

BRANCH MARKETING
COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE		
	full-time	Part-time	Part-time (shortened program)
Year	4	5	4
Semester	7	9	7
Lectures, hours	28	8	8
Practical classes (seminars), hours	14	4	4
Exam, semester	7	9	7
Contact hours	42	12	12
Independent work, hours	48	78	78
Total course duration in hours / credit units	90 / 2,5	90 / 2,5	90 / 2,5

1. Brief content of the academic discipline: The content and features of industrial marketing in the market of production and technical (industrial) purposes The process of making purchases by companies and organizations of products for industrial purposes The marketing program of the company - the manufacturer of products for industrial purposes Industrial marketing in the sectors of production of individual consumption products Marketing of wholesale companies Marketing of companies retail trade Marketing in the agro-industrial complex. Internet marketing Personal brand marketing Specifics of marketing in the service sector Marketing program of a company (organization) operating in the service sector Features of the marketing activities of companies and organizations operating in the service industries

2. Learning outcomes: the student must **know:** features of the marketing activities of companies operating in the main sectors of the national economy; - the procedure for the development and implementation of marketing programs by companies aimed at increasing the efficiency of using attracted economic resources and increasing the level of competitiveness of both the companies themselves and their products, and the relevant industry and the national economy as a whole; – the basic principles for the development and adoption of strategic decisions within the framework of policies approved by the company's management in relation to products, their prices and distribution systems in target markets, as well as a set of marketing communications, taking into account industry specifics; **be able to:** - analyze and assess the current situation and trends in the development of sectors of the national economy; – develop the main provisions of marketing programs and competitive behavior strategies for companies operating in various sectors of the national economy; **own:** - methods of marketing analysis (including strategic); – methods for assessing the market competitiveness of companies and their products, taking into account the specifics of industries; - methods for identifying cause-and-effect relationships of marketing and economic processes taking place in product markets, in sectors of the economy and in the national economy as a whole.

3. Competences being formed: be able to apply basic scientific and theoretical knowledge to solve theoretical and practical problems (AC-1), be proficient in systemic and comparative analysis (AC-2), have research skills (AC-3), be able to work independently (AC-4), to be able to generate new ideas (be creative) (AK-5), to be proficient in interdisciplinary approach to solving problems (AC-6), to have oral and written communication skills (AK-8); to be able to learn, improve their skills throughout their lives (AK 9), to use the basic laws of natural sciences in their professional activities (AC-10), to navigate the basic provisions of economic theory, apply them taking into account the market economy (AK-13); to organize their work on a scientific basis, independently evaluate the results of their activities (AC-14), possess the qualities of citizenship (SLC-1), be capable of social interaction (SLC-2), be able to interpersonal communications (SLC-3), be capable of criticism and self-criticism (SLC-5), be able to work in a team (SLC- 6); develop a marketing strategy (market definition and segmentation, selection of target segments, positioning and development of a marketing mix) (PC-8).

4. Requirements and forms of current and intermediate certification

The module-rating system is used. Intermediate certification: quiz. Current certification: exam.