



# SOCIALLY RESPONSIBLE MARKETING (30 13)

## Discipline Work Program (Syllabus)

### Discipline Curriculum Requisites

Academic degree	First (bachelor)
Knowledge branch	05 "Social and Behavioural Science"
Speciality	051 "Economics"
Undergraduate program:	"INTERNATIONAL ECONOMICS"
Status of the academic discipline	Compulsory educational components. General training cycle
Mode of study:	Full-time
Year of preparation, semester	2021-2022 academic year, second course, autumn semester
Credits (hours)	ECTS 3,5 credits /105 hours
Type and form of the semester control / control events	The Final Test (Quiz) /Module Control Work
Class schedule	<a href="http://rozklad.kpi.ua/Schedules/ViewSchedule.aspx?v=4109c241-1039-4e4c-a94f-ea0a40b68883">http://rozklad.kpi.ua/Schedules/ViewSchedule.aspx?v=4109c241-1039-4e4c-a94f-ea0a40b68883</a>
Teaching Language	English
Teacher's Informaton	Lecturer : <b>Nataliya YUDINA</b> , PhD (in Economics), Associate Professor, Associate Professor of the Industrial Marketing Department Contact Data: +38-093-971-13-35 (phone, Telegram, Viber) <a href="mailto:Nataly.Yudina@meta.ua">Nataly.Yudina@meta.ua</a> , Telegram: @NataliyaYudina <a href="https://t.me/NataliyaYudina">https://t.me/NataliyaYudina</a>  Practical Lessons : <b>Nataliya YUDINA</b> , PhD (in Economics), Associate Professor, Associate Professor of the Industrial Marketing Department Contact Data: +38-093-971-13-35 (phone, Telegram, Viber) <a href="mailto:Nataly.Yudina@meta.ua">Nataly.Yudina@meta.ua</a> , Telegram: @NataliyaYudina <a href="https://t.me/NataliyaYudina">https://t.me/NataliyaYudina</a>
Course location	<a href="http://e.futurolog.com.ua/course/view.php?id=7">http://e.futurolog.com.ua/course/view.php?id=7</a> <a href="https://zoom.us/">https://zoom.us/</a>

### Program of the academic discipline

#### 1. The academic discipline description, its goal, the subject of study and the study results.

The discipline objective is to form among students a marketing mindset and a global world outlook to economic relations and economic activities on local and international markets on the basis of social responsibility. This includes a system of abilities in market analysis and market research on the basis of features of enterprises, organizations or innovative projects to optimize

economic and psychological effectiveness of their economic activity on different markets including global international markets; the development of the socially responsible marketing conceptions and marketing strategies for existing or innovative products of enterprises, organizations or innovative projects on the basis of marketing research results and the information society development.

**The discipline subject** is social responsibility of marketing on the national and global markets.

**Why it is important for a student?** According to the undergraduate-and-professional program requirements after acquisition of the academic subject "Socially responsible Marketing" students have to demonstrate the next learning results:

**KNOWLEDGE:**

- the possible social consequences of marketing activity;
- of the main tools of managing economic relations;
- of the main concepts of management of the enterprise's activity;
- of the features of information society, Industry 4.0, economical and technological cycles, the marketing concept under conceptions of information society;
- of features of markets functioning, roles of market subjects, market relations;
- of the scientific definition and practice meaning of "marketing", "socially responsible marketing";
- of features of industrial and consumer markets, services markets, innovative and specific markets;
- of the marketing activity structure
- of the situation analysis structure (the analysis of the marketing environment, SWOT-analysis, the competitive analysis);
- of principles of the marketing research practices and the algorithm of data processing;
- of main factors that ensure customers' behavior in different markets and principles of segmentation;
- of the marketing strategies and principles of their development (the segmentation strategy, the strategy of positioning, the competitive strategy and the market coverage strategy);
- of the product strategy (4Ps: the product policy; the sale policy; the pricing policy; integrative marketing communications);
- of the strategy of marketing and branding promotion under the specific conditions of information society;
- of steps and principles of marketing-planning, a business-plan structure and its development;
- of potential and available resources for funding marketing and startup activity of the enterprises;
- of international marketing features and global marketing research.

