



## The syllabus of the discipline «Financial marketing»

<b>Specialty</b>	All specialties except 072 "Finance, Banking and Insurance"
<b>Educational program</b>	All educational programs, except for EP "Finance and Credit", EP "Banking"
<b>Educational level</b>	First (bachelor's)
<b>Discipline status</b>	Selective
<b>Language of instruction</b>	English
<b>Course / semester</b>	3rd year, 6th semester
<b>Number of ECTS credits</b>	5
<b>Distribution by types of classes and hours of study</b>	Lectures - 14 hours. Practical (seminar) - 12 hours. Laboratory - 14 hours. Independent work - 110 hours.
<b>Form of final control</b>	Credit
<b>Chair</b>	Banking and Financial Services, Kharkiv, 9-A Nauki Ave., office L-44, +30577021186 (add. 3-00) <a href="http://www.banking.hneu.edu.ua/">http://www.banking.hneu.edu.ua/</a>
<b>Teacher (s)</b>	Achkasova Svitlana Anatoliyina, Associate Professor of the Department of Banking and Financial Services, Associate Professor
<b>Teacher contact information</b>	<a href="mailto:Svet_achk@meta.ua">Svet_achk@meta.ua</a> , +380504019447
<b>Class days</b>	According to the schedule
<b>Consultations</b>	According to the schedule
<b>Goal</b> academic discipline - the formation of students' competencies in the theory and practice of financial marketing, the use of marketing tools to identify the requirements of the financial market, the promotion of financial services, management of financial relations between financial institutions and their customers (consumers).	
<b>Prerequisites for learning</b> The student begins to study this discipline in case of acquiring certain knowledge, skills and abilities in academic disciplines: <b>Macro- and microeconomics</b>	
<b>The content of the discipline</b> <b>Content module 1.</b> Theoretical aspects and features of financial marketing. Topic 1. The concept and essence of financial marketing. Topic 2. Marketing environment of the financial market. Topic 3. Marketing research in the financial market. <b>Content module 2.</b> Organizational and economic aspects of financial marketing. Topic 4. Banking marketing. Topic 5. Insurance marketing. Topic 6. Stock market marketing. Topic 7. Investment marketing	
<b>Materially-technical (software) ensuring discipline</b> Multimedia equipment for lectures. Laboratory classes are held in classrooms equipped with modern computer equipment, using the MS Office package	
<b>Course page on the Moodle platform (personal training system)</b>	Work program of the discipline, technological map (work plan), syllabus, legal support; in each section of the course: lecture materials, methodical recommendations for practical and laboratory works, etc. Posted on the course page on the Moodle platform at the link: <a href="https://pns.hneu.edu.ua/enrol/index.php?id=5342">https://pns.hneu.edu.ua/enrol/index.php?id=5342</a>
<b>Recommended sources</b>	
<b>Main</b>	
1. Маркетинг послуг : навчальний посібник / Л. О. Іванова, Б. Б. Семак, О. М. Вовчанська. – Львів : Видавництво Львівського торговельно-економічного університету, 2018. – 508 с.	
<b>Additional</b>	
2. Лозинська О. І. Уточнення змісту поняття банківського маркетингу в умовах диджиталізації економіки / О. І. Лозинська // БІЗНЕСІНФОРМ. –2021. –№ 1 '2021.– С. 320–327.	
<b>Information resources on the Internet</b>	
3. Про затвердження Положення про рекламу цінних паперів та фондового ринку: Рішення НКЦПФР № 63 від 22.01.2013 р. (зі змінами та доповненнями) [Електронний ресурс]. – Режим доступу : <a href="https://zakon.rada.gov.ua/laws/show/z0247-13">https://zakon.rada.gov.ua/laws/show/z0247-13</a> .	
4. Про захист прав споживачів : Закон України № 1023-ХІІ від 12.05.1991 р. (зі змінами та доповненнями) [Електронний ресурс]. – Режим доступу : <a href="http://zakon2.rada.gov.ua/-laws/show/1023-12">http://zakon2.rada.gov.ua/-laws/show/1023-12</a> .	



5. Про рекламу : Закон України № 270/96-ВР від 03.07.1996 р. (зі змінами та доповненнями) [Електронний ресурс]. – Режим доступу : <https://zakon2.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80>.

6. Про фінансові послуги та державне регулювання ринків фінансових послуг : Закон України № 2664-III від 12.07.2001 р. (зі змінами та доповненнями) [Електронний ресурс]. – Режим доступу : <http://zakon2.rada.gov.ua/-laws/show/2664-14>.

#### Learning outcomes assessment system

The final grade in the discipline is calculated taking into account the points obtained during the current control of the accumulative system. The total result in points for the semester is: "60 or more points - credited" (maximum number of points - 100), "59 or less points - not credited" and is entered in the test "Statement of performance" of the discipline. In case of receiving less than 60 points, the student must pass the test after the end of the examination session within the period set by the dean of the faculty, but not later than two weeks after the beginning of the semester. More detailed information on assessment is given in the technological map of the discipline.

#### Accumulation of rating points in the discipline

Types of educational work	Maximum number of points
Lectures	14
Laboratory classes	14
Protection of laboratory tasks	50
Practical training	12
Current control work	10
<b>Maximum number of points</b>	<b>100</b>

#### Compliance of the ECTS assessment scale with the national assessment system S. Kuznets KhNUE

The sum of points for all types of educational activities	Rating ECTS	Score on a national scale	
		for exam (exam), differentiated test, course project (work), practice, training	for offset
90 - 100	A	perfectly	credited
82 - 89	B	fine	
74 - 81	C		
64 - 73	D		
60 - 63	E	satisfactorily	not credited
35 - 59	FX	unsatisfactorily	
1 - 34	F		

#### Discipline policies

**The policy of academic integrity:** regulated by the Code of Academic Integrity of S. Kuznets KhNUE and provides: adherence to honest academic behavior in education and life, avoidance of any manifestations of academic dishonesty; quality preparation for training sessions; independent performance of current educational tasks, tasks of current control; independent performance of works and tasks of final control of learning outcomes; references to sources of information in case of use of ideas, developments, statements, information of other authors; compliance with the law on copyright and related rights; providing reliable information about the results of their own educational (scientific, creative) activities, used research methods and sources of information; formation of respect for all participants in the educational process, relying on one's own dignity and intolerance of manifestations of academic dishonesty. Class absenteeism policy: class attendance is mandatory, points (motivational component) are accrued for active work while attending classes. Policy for the implementation of tasks later than the deadline: each task has evaluation criteria that take into account the timeliness of implementation. Under other conditions, it is possible to obtain the maximum score, but taking into account the additional deepening of the task.

**More detailed information on competencies, learning outcomes, teaching methods, forms of assessment, independent work is given in the Work program of the discipline:** <http://repository.hneu.edu.ua/handle/123456789/22330>