provide basic knowledge of marketing in the overall management system.

**The purpose of the course** 'Introduction to the speciality' is to provide students with the knowledge necessary to perform their professional duties. In the process of studying, students will get acquainted with the peculiarities of the speciality 'Marketing', the qualification characteristics of a marketer, the content of the structural and logical scheme of training, the curriculum and standards of education in the speciality. The course is designed to instil a love of the future profession in the learning process.

**The task of the course are :**

formation of a comprehensive system of knowledge and ideas about the process and organisation of personality-oriented learning;

acquaintance with the basic pedagogical methods and techniques of teaching, forms of conducting classes;

formation of a positive attitude towards learning;

development of professional consciousness and orientation of future specialists;

acquiring the ability to use the acquired knowledge in solving educational and upbringing tasks of the educational process;

acquaintance with the basic principles, stages, leading directions, problems of development of the future speciality;

development and formation of professional characteristics;

acquaintance with the basic principles, forms of independent work of students, types of research work, methods of performing scientific works, basic techniques and methods of scientific research;

the main content of marketing in the modern globalised world;

the main aspects of marketing, marketing activities and the formation of an understanding of the content of the chosen speciality.

The course ‘Introduction to the speciality’ should give an idea of the nature and content of the work of a marketer, their role in solving problems of improving the efficiency of an enterprise or organisation in accordance with the state of the Ukrainian economy and global challenges of our time.

**The object of the course** is the process of forming a system of knowledge and skills in the field of marketing and the speciality of a marketer.

**The subject** is the career, economic, applied and social aspects of marketing in the light of marketing practitioners.

The learning outcomes and competencies that the course forms are defined in Table 1.

Table 1

**Learning outcomes and competencies formed by the course**

<b>Learning outcomes (LO)</b>	<b>Competences</b>
	<b>general (GC)</b>
LO 1	GC 6, GC 15
LO 2	GC6, GC15
LO 3	GC15
LO 8	GC4, GC15
LO 9	GC6, GC15
LO 11	GC6, GC15
LO 16	GC4, GC15

where,

LO1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

LO 2. Analyse and forecast market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

LO 3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.

LO 8. To apply innovative approaches to the implementation of marketing activities of a market entity, to adapt flexibly to changes in the marketing environment.

LO 9. To assess the risks of marketing activities, to establish the level of uncertainty of the marketing environment in making management decisions.

LO 11. Demonstrate the ability to apply an interdisciplinary approach and perform the marketing functions of a market participant.

LO 16. To meet the requirements for a modern marketer, to improve the level of personal professional training.

GC 4. Ability to learn and master modern knowledge.

GC 6. Knowledge and understanding of the subject area and understanding of professional activities.

GC 15. Ability to make decisions and act in accordance with the principle of inadmissibility of corruption and any other manifestations of dishonesty.

## COURSE CONTENT

### **Topic 1: Academic integrity in higher education.**

The concept of academic culture and academic integrity in higher education.

Legislative and regulatory support for the implementation of the principles of academic integrity in higher education.

Values and principles of academic integrity.

Manifestations of academic dishonesty.

Academic integrity and the use of artificial intelligence.

Academic responsibility of participants in the educational process.

Activities of Academic Integrity Commissions.

Ensuring and developing academic integrity in HNUE.

### **Topic 2. Maintaining academic integrity in a higher education institution.**

Types of academic plagiarism. Exceptions that are not plagiarism.

Prevention of academic dishonesty.

Rules for citations and references. International citation styles.

Requirements for bibliographic lists of documents.

Services for citations and references.

Resources for checking texts for uniqueness.

Checking academic texts for uniqueness at HNUE.

### **Topic 3. Corruption in atoms: the phenomenon of corruption from history to the present.**

Corruption: the essence and origin.

Types and forms of corruption.

The prevalence of corruption.

### **Topic 4: Anti-corruption avengers: who fights corruption in Ukraine?**

General overview of anti-corruption bodies.

The system of anti-corruption bodies in Ukraine.

