

## INDUSTRIAL 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	3	4	5
Semester	6	7	9
Lectures, hours	34	10	10
Practical classes (seminars), hours	34	8	10
Pass/fail, semester	6	7	9
Contact hours	68	18	20
Independent study, hours	24	74	72
Total course duration in hours / credit units	92 / 2,5		

**1. Brief content of the academic discipline:** students gaining knowledge and acquiring skills in planning, organizing and managing marketing at enterprises engaged in the production of industrial goods

**2. Learning outcomes: the learner must**

**know:** features of industrial marketing; methodology for planning and organizing the implementation of marketing at enterprises for the production of industrial goods; methodological features of the study of markets for industrial goods;

**be able to:** to analyze the marketing environment, the marketing complex of enterprises engaged in the production of industrial goods; develop a market strategy for the development of an enterprise engaged in the production of industrial goods;

**possess:-** basic theoretical knowledge in the field of industrial marketing; modern methods of analysis, planning and organization of industrial marketing.

**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), be able to generate new ideas (have creativity) (AC-5), have an interdisciplinary approach to solving problems (AC-6), have oral and written communication skills (AC-8), be able to learn, improve their skills throughout their lives (AC- 9), use the basic laws of natural sciences in professional activities (AC-10), navigate the basic provisions of economic theory, apply them taking into account the market economy (AC-13), organize their work on a scientific basis, independently evaluate the results of their activities (AC-14), possess the qualities of citizenship (SPC-1), be able to social interaction (SPC-2), to have the ability for interpersonal communications (SPC-3), to be capable of criticism and self-criticism (SPC-5), to be able to work in a team (SPC-6), to analyze the market situation, including actions of competitors, demand forecast using mathematical and software tools (PC-1), develop a marketing strategy, including market definition and segmentation, selection of target segments, positioning and development of a marketing mix (PC-2), plan the range and range of products, manage a trademark (brand) in order to increase sales (PC-3) , use global information resources (PC-35).

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

The module-rating system is used. Intermediate certification: assessment of work in practical classes, tests. Current certification: pass/fail.