

# INNOVATION MARKETING, BUSINESS ACTIVITIES

## COURSE SYLLABUS ABSTRACT

Speciality 7-06-0612-03 **Information management systems**

Speciality 7-06-0714-02 **Innovative technologies in mechanical engineering**, profiling **Mechanical engineering and machine science**

Speciality 7-06-0714-02 **Innovative technologies in mechanical engineering**, profiling **Welding technologies**

Speciality 7-06-0714-02 **Innovative technologies in mechanical engineering**, profiling **Computer engineering of transport and technological machines**

Speciality 7-06-0715-01 **Transport**, profiling **Technical maintenance of motor vehicles**

Speciality 7-06-0716-03 **Instrumentation**, profiling Information systems and technologies for non-destructive testing

Speciality 7-06-0732-01 **Construction**, profiling Industrial and civil construction

Speciality 7-06-0732-01 **Construction**, profiling Road construction

Advanced higher education

	STUDY MODE	
	full-time	part-time
Year	1	1
Semester	1	1
Lectures, hours	16	4
Practical classes, hours	16	4
Pass/fail, semester	1	3
Contact hours	32	8
Independent study, hours	76	100
Total course duration in hours / credit units	108 / 3	

**1. Course outline:** Innovation as a factor of socio-economic development and an object of marketing. Life cycle of innovation. Innovation market: marketing parameters of the market, subjects, objects and infrastructure. Marketing decisions at the stage of initiation and search for innovation.

**2. Course learning outcomes:** the student 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.

**to possess a skill:** of mastering methods of purposeful search and generation of innovative ideas; of mastering methods of forecasting the market, prices and other characteristics of innovations; of mastering methods of marketing analysis of an innovative project.

**3. Competencies:**

Specialty 7-06-0612-03 **Information management systems** - Own the technology of marketing research in solving the problems of research and innovation (UC-9);

Specialty 7-06-0714-02-1 **Innovative technologies in mechanical engineering**, profiling **Mechanical engineering and mechanical engineering** - Develop innovative receptivity and ability to innovate (UC-5);

Specialty 7-06-0714-02-2 **Innovative technologies in mechanical engineering**, profiling **Welding technologies** - Develop innovative receptivity and ability to innovate (UC-5);

Specialty 7-06-0714-02-3 **Innovative technologies in mechanical engineering**, profiling **Computer engineering of transport and technological machines** - Develop innovative receptivity and ability to innovate (UC-5);

Specialty 7-06-0715-01 **Transport**, profiling **Technical operation of vehicles** - Develop innovative receptivity and ability to innovate (UC-5);

Specialty 7-06-0716-03 **Instrumentation**, profiling **Information systems and non-destructive testing technologies** - Develop innovative receptivity and ability to innovate (UC-5);

Specialty 7-06-0732-01 **Construction**, profiling **Industrial and civil construction** - Develop innovative receptivity and ability to innovate (UC-5);

Specialty 7-06-0732-01 **Construction**, profiling **Road construction** - Develop innovative receptivity and ability to innovate (UC-5).

**4. Requirements and forms of midcourse evaluation and summative assessment:** The module-rating system is used. Intermediate certification: assessment of work in practical classes, defense of completed individual tasks. Current certification: pass/fail.