### **Topic 5. Website of personal learning systems (PLS) of HNUE named after S. Kuznets**

Information resources of HNUE named after S. Kuznets. Acquaintance with the site of the personal learning system KhNUE named after S. Kuznets. Setting up your own profile, personal user account. PNS interface: blocks and their purpose, course resources and tasks, viewing grades and journals. Interactive elements of the course, uploading (downloading) materials, passing tests. Communication and group work on the PNS of HNUE: forum, chat, glossary.

### **Topic 6. Professional and qualification characteristics of a marketing specialist, his role in all areas of activity.**

Relevance and purpose of training marketers. Professional purpose and scope of activities of marketers. Functional responsibilities and qualification requirements for marketers: requirements for knowledge, skills, abilities; social functions of marketers. Main activities, positions, areas of activity of marketers.

**Topic 7. Why marketing? Fundamentals of marketing, its concepts. Evolution of marketing as a science.**

Definition of marketing. Modern concepts and methods of studying marketing. Analytical tasks in the marketing activities of the enterprise. Approaches to the definition of marketing. Evolution of definitions. Marketing as a management process. Marketing as a social process. Concepts of marketing. Approaches to the study. Modern development of marketing. Analytical tasks. Development of MarTech. Technological solutions for solving marketing problems.

**Topic 8: Formation of the personality of the future specialist.**

The concept of ‘content of personal development’ in the system of traditional education. Components of personality-oriented education. Comparative characteristics of the traditional and modern model of the future specialist. Personal qualities of a potential specialist, assessment of his/her prospective development opportunities, identification of threats that may adversely affect productivity/well-being.

**Topic 9: Structure of the marketing system and features of its functioning.**

Marketing information system of the enterprise. Marketing environment of the enterprise. Strategic marketing system. Marketing in various sectors of the economy.

**Topic 10. Marketing tools.**

Theoretical and methodological general aspects of such basic marketing tools (components) as: marketing product policy, marketing pricing policy, marketing sales policy, marketing communication policy.

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

Table 2

**The list of practical (seminar) ) / laboratory studies**

Title of the topic and/or task	Content
Topic 1. Task 1.	Seminar-discussion: ‘Academic culture and academic integrity in higher education.’
Topic 2. Task 2.	Laboratory work on the topic: ‘Rules for citing and referencing’. International citation styles. Requirements for bibliographic lists of documents. Services for citation and bibliographic references. Resources for checking texts for uniqueness.
Topic 3. Task 3.	Presentations and discussion on the topic ‘Corruption: the essence and origin’ The system of anti-corruption bodies in Ukraine
Topic 4. Task 4.	The system of anti-corruption bodies in Ukraine
Topic 5. Task 5.	Laboratory work on the topic: ‘The National Anticorruption Service of HNUe named after S. Kuznets’. Acquaintance with the website of the S. Kuznets National University of HSE. Setting up your own profile, personal user account.
Topic 6. Task 6.	Requirements for professional knowledge, skills and abilities of marketing specialists. Objects and types of professional activity of a marketer.

Topic 7. Task 7.	History of marketing development and its definition, goals and types. Basic concepts and elements of marketing (need, desire, demand, exchange, market). Concepts and types of marketing. Internal and external marketing environment.
Topic 8. Task 8.	Laboratory work. Conducting a SWOT analysis of the personality of a future specialist
Topic 9. Task 9.	Classification of marketing information. Factors influencing consumers. Classification of needs. Marketing research. Trends in the growth of the market for goods and services of the enterprise.
Topic 10. Task 10.	Laboratory work on the topic 'Fundamentals of marketing mix'. Characteristics and functions of distribution channels. Methods of distribution of goods and services. Types and features of intermediaries. Distribution channels: direct and indirect. Functions of intermediaries. Logistics and its importance in marketing. Objectives of the marketing communications system. Types of communication activities. Stimulation of sales. Marketing communications: advertising, sales promotion, personal selling, PR. Fundamentals of creating an effective advertising campaign.

