

**Academic discipline:
" Psychology of marketing "**

Code and name of specialty	1-23 01 04 Psychology
Training course	3
Semester of training	5
Number of classhours:	54
Lectures	16
Seminar classes	-
Practical classes	38
Laboratory classes	-
Form of current assessment (credit/differential credit/exam)	Credit
Number of credits	3
Competencies to be formed	The ability to develop a scheme of marketing research; to use adequate methods of research of purchasing behavior, based on the studied theories of motivations of the final consumer; to determine the basis for segmentation of the consumer market; to classify goods and identify the stage of the life cycle of goods.
Summary of the content of the academic discipline:	
The structure of the academic discipline "Psychology of Marketing" has a systematic character and is represented by the following sections: "Introduction to the Psychology of Marketing", "Definition of marketing", " Purchasing behavior", "Market as an object of marketing", "Commodity policy of marketing", "Price policy of marketing", "Sales function of marketing", "Marketing communications", "Marketing in the sphere of services".	