

DISCIPLINE DESCRIPTION

"Fundamentals of Marketing"

1	Specialized module	Economic sociology
2	Specialty	1-28 01 02 "E-marketing"
3	Course of Study	1
4	Semester	1, 2
5	Credit units	5 (3, 2)
6	Degree, title, full name of lecturers	PhD in Economic Sciences, Associate Professor, Bezuglaya V.
7	Objectives	<p>To develop the contemporary economic thinking about basics of marketing in institutional activities.</p> <p>To familiarize the students with the complex of knowledge and skills in the field of marketing methodology and its application to solve the consumption problems, market management, which is especially important under modern market conditions characterized by the development of market its guidelines and requirements, increased competition, development of E- economy.</p>
8	Prerequisites	Economic theory, microeconomics
9	Syllabus	Theoretical foundations of marketing. Principles, functions and concepts of marketing. The basics of marketing research. Micro- and macroenvironment of the enterprise. Consumers and their needs. The market as an object of marketing. Segmentation and positioning of goods on the market. Commodity policy. Price in marketing. Distribution system. The choice of means of product promotion. Advertising. Public Relations. Personal sale. Sales promotion methods. Planning and control of marketing in the enterprise. Marketing service organization
10	References	<p>1. Армстронг, Г. Основы маркетинга / Г. Армстронг. - М.: Вильямс И.Д., 2019. - 752 с.</p> <p>2.. Котлер, Ф. Основы маркетинга / Ф. Котлер, А. Гари. - М.: Вильямс, 2016. - 752 с.</p> <p>3. Котлер, Ф. Основы маркетинга. Краткий курс / Ф. Котлер. - М.: Диалектика, 2019. - 496 с.</p> <p>4. Кузнецова, Л.В. Основы маркетинга: Учебное пособие / Л.В. Кузнецова, Ю.Ю. Черкасова. - М.: Вузовский учебник, 2016. - 256 с.</p>
11	Teaching Methods	monological, dialogical, visual, practical, reproductive, comparative, problematic, research, generalizing, analytical.
12	Tuition Language	Russian