**SKILLS:**

- to conduct marketing analysis of the marketing environment, SWOT-analysis, the competitive analysis;
- to define a marketing problem or a marketing opportunity and form alternative marketing decisions for their resolving or realization;
- to develop and conduct marketing research for making marketing decisions;
- to develop marketing strategies and the marketing mix on the basis of social responsibility;
- to separate features of specific and innovative markets and products on international markets;
- to study society's needs, consumers needs, motivations and demand on products;
- to develop marketing strategy (the segmentation strategy, the strategy of positioning, the competitive strategy and the market coverage strategy) on the basis of the marketing research results and social responsibility;
- to develop e-commerce program and marketing promotions on global markets on the basis of innovative information and communication technologies;
- to manage a range of products and services, adapt it to consumers' needs and motivations and develop a product policy;
- to develop and manage innovative startup-projects for new global markets;
- to develop and correct a price policy;
- to define and correct the integrative marketing communication mix (advertising programs, direct sales, sales promotions, public relations);
- to enter innovative products on international markets.

Learning the subject forms the next **program learning outcomes** for the students:

- To associate oneself as a member of the civil society, the scientific community, to recognize the rule of law, in particular in professional activities, to understand and be able to use their own rights and freedoms, to show respect for the rights and freedoms of other persons, in particular, members of the collective (PLO 1);
- To reproduce moral, cultural, scientific values, multiply the achievements of society in the socioeconomic sphere, and promote healthy lifestyles (PLO 2);
- To identify sources and understand the methodology of determination and methods for obtaining socioeconomic data, collect and analyze the necessary information, calculate economic and social indicators (PLO 13);
- To show skills of independent work, demonstrate critical, creative, self-critical thinking (PLO 23);
- To demonstrate the ability to act socially and consciously on the basis of ethical principles, to appreciate and respect cultural diversity, individual differences of people (PLO 24).

## **2. Discipline prerequisites and post-requisites (the place in the structural and logical scheme, according to the curriculum)**

The discipline «Socially responsible marketing» (30 13) grounds on the next disciplines as “History of Economics and Economic Thought” (308), “Economic Theory” (ΠΟ1), “Macroeconomics” (ΠΟ4), “Microeconomics” (ΠΟ 5), “Management” (3012) and then insures the next disciplines: “Investing”, “Competitiveness of Enterprises”, “International Economics”, “Academic Subject in Forecasting of Social and Economic Processes”.

## **3. Academic discipline content**

### **PART 1. A marketing mindset and a global world outlook to economic relations and economic activities on local and international markets**

Topic 1.1. The concepts of management. Socially responsibility aspects

Topic 1.2. The definition of “marketing”, ‘socially responsible marketing’ and ‘the marketing concept’.

Topic 1.3. The levels of strategic planning and marketing-and-product strategies.

Topic 1.4. The marketing activity structure

Topic 1.5. The situation analysis

Topic 1.6. Marketing research

### **PART II. Marketing management**

Topic 2.1. Product policy as the part of the marketing mix

Topic 2.2. Marketing of innovations

Topic 2.3. Pricing policies and Sale policy as parts of the marketing mix

Topic 2.4. Integrative marketing communications as parts of the marketing mix

Topic 2.5. Communication process management

Topic 2.6. Marketing management and social responsibility

Topic 2.7. International markets and digital marketing

Topic 2.8. The brand equity concept. Creating success long-term growth

Topic 2.9. The future of socially responsible marketing

## **4. Training materials and resources**

### ***Basic recommended reading***

1. Yudina N. V. Marketing : distance e-learning course / Futurolog Portal. URL : <http://e.futurolog.com.ua/course/view.php?id=5> .
2. Nataliya Yudina Time as Economic Value of Information Society. Scientific Challenges : Collection of Materials of the Multidisciplinary Scientific and Practical Conference on the occasion of World Science Day for Peace and

