

Description of Discipline

Title of Discipline: <i>Marketing</i>					
Semester	Duration	Type of Discipline	ECTS Credits	Academic Workload	Language of Instruction
5	150 hrs.	optional	5	40 hours of classroom training, 110 hours of self-study	Ukrainian

Learning Outcomes	Teaching Methods	Evaluation Methods
LO9. The ability to analyze the functioning and development of business entities, to determine the functional areas, calculate the relevant indicators that characterize their performance.	Lectures, presentation, explanation, watching videos, practical classes where students solve problem tasks	Oral evaluation, final tests, exam
LO12. To be able to use data, provide reasoning, critically evaluate logic and draw conclusions from scientific and analytical texts in economics.	Presentation, illustration, discussion, practical exercises, practice	Combined evaluation, reports and presentations, exam
LO15. To use information and communication technologies to solve social-economic problems, prepare and submit analytical reports.	Lectures, taking notes, illustration, presentation, instructing, exercises and tasks	Reports, exam
LO21. To demonstrate basic creative and critical thinking skills in research and professional communication.	Trainings that develop creative and critical thinking, exercises, problem tasks and discussion, illustration and observation	Oral evaluation, essays, reports, exam

Title of Discipline / <i>Marketing</i>				
Semester	Duration	Type of Discipline	ECTS Credits	Student Workload
6	150 hrs.	mandatory	5	40 hours of teaching, 110 hours of self-study

Requirements for Participation	Type of examination (oral, written, term paper, etc.)	Methods of teaching and learning (lectures, seminars, etc.)	Discipline Coordinator
Completed disciplines 'Political Economy', 'Business Economics', 'Macroeconomics', 'Microeconomics', 'Computer Science'	Written exam	Lectures, practical classes, self-study, individual assignments	M. Polenkova

Learning Outcomes

GC3. Ability to abstract thinking, analysis and synthesis.

GC4. Ability to apply knowledge in practical situations.

GC5. Ability to communicate in the state language both orally and in writing.

GC7. Skills in the use of information and communication technologies.

GC8. Ability to search, process and analyze information from various sources.

GC9. Ability to adapt and act in a new situation.

GC10. The ability to be critical and self-critical.

GC11. Ability to make informed decisions.

GC12. Interpersonal skills.

GC13. The ability to act socially responsibly and consciously.

SC1. Ability to show knowledge and understanding of the problems of the subject area, the basics of the modern economy at the micro, meso, macro and international levels.

SC2. Ability to carry out professional activities in accordance with applicable regulations and legal acts.

SC7. Ability to use computer technology and data processing software to solve economic problems, analyze information and prepare analytical reports.

SC10. Ability to use modern sources of economic, social, managerial, accounting information for the preparation of official documents and analytical reports.

SC12. The ability to independently identify problems of an economic nature in the analysis of specific situations, to suggest ways to solve them.

SC13. Ability to conduct economic analysis of the functioning and development of economic entities, assessment of their competitiveness.

SC14. Ability to analyze in depth problems and phenomena in one or more professional areas, taking into account economic risks and possible socio-economic consequences.

SC15. Ability to develop measures for the formation and use of production potential of the enterprise, all types of resources in various areas of the enterprise.

SC20. Be able to coordinate actions and control the process of formation and use of all types of resources and the production process at the enterprise in different areas of the enterprise.

SC21. Anticipate and evaluate the impact of external and internal factors and management decisions on the effectiveness of the enterprise in planning activities and developing strategies for its development.

SC27. Ability to prepare information, choose the type of model, calculate its parameters and assess adequacy.

SC32. Ability to prepare and conduct quantitative and qualitative marketing research, prepare reports on the state and dynamics of the market of goods and services.

PLO2. Understand the principles of economics, features of economic systems.

PLO9. To analyze the functioning and development of economic entities, to determine the functional areas, to calculate the relevant indicators that characterize the effectiveness of their activities.

PLO12. Be able to use data, provide arguments, critically evaluate logic and draw conclusions from scientific and analytical texts on economics.

PLO15. Use information and communication technologies to solve socio-economic problems, prepare and present analytical reports.

PLO19. Be able to independently identify economic problems in the analysis of specific situations, to suggest ways to solve them.

PLO21. Be able to develop optimal plans for the enterprise as a whole and its individual units.

PLO30. To reproduce moral, cultural, scientific values, to increase the achievements of society in the socio-economic sphere, to promote a healthy lifestyle.