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

Table 3

### List of self-studies

Title of the topic and/or task	Content
Topic 1.	Study of the lecture material. Preparation of an essay on the topic.
Topic 2.	Study the lecture material. Checking your essay for uniqueness using resources for checking texts for uniqueness.
Topic 3.	Study of the lecture material. Preparation of presentations on the topic 'Corruption: the essence and origin'
Topic 4.	Study the lecture material. Preparation for practical classes. Repetition of topics 1-3
Topic 5.	Study the lecture material. Preparation for practical classes. Filling in the information of your own profile, personal user account.
Topic 6.	Study the lecture material. Preparation for practical classes. Compile a report on the results of monitoring the main employment sites to determine the basic requirements for marketing job offers and salaries for this position.
Topic 7.	Study of lecture material. Preparation for practical exercises. Conduct a morphological analysis of the term 'marketing'. Offer your own definition of the term 'marketing'.
Topic 8.	Study of the lecture material. Preparation for practical classes. Conduct a SWOT analysis of your personality as a future marketing specialist

Topic 9.	Study the lecture material. Preparation for practical classes. Define the difference between a need and a desire. Give your own example of the categories: desire, need, motive
Topic 10.	Study of the lecture material. Presentations on topic 10. Conducting the test.

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

## **LEARNING METHODS**

In the process of teaching the course ‘Introduction to the speciality’ to implement the defined competencies of the educational programme and to intensify the educational process, the following teaching methods are used

verbal (lectures (topics 1 - 5), problematic lectures (topics 5 - 10);

visual (demonstration (topics 1 - 10);

practical (practical classes (topics 1 - 10), case method (topics 1, 2, 9, 10).

## **FORMS AND METHODS OF ASSESSMENT**

The University uses a 100-point cumulative system for assessing the learning outcomes of students.

**Current control** is carried out during lectures, practical, laboratory and seminar classes and is aimed at checking the level of readiness of the student to perform a specific job and is evaluated by the amount of points scored:

– for courses with a form of semester control as grading: maximum amount is 100 points; minimum amount required is 60 points.

During the teaching of the course, the following control measures are used:

Current control: laboratories (completion of individual research tasks) (20 points), preparation of presentations (30 points), completion of current tasks (50 points).

The final control includes semester control and certification of the student.

**Semester control:** Grading.

**The final grade** grade in the course is determined:

– for courses with a form of grading, the final grade is the amount of all points received during the current control.

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

## **RECOMMENDED LITERATURE**

### **Main:**

1. Jobber D., Ellis-Chadwick F. Principles and Practice of Marketing. McGraw-Hill, 2023. 800 p.

2. Kotler P., Kartajaya H., Setiawan I. Marketing 5.0: Technology for Humanity. Wiley. John Wiley & Sons, LTD, 2021. 224 p.
3. Kotler P., Armstrong G., Balasubramanian S. Principles of Marketing. Longman (Pearson Education), 2023. 768 p.
4. Malchyk M., Popko O., Oplachko I., Adasiuk I., Martyniuk O. Brand Promotion Strategy in the Internet Services Market. Scientific Horizons. 2022. 24(7). P. 100-108. URL: [https://sciencehorizon.com.ua/web/uploads/pdf/Scientific%20Horizons\\_Vol.%2024,%20No.%207\\_100-108.pdf](https://sciencehorizon.com.ua/web/uploads/pdf/Scientific%20Horizons_Vol.%2024,%20No.%207_100-108.pdf) (Scopus).
5. Malchyk M. Reflexing tools of managing consumer choice in the marketing system of industrial enterprises / M. Malchyk, O. Popko, I. Oplachko // Proceedings of the 35th International Business Information Management Association Conference (IBIMA), 1-2 April 2020, Seville, Spain (Scopus, Web of Science). URL: <https://surl.li/kyyfkj>.
6. Ogilvy D. Ogilvy on Advertising. Headline Publishing Group, 2023. 288 p.
7. Pickton D., Phillips N., Masterson R. Marketing: An Introduction. SAGE Publications Ltd, 2021. 560 p.
8. Єрмоленко О. О. Ефективні заходи боротьби з корупцією у країнах Європейського Союзу / О. О. Єрмоленко // Публічне управління: проблеми та перспективи : матеріали Міжнародної науково-практичної інтернет-конференції, 23 листопада 2023 р. – Харків : ТОВ «Константа», 2023. – С. 103 – 108. <http://repository.hneu.edu.ua/handle/123456789/30678>
9. Жила Г. Вища освіта в умовах війни: виклики, проблеми, перспективи для студентів та науковців / Г. Жила // Молодь і ринок. – 2023. – №2(210). – С.141-145. <http://repository.hneu.edu.ua/handle/123456789/29481>

