

**LEGAL REGULATION OF MARKETING ACTIVITIES**  
**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	2	3
Semester	8	4	5
Lectures, hours	24	6	6
Practical classes (seminars), hours	24	6	6
Pass/fail, semester	8	4	5
Contact hours	48	12	12
Independent work, hours	42	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 concept, subject and principles of legal regulation of marketing activities. Sources of legal regulation of marketing activities. Legal basis of the mechanism of state regulation of marketing activities. Legal status of subjects of marketing activity. Protection of consumer rights Legal regulation of the competitive environment. Marketing contracts in the system of economic relations. Legal regulation of advertising in the system of marketing activities. Legal support of the sphere of information services. Legal regulation of pricing in marketing. Legal protection of the means of individualization of participants in marketing activities and the goods and services they produce. Legal protection of trade secrets in marketing activities.

**2. Learning outcomes: the student must know:** a modern system of legislation of the Republic of Belarus in the field of marketing activities and electronic marketing; the specifics of the regulation of commodity, price, marketing and communication activities in the system of marketing and electronic marketing; legal ways and means of regulating disputes of market entities in the field of marketing activities.

**be able to:** apply the norms of the law in practical situations; analyze conflicts in the field of marketing activities; use dispute resolution procedures in the field of marketing activities.

**own:** the skills of practical application of the law in marketing activities (including in the field of electronic marketing); methods of using dispute resolution procedures in the field of marketing activities; skills in the use of regulations governing certain types of marketing activities of business entities of all forms of ownership.

**3. Competences to be 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 skills related to the use of technical devices, information management and computer work AC-7, 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, AC-11 - master the basic methods, ways and means of obtaining, storing, processing information using computer technology. AK - 14 - organize their work on a scientific basis, independently evaluate the results of their activities; SLC-1 - possess the qualities of citizenship; SLC-2 - be capable of social interaction; SLC-3 - have the ability to interpersonal communications; SLC-5 - be capable of criticism and self-criticism; SLC-6 - be able to work in a team; PC-1 - to analyze the market situation and forecast demand using mathematical and software tools; PC-2 - develop a marketing strategy (definition of the market and its segmentation, selection of target segments, positioning and development of a marketing mix); PC-3 - plan the range and range of products, manage a trademark (brand) in order to increase sales. PC-4 – to develop pricing strategies, price forms and models, discount policy. PC-5 – to plan and organize activities to promote products and organizations through advertising, public relations, personal selling and sales promotions. PC-6 - to create and/or optimize the system of product distribution channels, networks of intermediaries and/or branded trade. PC-7 - planning and conducting advertising campaigns on the Internet, choosing the forms and methods of advertising, selecting and justifying the most effective online advertising platforms, compiling advertising texts, terms of reference for banners, teasers and other advertising modules, analyzing the effectiveness of the campaign. PC-8 - develop a marketing strategy (definition of the market and its segmentation, selection of target segments, positioning and development of a marketing mix); PC-9 - develop pricing strategies, price forms and models, discount policy PC-40 - develop business plans for investment projects to create new technologies. PC-41 - evaluate competitiveness and economic efficiency of technologies being developed.

**4. Requirements and forms of current and intermediate certification**

The module-rating system is used. Intermediate certification: quiz, tests. Current certification: pass/failed.