- Development, Kyiv, November 29, 2019. / [compiler L. I. Yudina]. Kyiv, 2019. p. 111-113. URL : <http://futurolog.com.ua/publish/16/zbirnyk.pdf#page=111>.
3. Natalija V. Yudina Multi-Layering Management Concept On The Basis Of The Innovative Development. *International Marketing and Management of Innovations*, №4, 2019, Bielsko-Biala (Poland), №4, 2019. E-ISSN 2451-1668. DOI 10.5281/zenodo.3252973 URL : [http://immi.ath.bielsko.pl/wp-content/uploads/2019/07/IMMI\\_11\\_2019.pdf](http://immi.ath.bielsko.pl/wp-content/uploads/2019/07/IMMI_11_2019.pdf)
  4. Nataliya Yudina. MANAGING INSTRUMENTS OF THE FUTURE / *Marketing Of Scientific And Research Organizations*, Łukasiewicz Research Network – The Institute of Aviation Scientific Publishers. Poland, Warsaw 2020, Vol. 38, Issue 4, p. 69–88 pISSN 2353-8503 eISSN 2353-8414 [http://minib.pl/wp-content/uploads/2020/12/4-Yudina\\_ang.pdf](http://minib.pl/wp-content/uploads/2020/12/4-Yudina_ang.pdf) ; DOI: 10.2478/minib-2020-0027
  5. Yudina N.V. Methods of the Startup-Project Developing Based on ‘the Four-Dimensional Thinking’ in Information Society. *Marketing and Management of innovations*. 3’2017, P. 245-256. DOI:10.21272/mmi.2017.3-23 URL : <http://mmi.fem.sumdu.edu.ua/journals/2017/3/245-256>
  6. Kotler P., Armstrong G., Saunders J., Wong V. Principles of Marketing. Prentice Hall Europe, London, New York, Toronto, Sydney, Tokyo, Singapore, Madrid, Mexico City, Munich, Paris, 2012. 1036 P. URL : <https://fliphtml5.com/lnym/okxv/basic>
  7. Kotler, Philip, Keller, Kevin Lane Marketing management. – 14<sup>th</sup> ed. Prentice Hall, 2012. – 812 P. URL : [http://socioline.ru/files/5/283/kotler\\_keller\\_-\\_marketing\\_management\\_14th\\_edition.pdf](http://socioline.ru/files/5/283/kotler_keller_-_marketing_management_14th_edition.pdf)
  8. Jobber, David Principles and Practice of Marketing McGraw-Hill UK Pub. Date: 2009. 979 P. URL : <http://www.scholartext.com/reader/docid/88808157/page/1>
  9. Yudina Nataliya Risks of changes of economic types and inertness of managers’ mindsets [Electronic resource] / Nataliya Yudina // Risks of Instability: Safety and Management : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, March, 16th, 2018 / [compiler L. I. Yudina]. – Kyiv : Yudina L. I., 2018. – Access mode : <http://futurolog.com.ua/publish/8/Zbirnyk.pdf#page=69>.
  10. Yudina N. V. Strategic practical application of foresight for enterprises [Electronic resource] / N. V. Yudina // Foresight: Scientific Vision, Strategies and Management : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, July 28th, 2017 / [compiler L. I. Yudina]. – Kyiv, 2017. – Access mode : <http://futurolog.com.ua/publish/6/Zbirnyk.pdf#page=17>.
  11. Yudina N. V. Marketing Goals of Distance Learning Globalization [Electronic resource] / N. V. Yudina // Drivers of Outrunning Development : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, April 27th, 2017 / [compiler L. I. Yudina]. – Kyiv, 2017. – Access mode : <http://futurolog.com.ua/publish/5/Zbirnyk.pdf#page=28>.
  12. Yudina N. V. International collaboration and requirements to employees [Electronic resource] / N. V. Yudina // Information Society: Science, Technology, Markets : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, March 17th, 2017 / [compiler L. I. Yudina]. – Kyiv, 2017. – Access mode : <http://futurolog.com.ua/publish/4/Zbirnyk.pdf#page=36>.

