MARKETING AND FUNDAMENTALS OF LOGISTICS
COURSE SYLLABUS ABSTRACT
of higher education institution

Speciality 6-05 0722 05 « Production of products based on three-dimensional technologies »

	STUDY MODE
	full-time
Year	4
Semester	7
Lectures, hours	16
Practical classes, hours	16
Pass/fail, semester	7
Contact hours	32
Independent study, hours	76
Total course duration in hours / credit units	108/3

1 Course outline

Modern marketing concepts. Marketing environment of a company. Marketing research. Product policy. Pricing policy. Communication policy. Distribution policy. Fundamentals of logistics

2 Course learning outcomes

Upon completion of this course, the students will be expected to

know:

- the essence, basic concepts and categories of marketing,
- marketing concepts,
- marketing principles,
- marketing functions,
- marketing tools,
- content, goals and objectives of marketing research,
- enterprise marketing complex;
- basic concepts, principles and functions of logistics, the concept and methods of research of logistics systems, functional areas of logistics.

be able to:

- use marketing in the practical activities of organizations;
- conduct marketing research and market segmentation;
- develop product, pricing, communication and distribution policies,
- classify logistics flows and develop logistics strategies;

to possess a skill:

- using product, pricing, communications, and distribution policy tools;
- conducting marketing research;
- building the organization's logistics systems

3 Competencies

Be able to analyze the commodity, price, sales and communication strategy and manage the movement of material flows in the process of purchasing raw materials, production and distribution of finished products.

4 Requirements and forms of midcourse evaluation and summative assessment

The module-based rating system is used. Mid-course evaluation: tests. Summative assessment: pass/fail.