

INDUSTRIAL MARKET THEORY

COURSE SYLLABUS ABSTRACT

Speciality «6-05-0611-04 Electronic economy»
profiling «Digital Marketing»

	STUDY MODE	
	full-time	part-time
Year	3	4
Semester	5	7
Lectures, hours	34	8
Practical classes, hours	16	4
Pass/fail, semester	5	7
Contact hours	50	12
Independent work, hours	58	96
Total course duration in hours / credit units	108 / 3	

1. Course outline

Introduction to the theory of industrial markets. Theory of the firm. Monopoly in the industrial market. Monopolistic competition and its models. Oligopoly models of cooperative and non-cooperative behavior of firms. Pricing strategies of the firm. Industrial markets: efficiency and state policy. State regulation of industrial markets.

2. Course learning outcomes

Upon completion of the course, students will be expected

to know:

- principles and methods of industry market analysis; basic models of firm behavior in different market structures;
- pricing mechanisms in commodity and resource markets;
- conditions of general equilibrium and economic efficiency; mechanism and instruments of state industry policy;
- systems in target markets, as well as a set of marketing communications, taking into account industry specifics;

be able to:

- to study the structure and characteristics of specific industry markets that have developed in the country;
- to assess the consequences of the impact of economic agents on the market situation;
- to creatively use the acquired knowledge to make adequate market decisions;
- to determine the effectiveness of state regulation of industry markets and to develop specific recommendations for its improvement;

to possess a skill:

- using the tools of economic analysis of industry market structures to study specific markets that have developed in the country.

3. Competencies

To make decisions on industry market strategies.

4. Requirements and forms of current and intermediate certification

The module-rating system is used. Midcourse evaluation: surveys. Summative assessment: pass/fail.