

Specialization: **Economics, bachelor's degree, full-time study**

Discipline: "Practical Marketing"

2 ECTS, 72 academic hours.

Control form: pass/fail.

Annotation

This educational and methodological complex for the discipline "Practical Marketing" consists of the curriculum of the academic discipline, theoretical and practical blocks.

The effectiveness of entrepreneurial activity in a modern market economy is largely due to the marketing activities of organizations. In addition, the increasing introduction of information technology increases the role of marketing every year.

At the moment, not only goods and their technologies participate in competition in any market, but also types of management and their elements: planning systems, advertising, information technology, communication systems, motivation, incentives, professionalism of personnel. In this connection, the marketing concept of management is becoming fundamental in developed countries and large companies.

The program of the course "Practical Marketing" contains the main constituent elements of marketing, goals and objectives, as well as a place in the organization with practical examples and cases. The course is designed for undergraduate students and is intended for students of economic and non-economic specialties. The course is designed for 72 academic hours, of which 36 are classroom (18 hours of lectures and 18 hours of seminars), as well as independent work of students with subsequent control - 36 hours.

The lectures are supposed to present the basics of marketing, as well as the correct setting of tasks and competent presentation of the work done.

Seminars include various kinds of practical assignments with the goal of giving students practical skills. In particular, the second block includes preparation of presentations on given topics, group work, discussions, writing a marketing plan, defense and presentation of work.

Students are provided with assistance in independent study of the material, additional explanations of the most difficult issues are provided on an individual basis. The independent work of students includes research activities, preparation of presentations, group work, analytical research within the discipline, etc.

The score is derived as the weighted average of the current answers and the control presentation, and is taken as the score for the exams.