

**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 АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ

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

Лариса САВИЦЬКА

старший викладач

Ірина БЕЗУГЛА

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Лариса САВИЦЬКА

Гарант програми

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 ACADEMIC AND PROFESSIONAL
COMMUNICATION**

Program of the course

Field of knowledge **D Business, administration and law**

Specialty **D5 Marketing**

Study cycle **first (bachelor)**

Study programme **Marketing**

Course status

mandatory

Language

English

Developers:

PhD in Philology
associate professor

Larysa SAVYTSKA

senior teacher

Iryna BEZUGLA

senior teacher

Ludmyla MYKHAILOVA

Head of Foreign Languages
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Larysa SAVYTSKA

Head
of Study Programme

Olena NEBYLITSIA

Kharkiv
2025

INTRODUCTION

A marketer is a specialist in studying customer tastes and promoting goods. He/she surveys what products will be in high demand and why, assesses the market for specific goods and services, conducts thorough monitoring of the industry, organises the work of interviewers, finds out customer preferences, processes information using special computer programs, and compiles a detailed report with figures, graphs, and comparative characteristics. He/she makes forecasts and develops recommendations.

Modern marketing is aimed at meeting the needs of the target market and is the art of researching, creating and offering products with high consumer value. As an interdisciplinary field of knowledge, marketing draws on and uses the expertise of psychology and sociology, economics and statistics, accounting and finance, foreign languages, ethnography and design, cross-cultural communication, the latest information technologies, and even philosophy.

Studying the course 'Foreign Language for Academic and Professional Communication' enables the applicant to communicate effectively in a professional environment; to develop students' communicative competence and speaking skills in the professional field of activity; to understand and evaluate diverse international socio-cultural issues in order to act appropriately in various professional communication situations.

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.

Table1

Learning outcomes and competencies formed by the course

Learning outcomes	Competencies
LO2	GC9
LO 3	GC 13
LO 4	GC 9
LO 10	GC 9, GC 10

LO 11	GC 12, SC12
LO 14	GC 4
LO 17	GC 10, SC1

where, LO2. Analyse and predict market phenomena and processes based on the application of fundamental principles, theoretical knowledge and applied skills of marketing activities.

LO3. Apply the acquired theoretical knowledge to solve practical problems in the field of marketing.

LO4. Collect and analyse the necessary information, calculate economic and marketing indicators, and justify management decisions based on the use of the necessary analytical and methodological tools.

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).

GC13. Ability to work in an international context.

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

SC12. Ability to analyse, present and implement the results of research in the field of marketing.

COURSE CONTENT

Content module 1. Business communication in marketing

Topic 1. Marketing information system in marketing research.

1.1. Marketing research.

Acquisition of communicative competence in a foreign language on the following topics: 'Analysis of the market environment', 'Market of goods and services', 'Competition analysis', 'Consumers of goods and services', 'Classroom and field marketing research'. Drawing up international contracts. The main provisions of writing an essay.

1.2. Information technologies in marketing.

Acquiring communicative competence in a foreign language on the following topics: 'Print and electronic media', 'Multimedia', 'Communication via the Internet: advantages and disadvantages', 'Elements of working with Internet pages'. Writing international contracts.

1.3. International marketing.

Acquisition of communicative competence in a foreign language in the following topics: 'International Marketing', 'The Art of Negotiating with Foreign Companies', 'International Trade'. Writing international contracts.

Topic 2. Marketing mix elements

2.1. Product policy in marketing mix.

Acquiring communicative competence in a foreign language on the following topics: 'Strategies of the enterprise's product policy (innovations, modifications and withdrawal from the market)', 'The impact of innovations in the marketing activities of the enterprise', 'After-sales and pre-sales customer service'. Essay writing.

2.2. Product promotion in the market.

Acquiring communicative competence in a foreign language on the following topics: 'Promotion of goods in the markets', 'Advertising', 'Advertising company', 'Methods of feedback to the consumer'. Essay writing.

2.3. Marketing channels of product distribution.

Acquisition of communicative competence in a foreign language by topics: 'Types of distribution channels', 'Import/export in marketing activities', 'Types of transport in marketing activities', 'Participation in fairs and exhibitions'.

Topic 3. Public relations.

