



**Syllabus of academic discipline
«Conducting business negotiations in marketing»**

Specialty	075 Management and administration”	
Study Program	075 Marketing	
Study cycle (Master)	The second (Master)' level of higher education	
Course status	Mandatory	
Language	English	
Term	1 year, 2 semester	
ECTS credits	5	
Workload	Lectures – 24 hours. Practical studies (seminars) – 26hours. Self-study-100 hours	
Assessment system	Grading / Grading including Credit	
Department	Department of Marketing, auditorium,413 4th floor, of the first building, phone +38 (057) 702-02-65 (366), http://www.dom.hneu.edu.ua	
Teaching staff	Lysytsia Nadiia Michailivna, Doctor of Science (Sociology), Professor	
Contacts	:kafmark@hneu.net, nadiia.lysytsia@hneu.net	
Course schedule	<ul style="list-style-type: none"> • Lectures: <u>according to the schedule</u> • Practical studies: <u>according to the schedule</u> 	
Consultations	At the Department of Marketing, full-time according to the schedule of consultations; individual; remote via PNS chat	
Learning objectives and skills:		
formation of masters' competencies in conducting business negotiations and making decisions in unforeseen situations, adapting to changes in the process of marketing activities.		
Structural and logical scheme of the course		
Course content		
Module 1. Features of negotiations in marketing		
Topic 1. General characteristics of the negotiation process		
Topic 2. Negotiation strategy and tactics		
Topic 3. Analyzing the nature of a business partner		
Topic 4. The negotiation process in marketing		
Module 2. The practice of organizing successful negotiations in marketing		
Topic 5: Answering Questions and Objections		
Topic 6. Psychological impact in the negotiation process		
Topic 7. Manipulations in negotiations and opposition to them		
Topic 8. Completion of negotiations and effective marketing management		
Prerequisites	Postrequisites	
Marketing communications	Brand management	
Consumer behavior	Strategic marketing	



Teaching environment (software)

Multimedia projector,

S Kuznets PNS Corporate Zoom system

Assessment system

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 100 points; the minimum amount required is 60 points.

Current control includes the following assessment methods: assignments on a particular topic; testing; presentations, and essay writing.

All work must be done independently. Tasks similar to each other will be rejected.

More detailed information on assessment and grading system is given in the technological card of the course.

Course policies

Teaching the academic discipline is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, cheating, deception, bribery, biased assessment

. Education seekers may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

More detailed information on competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program