

TRANSPORTATION MARKETING

ANNOTATION TO THE CURRICULUM OF THE INSTITUTION OF HIGHER EDUCATION

Specialty 1-27 02 01 "Transport logistics (by directions)"

Direction of the specialty 1- 27 02 01-01 "Transport logistics (road transport)"

	Form of higher education
	Full-time (daytime)
Course	2
Semester	4
Lectures, hours	34
Practical (seminar) classes, hours	34
Exam, semester	4
Classroom hours in the educational discipline	68
Independent work, hours	40
Total hours of the discipline / credit units	108/ 3

1. Summary of the content of the training discipline.

The study discipline provides the development of methods of market analysis and forecasting; ways of development: new goods, promotion of goods to the market, the formation of a marketing mix program; acquisition of skills in conducting marketing calculations.

2. Learning outcomes

know:

- the essence and role of marketing in transport;
- systems of marketing research and marketing information;
- marketing environment of the enterprise, factors of its influence on indicators of economic activity;
- measuring the volume of demand, market segmentation, choice of target segments and positioning of the goods in the market;
- Creating a good with the necessary properties for the target market, setting prices for goods;
- methods of product promotion, communication policy;
- international marketing;

be able to:

- analyze the forms and channels of distribution of goods, consumer promotion;
- research advertising activities;
- systematize the organization of the marketing service, marketing planning and marketing control;
- segment markets and position products;
- form prices and pricing strategy of the enterprise.

own:

- marketing evaluation and planning tools;
- transport pricing policy.

3. Formable competencies

BPC-6: To be able to develop a forecast of the development of the organization based on the marketing analysis of its external and internal environment, to participate in the development and implementation of a set of marketing activities in accordance with the strategy of the organization.

Requirements and forms of current and intermediate attestation.

Individual assignments, tests, abstract, control work, examination.