

### Academic discipline:

<b>Code and name of specialty</b>	1-26 02-01 Business Administration
<b>Training course</b>	2/3
<b>Semester of training</b>	3/ 4,/5
<b>Number of class hours:</b>	32
<b>Lectures</b>	16
<b>Seminar classes</b>	-
<b>Practical exercises</b>	16
<b>Laboratory classes</b>	-
<b>Form of intermediate assessment (credit/differential credit/exam)</b>	credit/exam
<b>Number of credits</b>	6
<b>Competencies to be formed</b>	To develop an organization's marketing strategy, plan and implement activities aimed at its implementation, to analyze consumer behavior and generate demand, to analyze the competitive environment for effective business
<p style="text-align: center;"><b>Summary of the content of the academic discipline:</b></p> <p>"Marketing" is a practical academic discipline, the development of which includes work in the following areas:</p> <ul style="list-style-type: none"><li>- formation of skills for studying the external environment of organizations, including consumer behavior, competitive environment, supply and demand in markets;</li><li>- fundamentals of market segmentation and organization positioning;</li><li>- development of the organization's marketing mix, including measures of product, pricing, distribution and communication policy;</li><li>- formation of marketing management skills: mastering methods of marketing analysis, organization of marketing control, development of a marketing plan.</li></ul>	