**1. Name of module:** Marketing

**2. The unit code:** MTUB\_8\_OND.25\_4

**3. Type module:** compulsory

**4. Semester:** 1

**5. The volume of the module:** total hours - 120 (ECTS credits - 4); contact hours - 40 (lectures - 20 practical - 20)

**6. Lecturer:** Colyada Helena Petrovna

**7. Learning outcomes:**

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

**know:** basic concepts of marketing functions and tasks of marketing, marketing types and their characteristics; classification of goods for specific characteristics, stage of life cycle, structure, content and value of commercial policy businesses stages of the new product and the perception of the main parameters that characterize the competitiveness of goods; nature and value of the goods, milestones, pricing, market concept, types and kinds of markets, market segmentation; the nature and objectives of the system of moving goods, the main features of the distribution channels of the goods; the nature, type and stage of marketing research; methods of collecting marketing information; basic functions of marketing management.

**able:** to collect and process marketing information; conduct market segmentation and positioning of goods; calculate and analyze the economic indicators of the competitiveness of products; evaluate consumer preferences goods; calculate and analyze elasticises of demand; distinguish and classify basic pricing models; draw up a report on the results of marketing research; advertising design appeals to consumers; develop complex sales promotion; to investigate the activities of the company and to choose marketing strategies depending on the life cycle; analyze and calculate key financial performance marketing plan

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

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

prerekvizyty: business economics

korekvizyty: marketing research

**10. Course contents:**

The essence of modern marketing and its concept. The system and the characteristics of modern marketing. Market Research. Features of market research. Marketing commodity policy. Planning of new products. Branding in the management of marketing activities. Marketing pricing. Methods of marketing pricing. Marketing policy of communications. Complex marketing communications. Location merchandising system marketing communications. Hospitality Marketing. Marketing policy of distribution. Marketing supermarket. Organization and control of marketing activities in the enterprise.

**11. Suggested Reading:**

1. Чоботар С. І., Ларіна Я. С. Маркетинг: Підручник, практикум та навчально- методичний комплекс з маркетингу. – К.: „Наш час”, 2007. – 504 с.

2. Гаркавенко С. С. Маркетинг: Підручник / В. Руделіус, О. М. Азарян, О. А. Виноградов та ін. – К.: Навч.-метод. Центр „Консорціум із удосконалення менеджмент-освіти в Україні”, 2005. – 422 с.

3. Балабанов Л. В. Маркетинг: Підручник – К.: Знання прес, 2004. – 645 с.

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

**13. Assessment methods:**

- Current control (70%) - oral interviews, testing, individual educational and research objectives;

- Final control (30%) - exam (theoretical questions, tasks, tests).

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