

**Academic discipline:
"Sociological support of marketing research"**

Code and name of specialty	1-23 01 05 Sociology
Training course	3
Semester of training	6
Number of class hours:	8
Lectures	4
Seminar classes	4
Practical exercises	-
Laboratory classes	-
Form of intermediate assessment (credit/differential credit/exam)	credit
Number of credits	3
Competencies to be formed	To use the theoretical foundations of marketing activities in the practice of planning and conducting marketing research; to use sociological and marketing information as a justification for practical recommendations for making effective management decisions; to segment customers on various grounds
Summary of the content of the academic discipline:	
<p>"Sociological support of marketing research" is an academic discipline that aims at forming future specialists' ideas about the possibilities of using sociological methods in the practice of marketing activities. During the course students are introduced to the theoretical foundations of marketing activities; the specifics of sociological support of marketing activities; learn the practical application of sociological methods in the practice of marketing research; gain skills in developing basic marketing research materials (program, tools, work plan, procedures, etc.); gain experience in self-collection and processing of data sets, presentation of marketing research results.</p>	