PLO31. Master the skills of oral and written professional communication in state and foreign languages.

PLO32. Demonstrate basic skills of creative and critical thinking in research and professional communication.

PLO33. Ability to organize and conduct conferences, round tables, seminars, etc. in native and foreign languages.

PLO34. Be able to use communication technologies to maintain harmonious business and personal contacts as a prerequisite for business success.

PLO35. Discuss, explain, reproduce the results of their research, decisions.

PLO36. Ability to present and discuss the results obtained and transfer the acquired knowledge.

PLO38. Show skills of independent work, demonstrate critical, creative, self-critical thinking.
PLO40. Demonstrate high social responsibility and adherence to the principles of academic integrity.
PLO42. Ability to adapt to new conditions, make decisions independently and initiate original research and innovation complex projects.

Contents

MODULE 1. THE ESSENCE OF MARKETING

Topic 1. Social-economic essence of marketing

History of the emergence and development of marketing. The origin and evolution of marketing concepts. Types of marketing depending on demand.

Topic 2. Marketing complex

The emergence of the marketing complex and its essence. Functions and content of components of the marketing complex. The concept of the four Ps.

Topic 3. Marketing environment

Factors of an external macro environment of the enterprise. Factors of an external micro environment of the enterprise. Internal marketing environment.

Topic 4. Marketing research as a basis for making marketing decisions

The essence and system of marketing research. Marketing information and methods of obtaining it. Market research. Enterprise marketing research.

MODULE 2. MARKETING FUNCTIONS

Topic 5. Marketing functions. Analytical function of marketing

The concept and types of marketing functions. Analytical function of marketing. Market segmentation. Analysis of competitive strategies.

Topic 6. Marketing product policy

The category of product in economics and marketing. Product policy. Product life cycle. Product innovations.

Topic 7. Marketing pricing policy

Classification of prices. The essence of marketing pricing policy. Methods of pricing.

Topic 8. Marketing distribution policy

The essence of the policy and strategy of product distribution. The essence, functions and characteristics of marketing channels. Typology of distribution systems and intermediary structures. Competition in product distribution channels.

Topic 9. Marketing promotion policy

The main elements of the promotion complex. Synthetic elements of the promotion complex.

Topic 10. Management and control of marketing activities

Planning the strategic marketing process. A variety of marketing plans. Improvement of marketing planning.

Exemplary Literature

Primary

1. Garkavenko S.S. Marketing: textbook [6th ed.]. - K.: Libra, 2008. - 720 p.
2. Kotler F. Fundamentals of marketing / F. Kotler, G. Armstrong; translated from English by O.L. Pelyavsky [12th ed.]. - M.; Kyiv; St. Petersburg: Williams Publishing House, 2009. - 1072 p.
3. Marketing [Text]: textbook. / [Pavlenko A.F., Reshetnikova I.L., Voychak A.V. and others]. - K.: KHEY, 2008. - 600 p.
4. Marketing [Text]: textbook. / [Starostina A.A., Goncharova N.P., Krykavsky E.V. and others]. - K.: Znannia, 2009. - 1071 p.

Supplementary

1. Golovkina N.V. Marketing policy of communications [Text]: methodguide. - K.: KNUTD, 2010. - 111p.
2. Gabinskaya O.S. Marketing communications [Text]: textbook / O.S. Gabinskaya, N.V. Dmitrieva. - M.: Akademia, 2010. - 240 p.
3. Dibrova T.G. Marketing policy of communications: strategies, domestic practice [Text]: textbook. - K.: Professional, 2009. - 320 p.
4. Zozulev A.V. Industrial marketing: market strategy: textbook. - K.: Centre of study literature, 2010. - 572 p.
4. Kardash V.Ya. Marketing Commodity Policy [Text]: textbook. / V. Ya. Kardash, O.K. Shafalyuk, M.Yu. Antonchenko. [2nd ed.]. K.: KNEU, 2009. 419 p.
5. Chernomaz P.O. International marketing [Text]: textbook. - K.: Akademydav, 2010. - 270 p.

Web resources

1. <http://library/if.ua/book/>
2. <http://pidruchniki.ws/1350082639791/marketing>
3. Administrative portal // www.aup.ru
4. Normative acts of Ukraine // www.nau.ua
5. Official website of the Verkhovna Rada of Ukraine // www.rada.dok.ru
6. AMA - American Marketing Association (www.amil.com/arf)