

**«MARKETING AND FUNDAMENTALS OF LOGISTICS»**

**COURSE SYLLABUS ABSTRACT  
of higher education institution**

**speciality 1-36 07 02 « Production of products based on three-dimensional technologies »**

|   | STUDY MODE |           |
|---|------------|-----------|
|   | full-time  | part-time |
| Year  | 3          | 4         |
| Semester                                      | 6          | 7         |
| Lectures, hours                               | 16         | 4         |
| Practical classes (seminars), hours           | 16         | 4         |
| Pass/fall, semester                           | 6          | 8         |
| Contact hours                                 | 32         | 8         |
| Independent study, hours                      | 76         | 100       |
| Total course duration in hours / credit units | 108/3      | 108/3     |

**1 Summary of the academic discipline**

The purpose of the discipline "Marketing and fundamentals of logistics" is to reveal the essence of marketing and logistics, to study modern approaches and the possibilities of their use in the management activities of domestic organizations.

**2 Course outline**

Upon completion of this course, the students will be expected to

**know:**

- the essence, basic concepts and categories of marketing,
- marketing concepts,
- marketing principles,
- marketing functions,
- marketing tools,
- content, goals and objectives of marketing research,
- enterprise marketing complex;
- basic concepts, principles and functions of logistics, the concept and methods of research of logistics systems, functional areas of logistics.

**be able to:**

- use marketing in the practical activities of organizations;
- conduct marketing research and market segmentation;
- develop product, pricing, communication and distribution policies,
- classify logistics flows and develop logistics strategies;

**possess:**

- the main instruments of commodity, price, communication and distribution policy;
- methods of conducting marketing research
- methods of building logistics systems of the organization.

**3 Competencies**

| Competency code | Competency description   |
|-----------------|--|
| SC-10           | be able to analyze the commodity, price, sales and communication strategy and manage the movement of material flows in the process of purchasing raw materials, production and distribution of finished products |

**4 Educational technologies:**

When studying the discipline, a modular rating system for assessing students' knowledge is used.

Forms of classes:

- discussions, conversations;
- multimedia.