**The name of the academic discipline:**

**“Marketing”**

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| **Specialty code and name** | 6-05-0412-02 Business Administration |
| **Year of study** | 2, 3 |
| **Semester of study** | 3, 4, 5 |
| **Number of in-class academic hours:** | 32 |
| **Lectures****Seminar classes** **Practical classes****Laboratory classes** | 16 |
| - |
| 16 |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit / exam |
| **Number of credit points** | 7 |
| **Competences** | Mastering the academic discipline “Marketing” should ensure the formation of specialized competencies: developing a marketing strategy for an organization, planning and implementing activities aimed at its implementation, analyzing consumer behavior and generating demand, conducting an analysis of the competitive environment for effective business management |
| **Summary of the academic discipline:**“Marketing” is a practical-oriented academic discipline, the development of which includes work in the following areas: - development of skills in studying the external environment of organizations, including consumer behavior, competitive environment, supply and demand in the markets; - the basics of market segmentation and positioning of organizations; - development of a marketing mix for an organization, including measures of product, pricing, distribution and communication policies; - development of marketing management skills: development of methods for analyzing marketing activities, organizing marketing control, developing a marketing plan. |