3.1. PR-management

Acquisition of communicative competence in a foreign language by topics: 'Public relations and their role in increasing trust in the goods and services of an enterprise', 'Traditional and new tools of public relations activities: publicity, presentations, anniversary events, organisation of consumer and intermediary counselling'. Talking about the foundation for the full conclusion. Writing the minutes of the meeting.

3.2. PR and marketing

Acquisition of communicative competence in a foreign language by topics: “Image and reputation development.” “Branding, Media publications, expert materials and videos.” “Influencer”.

3.3. The art of business communication.

Acquisition of communicative competence in a foreign language by topics: Communications: Types and Elements’, “Effective Communication Policy in the Company”, “Negotiation Technologies”. Writing contracts.

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.	Drawing up international contracts. Essay writing basics.
Topic 2. Task 2.	Composing and transmitting messages. Writing an essay. Elements of working with web pages.
Topic 3. Task. 3.	Conversation about the rationale for the full conclusion. Writing the minutes of the meeting. Filling in the documentation for participation in the fair. Writing contracts.

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 1-3	Study of the learning material, in-depth study of individual vocabulary items. Completion of tasks. Preparing a presentation. Preparing for the final test

The number of hours of lectures, 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 1–3), small group work (Topics 1–3).

Visual (demonstration (Topics 1–3)).

Practical (problem-based practical work (Topics 1–3), group works (Topics 1–3), brainstorming, case studies (Topics 1-3).

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 seminars and is aimed at checking the level of preparedness of a higher education applicant to perform specific work and is assessed by the sum of the points scored:

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

The final control includes current control and assessment of the student.

Semester control is carried out in the form of a semester grading.

The final grade in the course is determined:

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

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

Current control includes individual research tasks (80 points), presentations (10 points), test papers (10 points).

Semester control: Grading.

More detailed information on the assessment system is given in the work plan (technological chart) for the course.

RECOMMENDED LITERATURE

Main

1. Борова Т. А. Іноземна мова академічної та професійної комунікації: практикум з англійської мови [Електронний ресурс] : навч. посіб. / Т. А. Борова, Р. М. Агаджанова, В. О. Петренко ; Харківський національний економічний університет ім. С. Кузнеця. – Електрон. текстові дан. (840 КБ). – Харків : ХНЕУ ім. С. Кузнеця, 2020. 102 с. – Режим доступу: <http://repository.hneu.edu.ua/handle/123456789/23735>

2. Hobbs M., Star Keddlе J. Oxford English for Careers: Commerce 2. Student's Book. – Oxford, England: Oxford University Press, 2012. – 136 p.

3. International Business Review / Journal / ScienceDirect.com. Sciencedirect.com, 2020, – Access mode : www.sciencedirect.com/journal/international-business-review .

4. Mascull B. Business vocabulary in use : advanced self-study and classroom use. – Cambridge, England: Cambridge University Press, 2018. – 176 p.

Additional

5. Ковальова К. Засоби експресивності у текстах онлайн-медіа / К. Ковальова, Л. Савицька // Актуальні питання гуманітарних наук. Міжвузівський збірник наукових праць молодих вчених Дрогобицького державного педагогічного університету імені Івана Франка. - 2023. - Вип. 66. - Т. 2. - С. 122–127. – Режим доступу : <http://repository.hneu.edu.ua/handle/123456789/30358>

6. Borova T. English for Business Analysts [Electronic resource] : textbook: in 3 parts. Part 3 : Business Intelligent Tools / T. Borova, O. Milov ; Simon Kuznets Kharkiv National University of Economics. – E-text data (1,67 МБ). - Kh. : S. Kuznets KhNUE, 2018. – 178 p. – Access mode : <http://www.repository.hneu.edu.ua/handle/123456789/21467>.

7. Tsypina D. Language technologies impact on modern communication: analysis of new formats, challenges, and education / D. Tsypina, T. Nesterenko, O. Kozii and other // Multidisciplinary Science Journal. – 2024. - № 6. – Access mode : <http://repository.hneu.edu.ua/handle/123456789/32683>

Information resources

8. S. Kuznets KhNUE Personal Learning Systems Methodical support for the academic course: " Foreign language for academic and professional communication" [Electronic resource] –Access mode: <https://pns.hneu.edu.ua/course/view.php?id=10311>.

9. BBC Business | Economy, Tech, AI, Work, Personal Finance, Market news – [Electronic resource]. – Access mode : <https://www.bbc.com/business>