

# INNOVATION MARKETING, BUSINESS ACTIVITIES

## COURSE SYLLABUS ABSTRACT

Speciality 7-06-0612-03 «Information management systems»

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»

	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	1
Contact hours	32	8
Independent study, hours	64	88
Total course duration in hours / credit units	96 / 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

Upon completion of the course, students will be expected

**to 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;

Specialty 7-06-0714-02-1 **Innovative technologies in mechanical engineering**, profiling **Information technology systems** – Develop innovative receptivity and ability to innovate;

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

Specialty 7-06-0716-03 **Instrumentation**, profiling **Information systems and non-destructive testing technologies** – Develop innovative receptivity and ability to innovate.

### 4. Requirements and forms of midcourse evaluation and summative assessment

The module-rating system is used. Midcourse evaluation: assessment of work in practical classes, defense of completed individual tasks. Summative assessment: pass/fail.