**The name of the academic discipline:**

**“Fundamentals of marketing”**

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| **Specialty code and name** | 6-05-0311-05 Economic Informatics |
| **Year of study** | 2 |
| **Semester of study** | 3 |
| **Number of in-class academic hours:** | 52 |
| **Lectures**  **Seminar classes**  **Practical classes**  **Laboratory classes** | 26 |
| - |
| 26 |
| - |
| **Form of the current assessment (*credit/ graded credit /exam*)** | credit |
| **Number of credit points** | 3 |
| **Competences** | Mastering the academic discipline “Fundamentals of marketing” should ensure the development of specialized competencies: defining the main areas of activity and scope of responsibility of marketing, formulating marketing goals and objectives in the areas of production, pricing, distribution and communication, and determining and planning the costs and results of marketing activities. |
| **Summary of the academic discipline:**  The content of the academic discipline “Fundamentals of marketing”  includes work in the following areas:  - study of the principles, functions and methods of marketing;  - the use of marketing tools in practice when justifying management decisions;  - the basics of developing an organization's marketing strategy. | |