### **Auxiliary recommended reading**

1. Yudina Nataliya. Business Forecasting of Marketing Activity Riskiness of Companies in Markets. *Economic Bulletin of National Technical University of Ukraine "Kyiv Polytechnic Institute"*. №17(2020). P. 372-383. URL : <http://ev.fmm.kpi.ua/article/view/216380/216473> ; <https://doi.org/10.20535/2307-5651.17.2020.216380>
2. Nartey R. K., Yudina N.V. Agriculture: a Tool for Sustainable Development in Ghana. *Scientific Thought of Information Era: Achievements, Challenges, Priorities* : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, December 21th, 2018 / [compiler L. I. Yudina]. Kyiv, 2019. URL : <http://futurolog.com.ua/publish/14/zbirnyk.pdf#page=113>.
3. Albaum G., Strandkov J., Duerr E. International marketing and export management. Prentice Hall, 2002. – 673 p.
4. Porter. M. Clusters and the New Economics of Competition. *World Economy*, Volume 76, 1998, November – December.
5. Kotler P. Marketing Management, Millenium Edition. Prentice-Hall, Inc., 2000. 456 P. URL : [http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing\\_Management\\_-\\_Millenium\\_Edition.pdf](http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf).
6. Yudina N. Resurrection through Crucifixion: Michal Szpak. Nonfiction / Nataliya Yudina / Міждисциплінарний футурологічний форум «Управління майбутнім на стику технологічних укладів» (Київ, 15-17 липня 2016р.) : тези, доповіді, статті / [уклад. – Л. І. Юдіна]. – К., 2016. – URL : [http://futurolog.com.ua/publish/michalszpak\\_en.phtml](http://futurolog.com.ua/publish/michalszpak_en.phtml).
7. Yudina N. Dependencies in Information Society and Management of Consumers’ Behavior. Marketing Specialists’ Responsibility [Electronic resource] / N. Yudina // Trends of the Future: Risks, Opportunities, Tasks : Collection of Materials of the Multidisciplinary Scientific and Practical Conference, Kyiv, December 23th, 2016 / [compiler L. I. Yudina]. – Kyiv, 2016. – Access mode: <http://futurolog.com.ua/publish/3/Zbirnyk.pdf#page=21>.
8. Yudina N.V. The Three-Step Model of Distance Learning Courses Commercialisation in Emerging Countries. *Економічний вісник Національного технічного університету України «КПІ»*. 2018. №15(2018). – Режим доступу : <http://ev.fmm.kpi.ua/article/view/137085>.

9. Don E. Schultz, Beth E. Barnes Strategic brand communication campaigns. NTC Business Books, a division of NTC/Contemporary Publishing Group, Inc., 1999 – P. <https://epdf.tips/strategic-brand-communication-campaigns.html>

## Training content

### 5. Methods of mastering the discipline

There are lectures, practical lessons, the control work, discussions, case-study and quizzes.

Lectures and practical trainings during a semester are planned by the academic subject program. The student self-tuition is planned by the academic subject program. The start rate (that is accumulated during all semester long) includes points that the student receives for:

- 1) the performance of the practice works: tasks, discussions, cases;
- 2) the interactive discussions during lectures or quizzes on the basic of theoretical materials of lectures;
- 3) the module control work results (the accumulated result for Part I and Part II) – 10%;

Credit module learning ensures strategies of active thinking and collective mind learning that include next training methods and techniques:

- 1) problem-based learning (heuristic talking, research methods, case-study);
- 2) student-centered education that is based on active forms and techniques such as brainstorms, business games, SQ3R (survey-question-read-recite-review), discussions, video-conferences, express-conferences, interactive techniques, project technologies and others;
- 3) information and communicative technologies that ensure problem-based learning and activation of student self-tuition (electronic, online and multimedia presentations, video-lectures, multimedia and distance-learning supporting of the training process, net-communications etc.

Each student receives a personal login and a password to the distance-learning course [1] for self-tuition. There are interactive didactic material, articles, links to the english books, other references that help student to perform practical training tasks and arrange lecture material. Also control modul questions, lecture presentations and practical training tasks are published on it. Such the forman of supporting classes ensures reinforce information that students receive previously on lectures or practical classes.

The detailed course roadmap of training and tasks, recommended to the students, is published in the distance e-learning course [1]. The plan, the detailed topics, content of the lectures and auxiliary materials are published on the distance e-learning course [1]. There are the topics and the structural and logical construction of the course:

Academic week	TOPIC	Assessment
1-2	The concepts of management. Socially responsibility aspects	Quizzes 1-2 Trainings 1-2
3	The definition of “marketing”, ‘socially responsible marketing’ and ‘the marketing concept’	Quiz 3 Training 3
4-6	The levels of strategic planning and marketing-and-product strategies.	Quizzes 4-6 Trainings 4-6
7	The marketing activity structure	Quiz 7 Training 7
8	The situation analysis	Quizzes 8 Trainings 8 The module control work (Part 1)
9	Marketing research	Quiz 9 Training 9
10	Product policy as the part of the marketing mix	Quiz 12 Training 12
11	Marketing of innovations	Quiz 11 Training 11

12	Pricing policies and Sale policy as parts of the marketing mix	Quiz 12 Training 12
13	Integrative marketing communications as parts of the marketing mix	Quiz 13 Training 13 The module control work (Part 2)
14	Communication process management	Quiz 14 Training 14
15	Marketing management and social responsibility International markets and digital marketing	Quiz 15 Training 15
16-18	The brand equity concept. Creating success long-term growth. The future of socially responsible marketing	Quizzes 16-18 Trainings 16-18
18	The semester control (the quiz session, at the final practical lesson according to the schedule)	The Final Quiz

