

BRANCH MARKETING

COURSE SYLLABUS ABSTRACT

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

	STUDY MODE	
	full-time	part-time
Year	3	4
Semester	6	7
Lectures, hours	16	4
Practical classes, hours	16	4
Exam, semester	6	7
Contact hours	32	8
Independent work, hours	76	100
Total course duration in hours / credit units	108 / 3	

1. Course outline

The content and features of industrial marketing in the market of production and technical (industrial) purposes. The process of making purchases by companies and organizations of products for industrial purposes. The marketing program of the company – the manufacturer of products for industrial purposes. Industrial marketing in the sectors of production of individual consumption products. Marketing of wholesale companies. Marketing of companies retail trade. Marketing in the agro-industrial complex. Internet marketing. Personal brand marketing. Specifics of marketing in the service sector. Marketing program of a company (organization) operating in the service sector. Features of the marketing activities of companies and organizations operating in the service industries.

2. Course learning outcomes

Upon completion of the course, students will be expected

to know: features of the marketing activities of companies operating in the main sectors of the national economy; the procedure for the development and implementation of marketing programs by companies aimed at increasing the efficiency of using attracted economic resources and increasing the level of competitiveness of both the companies themselves and their products, and the relevant industry and the national economy as a whole; – the basic principles for the development and adoption of strategic decisions within the framework of policies approved by the company's management in relation to products, their prices and distribution systems in target markets, as well as a set of marketing communications, taking into account industry specifics;

be able to: analyze and assess the current situation and trends in the development of sectors of the national economy; develop the main provisions of marketing programs and competitive behavior strategies for companies operating in various sectors of the national economy;

to possess a skill: to use methods of marketing analysis (including strategic); to use methods for assessing the market competitiveness of companies and their products, taking into account the specifics of industries; of using techniques to identify cause-and-effect relationships of marketing and economic processes taking place in product markets, in economic sectors and in the national economy as a whole.

3. Competencies

To carry out marketing in industry, trade and services, taking into account the specifics of these sectors of the economy.

4. Requirements and forms of midcourse evaluation and summative assessment

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