#### **Additional:**

10. Panchuk A. Theoretical Basis of Relationship Marketing of Ukrainian Higher Education Institutions / A. Panchuk, N.Kononova // International Scientific Journal "Economics&Education". - Riga, Latvia 2023. - Vol. 8. - Issue 4. - P. 67-73. <http://www.repository.hneu.edu.ua/handle/123456789/32860>
11. Azizova K. M. The theoretical aspects of marketing innovations in educational activities / K. M. Azizova // Бізнес-Інформ. – № 11. – 2021. – С. 105-111. <http://repository.hneu.edu.ua/handle/123456789/27625>
12. Маркетинг: бакалаврський курс : підручник / за заг. ред. С.М. Ілляшенка. Київ : Центр учбової літератури КНУ ім. Т. Шевченка, 2023. 1134 с.
13. Рябова Т.А., Москаленко В.А., Лисенко І.В., Полковниченко С.О., Ільчук В.П., Вербицька А.В., Бабаченко Л.В., Рябов І.Б. Маркетинг : навч. посіб. для підготовки до атестаційного іспиту здобувачів першого (бакалаврського) рівня вищої освіти спеціальності 075 «Маркетинг» / за ред. А. В. Вербицької, С. О. Полковниченко. Чернігів : НУ «Чернігівська політехніка», 2024. 276 с.
14. Сенишин О.С., Кривешко О.В. Маркетинг : навч. посіб. Львів : Львівський національний університет імені Івана Франка, 2020. 347 с.

### **Information resources:**

15. Академічна доброчесність залежить від усіх учасників освітнього процесу. URL: <https://eo.gov.ua/akademichna-dobrochesnist-zalezhyt-vid-usikh-uchasnykiv-osvitnoho-protsesu/2021/04/30/>
16. The European Higher Education Area in 2024: Bologna Process Implementation Report. [Електронний ресурс]. – Режим доступу: <https://eurydice.eacea.ec.europa.eu/publications/european-higher-education-area-2024-bologna-process-implementation-report>
17. Рашкевич Ю.М. Болонський процес та нова парадигма вищої освіти [Електронний ресурс]. – Режим доступу: [https://uu.edu.ua/upload/Osvita/Upravl\\_yakistyu\\_osviti/BolonskyiProcessNewParadigmHE.pdf](https://uu.edu.ua/upload/Osvita/Upravl_yakistyu_osviti/BolonskyiProcessNewParadigmHE.pdf)
18. Розвиток системи забезпечення якості вищої освіти в Україні: інформаційно аналітичний огляд. [Електронний ресурс]. – Режим доступу: [https://erasmusplus.org.ua/images/phocadownload/ErasmusPIImpact\\_QA\\_21\\_22Oct2021\\_NEO.pdf](https://erasmusplus.org.ua/images/phocadownload/ErasmusPIImpact_QA_21_22Oct2021_NEO.pdf)
19. Розділ про маркетингові стратегії, аналітику та тренди. Harvard Business Review – Marketing Insights : веб-сайт. URL: <https://hbr.org/>.
20. The Best Personal SWOT Analysis Examples for Students. [Електронний ресурс]. – Режим доступу: <https://ciccc.ca/the-best-personal-swot-analysis-examples-for-students/>