The correspondence of to education components, teaching methods and forms of assessment to the program learning outcomes are shown in the next table:

Program learning outcomes EP	Teaching methods	Forms of assessment
PLO 1: To associate oneself as a member of the civil society, the scientific community, to recognize the rule of law, in particular in professional activities, to understand and be able to use their own rights and freedoms, to show respect for the rights and freedoms of other persons, in particular, members of the collective	The following methods are used collective and active teaching: 1) personality-oriented technologies based on active forms in teaching methods: brainstorming during collective discussions, case solving, interactive communication. 2) problem-research method of learning process (analytical reports and analysis individual situations)	Rating system evaluation, which provides: evaluation answers and performed training works of the practical classes, participation in discussions, module control work, quizzes
PLO 2: To reproduce moral, cultural, scientific values, multiply the achievements of society in the socioeconomic sphere, and promote healthy lifestyles		
PLO 13: To identify sources and understand the methodology of determination and methods for obtaining socioeconomic data, collect and analyze the necessary information, calculate economic and social indicators		
PLO 23: To show skills of independent work, demonstrate critical, creative, self-critical thinking		
PLO 24: To demonstrate the ability to act socially and consciously on the basis of ethical principles, to appreciate and respect cultural diversity, individual differences of people		

## 6. Student's self-tuition works

Student self-tuition work is planned in a form of cases and trainings and assumes working on auxiliary materials and tasks of Lectures. Training tasks on the distance e-learning course [1], more deep arranging theoretical materials.

No	Student's self-tuition work	Hours
1	According to the student's self-tuition roadmap on the distance e-learning	3

	course [1], work on resources on the topic “The concepts of management. Socially responsibility aspects”.	
2	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “The definition of “marketing”, ‘socially responsible marketing’ and ‘the marketing concept’”.	1
3	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “The levels of strategic planning and marketing-and-product strategies”.	2
4	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “The marketing activity structure”.	2
5	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “The situation analysis”.	1
6	Preparing for the module control work (Part 1)	4
7	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “Marketing research”.	1
8	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “Product policy as the part of the marketing mix”.	1
9	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “Marketing of innovations”.	1
10	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “Pricing policies and Sale policy as parts of the marketing mix”.	1
11	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “Integrative marketing communications as parts of the marketing mix”.	1
12	Preparing for the module control work (Part 2)	4
13	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “Communication process management”.	1
14	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “Marketing management and social responsibility”.	1
15	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “International markets and digital marketing”.	1
16	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “The brand equity concept. Creating success long-term growth”.	1
17	According to the student’s self-tuition roadmap on the distance e-learning course [1], work on resources on the topic “The future of marketing”.	1
	Preparing for the Final Quiz	6
TOTAL		33

The individual tasks isn’t planned by the work curriculum.

## Policy and control

### 7. Policy of the discipline

#### **Non-compliance with deadlines of tasks performance and special motivational (bonus) points**

The key events are the events that form a student’s rating.

It does not assume any penalty points for non-compliance with deadlines of current tasks. But it is strongly recommended for students to be on schedule and pass quizzes, the module control work, perform practical trainings in time during the semester in accordance with the discipline roadmap [1].



Special motivation (bonus) points are assumed for deep working on some topics of the discipline which can be performed in the form of a scientific article or proceedings of the conference.

### **Class attendance.**

The regular attendance at the classes is flexible. But, a good share of the student's rating is created by dealing with problem tasks, the analysis of the particular situations, group and individual work, passing the control work, quizzes on the basis of theoretical materials of the lectures.

### **Omitted control events.**

If control events were omitted by a student for valid reasons (disease or difficult straits), the particular trainings and quizzes are available on the distance e-learning course [1] for the student.

**Academic honesty policy** is described in details in the Code of honour of Igor Sikorsky Kyiv Polytechnic Institute. These rules assume that a student takes responsibility for all his or her tasks followed all principles of the Code of honour of Igor Sikorsky Kyiv Polytechnic Institute.

## **8. Types of control and the student's rating system (PCO)**

The credit mark (the student's rating) is the semester attestation. 100-point grading system and university mark scale are used for grading of the students training.

