

## MARKETING

### COURSE SYLLABUS ABSTRACT

Speciality	6-05-0311-02 Economics and management (1)	6-05-0411-02 Finance and credit (2)	6-05-0611-04 Electronic economy (3)	6-05-1042-01 Transport logistics (4)
Concentration	Economics and management at industrial, trade and transport enterprises	Banking Taxes and taxation	Electronic Marketing	Regional transport and logistics systems

	STUDY MODE		
	full-time	part-time	part-time (shortened program)
Year	1	2 <sup>2,3</sup>	1 <sup>1</sup>
Semester	2	3 <sup>2,3</sup>	2 <sup>1</sup>
Lectures, hours	34	8 <sup>2,3</sup>	4 <sup>1</sup>
Practical classes (seminars), hours	34 <sup>1,2</sup> (16 <sup>3,4</sup> )	8 <sup>2</sup> (4 <sup>3</sup> )	4 <sup>1</sup>
In-class test (semester, hours)	–	3, 2 часа <sup>2,3</sup>	–
Course paper, semester	2 <sup>3</sup>	3 <sup>3</sup>	–
Pass/fail, semester	2 <sup>1,2,4</sup>	3 <sup>2</sup>	2 <sup>1</sup>
Exam, semester	2 <sup>3</sup>	3 <sup>3</sup>	–
Contact hours	68 <sup>1,2</sup> (50 <sup>3,4</sup> )	18 <sup>2</sup> (14 <sup>3</sup> )	8 <sup>1</sup>
Independent study, hours	76 <sup>1,2</sup> (58 <sup>3,4</sup> )	126 <sup>2</sup> (94 <sup>3</sup> )	136 <sup>1</sup>
Total course duration in hours / credit units	144 <sup>1,2</sup> (108 <sup>3,4</sup> ) / 4 <sup>1,2</sup> (3 <sup>3,4</sup> )		

**1. Course outline:** Theoretical foundations of marketing. Marketing concepts. Information support of marketing. Micro- and macro-environment of the enterprise. The market as a marketing object. Segmentation and positioning of goods on the market. Commodity policy. Pricing policy. Distribution policy. Promotion policy. Planning, management and control in the field of marketing. International marketing. Electronic marketing.

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

- know: theoretical foundations and concepts of marketing; principles and procedures of marketing information support; environment of marketing activities; classification of markets and features of buyers' behavior on them; methods of market segmentation and positioning of goods; content and principles of implementation of commodity, price, distribution and communication policy; tools of planning, management and control in the field of marketing activities; features of international marketing; the essence of electronic marketing;

- be able to: conduct marketing research; analyze the market environment and consumer behavior; segment markets and position goods on them; justify the need to create new products with the properties necessary for the target market; form prices for various goods and pricing strategies; justify the choice of effective forms and sales channels; promote goods on domestic and international markets;

- to possess a skill: develop a marketing package for a specific product; make decisions on planning, managing and controlling marketing events.

### **3. Competencies**

SC-10 <sup>1</sup>	Formulate marketing goals and objectives in the production, pricing, distribution and communication areas, determine and plan the costs and results of marketing activities
SC-23 <sup>2</sup>	Determine the main activities and responsibilities of marketing, formulate marketing goals and objectives in the implementation of financial, banking and insurance services, determine and plan the costs and results of marketing activities in the financial system
UC-1 <sup>3</sup>	Possess the basics of research activities, search, analyze and synthesize information
UC-5 <sup>3</sup>	Be capable of self-development and improvement in professional activity
UC-6 <sup>3</sup>	Take the initiative and adapt to changes in professional activity
SC-5 <sup>3</sup>	Apply in practice the basic concepts, methods and tools of marketing to increase the effectiveness of the organization
UC-4 <sup>4</sup>	To work in a team, to perceive social, ethnic, confessional, cultural and other differences with tolerance
UC-5 <sup>4</sup>	Be capable of self-development and improvement in professional activity
SC-11 <sup>4</sup>	To carry out marketing analysis of the external and internal environment of the organization, to conduct marketing research in order to improve the efficiency of the organization

**4. Requirements and forms of midcourse evaluation and summative assessment:** The module-based rating system is used. Mid-course evaluation: quiz. Summative assessment: pass/fail<sup>1,2,4</sup> / exam<sup>3</sup>.