

Specialization: Economics, bachelor's degree, part-time study

B1.B9 Marketing annotation

4 ECTS, 144 academic hours.

Control form: pass/fail.

Abstract: The course systematically reveals the basic concepts, problems and tools of a marketing approach to management, building marketing strategies firms implementing the basic functions of marketing. Aims at the formation of knowledge of theory, principles, technologies and marketing tools applied to modern conditions.

Learning task: to form in students a basic understanding of marketing as a system of management activities focused on work in market conditions.

The course is aimed at both theoretical training and the formation of practical skills in drawing up a marketing plan, conducting marketing research, marketing management.

Relationship with other disciplines of the specialty: The discipline "Marketing" refers to variable part of the professional cycle and is interconnected with other disciplines curriculum, in particular with the subjects "Microeconomics", "Psychology", "Management".