1. The student's rating of the credit module consists of 100 point. The start rate consists of 60 points. The start rate (that is accumulated during all semester long) includes points that the student receives for:

- 1) the performance of the practice works: tasks, discussions, cases (18 practical trainings);
- 2) the module control work results (the accumulated result for Part I and Part II);
- 3) the passing quizzes on the basis of the theoretical materials of the lectures (18 quizzes).

2. Criteria of point scoring:

### **2.1. The student's performance of the practical trainings (practice work and the practical classes):**

*Self-tuition working at the distance-learning course and presenting student's tasks at the practical trainings and the participation in discussions.* The rate is flexible and it depends on the task complexity (on an average  $\approx 3$  point). So the maximum-point number for 16 practical trainings is **48 points**. The students accumulate points for their participation in the topic discussions, answering the questions, preparing the reports:

- *active creative working and the performance of the practical results («excellent»)* - 3 point
- *very strong performance («very good»)* – 2.5 point
- *strong performance («good»)* -2 point
- *satisfactorily performance or just the performed task downloaded on the distance-learning course («satisfactorily»)* - 1 point
- *absence the practical training («unsatisfactory»)* – 0 point

### **2.2. The module control work results.**

Students also write a module control work and continue to accumulate points after finishing each part of the academic subject. Every part of the module control work is graded at 8 points (the accumulated result for Part I and Part II is **16 points**)

- *excellent work («excellent»)* - 8 points
- *there are minor shortcomings («very good»)* - 6-5 points
- *there are significant shortcomings («good»)* – 4-3 points
- *there are errors («satisfactorily »)* - 2 points
- *the student's module (control) work isn't accepted by a teacher: the work hasn't been prepared by a student or there are no correct answers («unsatisfactory»)* - 0 points

### **2.3. The quizzes.**

The student can receive **2 maximum-point** for the quiz on the basis of theoretical materials of the lectures. The maximum-point number is **36 points**.

**Special motivational points.** The maximum-point number is 5 points.

**2.4. The first attestation** eligibility criteria means a student to achieve **14 point (or more)** and a satisfactory rate of the student's performance at the practice trainings.

The second attestation eligibility criteria means a student to achieve **36 points (or more)**, a satisfactory rate of the student's performance at the practical trainings and the lectures.

**2.5. An accreditation control work** includes 66 points. It consists of the three theoretical questions from the credit module work program (according to the different topics of each part of the work program). Every question is assessed on 22 points. The knowledge grade system by each theoretical question:



- «*excellent*», the complete work (there is no less than 90% of necessary information) – 22-20 point;
- («*very good*»), the answer is complete enough (there is no less than 85% of necessary information or some incorrectness) – 19-17 points;
- «*good*», the answer is complete enough (there is no less than 75% of necessary information or some incorrectness) – 16 -13 points;
- «*satisfactorily*», the answer isn't complete enough (there are no less than 60% of necessary information and some errors) – 5-1 points;
- «*unsatisfactory*», the answer is unsatisfactory – 0 point.

**3. The accreditation eligibility criteria** means that:

- practical trainings have been accepted with a positive rate (more than 28 points)
- a quizzes rate has to be more than 21 points
- the start rating has to be more than 40 points.

If a student's rating is less than 60 points, student has to write the accreditation control work. In this case the student's rating (that has been accumulated during the semester) is derived into the university mark scale according to table 1.

**4.** If a student accumulates more than 60 points, this student has an opportunity to write the accreditation control work for increasing his or her rating. If a mark of the accreditation control work is more than a previous rating, the student receives the mark on the bases of the mark of the accreditation control work. If a mark of the accreditation control work is less than a previous rating, the student receives the mark on the bases of the rating.

**5. The table of the derivation points of the student's rating into the university mark.** Calculation of the finish rating (grade students' training results):

**Table 1.**

**The university mark scale**

Automatic accreditation: Quizzes+Practical trainings+MCW or Accreditation (the Final Quiz): The accreditation eligibility criteria+Quizzes+Practical Trainings+module control work results	Accreditation Mark
95-100	Excellent
85-94	very good
75-84	Good
65-74	satisfactorily
60-64	
Less than 60	unsatisfactory
<i>a student accreditation eligibility criteria isn't positive</i>	not accepted

**9. Supporting information**

The detailed list of the semester control is available on the distance e-learning course [1].

**Discipline work program (Syllabus) was created by:**

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Approved on the meeting of the Industrial Marketing Department (Record № 28 on 14.06.2021)

Agreed upon by the Methodological Commission of Faculty of Management and Marketing (Record №10 on 15.06.2021)