

Academic discipline:
«Fundamentals of marketing»

Code and name of specialty	1-25 01 12 Economic informatics
Training course	1
Semester of training	2
Number of class hours:	52
Lectures	26
Seminar classes	-
Practical classes	26
Laboratory classes	-
Form of current assessment (credit/differential credit/exam)	credit
Number of credits	4
Competencies to be formed	Mastering the academic discipline «Fundamentals of marketing» should ensure the formation of specialized competencies: to determine the main directions of activity and the scope of responsible marketing, to formulate marketing goals and objectives in the production, pricing, distribution and communication areas, to determine and plan the costs and results of marketing activities.

Brief content of the academic discipline:

«Fundamentals of marketing» is a practical academic discipline, mastering of which includes work in the following areas:

- developing skills to learn the external environment of organizations, including consumer behavior, competitive environment, demand and supply in markets;
- fundamentals of market segmentation and organization positioning;
- development of the marketing complex of the organization, including measures of commodity, price, distribution and communication policy;
- formation of marketing activity management skills: mastering methods of marketing activity analysis, organization of marketing control, development of a marketing plan.