

BASICS OF MARKETING

COURSE SYLLABUS ABSTRACT

Speciality 1-28 01 02 – Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	1	1, 2
Semester	1, 2	2, 3
Lectures, hours	50	10
Practical classes (seminars), hours	50	12
In-class test (semester, hours)		2, 3 (4 hours)
Course paper, semester	2	4
Pass/fail, semester	1	2
Exam, semester	2	3
Contact hours	100	26
Independent study, hours	128	202
Total course duration in hours / credit units	228 / 6	

1. Course outline

Theory and methodology of marketing. Marketing environment. The market and methods of its analysis. Marketing mix. Marketing communication tools. Marketing management at the enterprise.

2. Course learning outcomes: upon completion of the course, students will be expected to

- know: theoretical bases of marketing, principles of marketing research, collection and analysis of marketing information, marketing approach to the development of new products and problems of the life cycle of products, basic approaches to pricing policy, methods of product distribution, methods of product promotion, communication and incentive strategy;

- be able to: conduct market segmentation, target segment selection and product positioning, analyze the marketing environment and purchasing behavior of individual consumers and enterprise consumers, use computer equipment and technologies in the process of professional marketing activity;

- possess: ways of organizing the marketing process at the enterprise, methods of planning and controlling marketing activities.

3. Competencies

BPC-9. Apply in practice the basic concepts, methods and tools of marketing to increase the effectiveness of the organization.

UC-1. Possess the basics of research activities, search, analyze and synthesize information.

UC-5. Have the skills of self-development and improvement in professional activity.

UC-6. Take the initiative and adapt to changes in professional activity.

4. Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: assessment of work in practical classes, tests. Summative assessment: pass/fail, exam.