

INNOVATION MARKETING, BUSINESS ACTIVITIES

COURSE SYLLABUS ABSTRACT of higher education institution

Specialty 7-06-0732-01 «Construction» specialization «Industrial and civil construction»

	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	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

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:

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.