

**The name of the academic discipline:
“Fundamentals of Marketing”**

Specialty code and name	1- 26 03 01 Information Resource Management
Year of study	3
Semester of study	5
Number of in-class academic hours:	60
Lectures	30
Seminar classes	-
Practical classes	30
Laboratory classes	-
Form of the current assessment (<i>credit/ graded credit /exam</i>)	credit
Number of credit points	3
Competences	Mastering the academic discipline “Fundamentals of Marketing” should ensure the formation of specialized competencies: making economically sound decisions, developing effective strategies for the development of an organization in a competitive environment.
<p style="text-align: center;">Summary of the academic discipline:</p> <p>The content of the academic discipline “Fundamentals of Marketing” includes work in the following areas:</p> <ul style="list-style-type: none"> - study of the principles, functions and methods of marketing; - use of marketing tools in practice when substantiating management decisions; - basics of developing an organization’s marketing strategy. 	