

INNOVATION MARKETING, BUSINESS ACTIVITIES

ANNOTTION TO THE CURRICULUM OF THE INSTITUTION OF HIGHER EDUCATION

Specialty 1-40 80 02 – «System analysis, management and information processing»

	STUDY MODE	
	full-time	Part-time
Year	1	1
Semester	1	1
Lectures, hours	18	4
Practical classes, hours	18	4
Pass/fail exam, semester	1	3
Contact hours	36	8
Independent study, hours	72	100
Total course duration in hours / credit units	108/3	

1. Brief content of the academic discipline: gaining knowledge on new methods of managing the economy, aimed at marketing technologies, targeted search for innovative ideas, updating all elements of production systems, familiarizing them with a wide range of patterns and practical skills for designing and promoting an innovative product.

2. Learning outcomes: the learner must

know: the essence of innovation marketing; basic concepts and patterns of innovation marketing; scientific approaches to innovation marketing; functions and methods of innovation marketing; new organizational forms of innovative activity; features of innovation management; types of innovation marketing; types of competitive advantages; sources and forms of financing innovations; the main stages of creating an innovative project; methods for evaluating the effectiveness of an innovative project.

be able to: identify the needs of innovative consumers; carry out market positioning of an innovative product and determine its market potential.

own: methods of purposeful search and generation of innovative ideas; methods of forecasting the market, prices and other characteristics of innovations; methods of marketing analysis of an innovative project.

3. Competences being formed: solve research and innovation tasks based on the use of information and communication technologies (UK-2), assess innovative and technological risks when creating and promoting new projects (SC-2)

4. Competences being formed: The module-rating system is used. Intermediate certification: assessment of work in practical classes, defense of completed individual tasks. Current certification: credit.