



Syllabus of academic discipline «Conducting business negotiations in marketing»

Specialty	07 “Management and administration”
Educational program	075 Marketing
Level of education	The second (master's) level of higher education
Discipline status	Mandatory
Teaching language	English
Course / semester	1 course, 2 semester
Number of credits ECTS	5 credits
Distribution by types of trainings and hours of study	Lectures – 24 hours. Practical studies (seminars) – 26 hours. Independent training – 100 hours
Form of final assessment	Credit
Department	Department of Marketing, Kharkiv, ave. Nauki 9a, 1st building, 4th floor, room 413, +38 (057) 702-02-65 (366), https://dom.hneu.edu.ua/
Teacher (-s)	Lysytsia Nadiia Michailivna, Doctor of Science (Sociology), Professor of Department of Marketing
Teacher’s contacts	Луциця Н.М.: kafmark@hneu.net , nadiia.lysytsia@hneu.net
Days of the classes	Lecture: according to the current schedule Practical studies: according to the current schedule
Consultations	At the Department of Marketing, full-time according to the schedule of consultations; individual; remote via PNS chat

The purpose of the discipline is to form 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 studying an academic discipline

Prerequisites	Post-requisites
Бізнес-планування в маркетинговій діяльності	Комплексний тренінг: розробка креативних проєктів та розвиток SOFT SKILLS в маркетингу (англійською мовою)

Contents of the 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**
- Content 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**



Material and technical (software) support of the discipline
Multimedia equipment, PNS of the S. Kuznets State University, ZOOM

Learning outcomes assessment system

The system of evaluation of formed competencies takes into account the types of classes that include lectures, seminars, practical classes, as well as independent work. Evaluation of the formed competencies of students is carried out according to the cumulative 100-point system. The current control carried out during the semester during practical (seminar) classes and independent work is estimated by the sum of points scored. The maximum possible number of points for current and final control during the semester is 100 and the minimum possible number of points is 60.

The final control of knowledge and competencies of applicants for education in the discipline includes semester control and certification of the applicant for higher education. The final grade for the discipline is determined by:

- for disciplines with a form of semester control, credit – summing up all points obtained during the current control

Current control includes the following control measures: tasks on topics, current test papers, presentations on topics and essay writing. All work must be done independently. Tasks similar to each other will be rejected.

More detailed information on the assessment and accumulation of points in the discipline is given in the work plan (technological map) for the discipline.

Discipline policy

Teaching the discipline is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, cheating, deception, bribery, biased evaluation. For violation of academic integrity, applicants for education are brought to the following academic responsibility: repeated assessment of the relevant type of educational work

More detailed information on competencies, learning outcomes, teaching methods, assessment forms, independent work is given in the Work Program of the discipline