**1. Name of module:** Marketing Management

**2. The unit code:** MTUB\_8\_DVF.06\_3

**3. Type module:** selective

**4. Semester:** 3

**5. The volume of the module:** total hours - 90 (ECTS credits - 3); contact hours - 28 (lectures - 14 practical lessons - 14).

**6. Lecturer:** Biloshkurska Natalia Volodymyrivna

**7. Learning outcomes:**

Following the completion of the module a student **must:**

**know:** methods and algorithms for analysis of internal and external business environment of the enterprise; category, methods and algorithms marketing research; Quest reserves the improvement of the company marketing the results of the research; research methods and processes of internal and external business environment of the enterprise;

**able to:** apply the methods of planning and product packaging, brand; determine the most economical ways and means to increase the volume of trade, conduct research dynamics of sales, costs and profits.

**8. Method of delivery:** auditorium classes.

**9. Necessary preliminary and co-requisites:**

- Prerekvizyty: marketing;

- Korekvizyty: Operations Management.

**10. Course contents:**

The essence of marketing management. Marketing Information. The organization works with suppliers of marketing information. The structure and process of marketing management. Methods of collecting primary information. Determination of market size and its segments. Research market conditions. Projected sales research. Study of competitive environment and competition. Study of consumer behavior. Marketing researches internal environment. Marketing research brands. Market research in services. Software products and their use in marketing.

**11. Suggested Reading:**

1. Войчак А. В. Маркетингові дослідження: навч.-метод. посібник для самост. вивч. дисц. – К. : КНЕУ, 2008 – 119 с.
2. Ілляшенко С. М., Баскакова М. Ю. Маркетингові дослідження: навч. посіб. / За ред. С. М. Ілляшенка. – К. : Центр навчальної літератури, 2006. – 192 с.
3. Котлер Ф. Основы маркетинга: Пер. а англ. – М. : Прогресс, 1992. – 736 с.

**12. Methods:** lectures, practical classes, independent work.

**13. Assessment methods:**

- Current control (75%) - oral interviews, testing, individual educational and research objectives;

- Final control (25%) - credit (theoretical questions, tasks, tests).

**14. Language of instruction:** Ukrainian.