

Discipline: Marketing Market Research

Annotation

Labor intensity: 2 ECTS, 72 academic hours.

Final control form: test

The objectives of the discipline are to provide the necessary theoretical and practical knowledge in the field of marketing activities in business, as well as promoting the formation of strategic marketing thinking among domestic specialists.

Place of discipline in the structure of the master's program

The discipline "Marketing research on the market" refers to the variable part block B1 of the curriculum. This discipline is related to other disciplines of OOP, and in particular, with marketing, management, etc. To study this discipline, a student must have initial knowledge in the field of marketing fundamentals, management fundamentals, strategic management, and must also have planning skills and strategic planning. To fully master this discipline as previous disciplines, it is necessary to note economic theory, management, strategic planning.