

**Discipline: Marketing Strategies**

**Annotation**

**Labor intensity: 2 ECTS, 72 academic hours.**

**Final control form: test**

Market situations change extremely quickly. Almost every day new sales markets appear, trade associations expand, and funds the dissemination of information about goods and the methods of their sale are changing at a revolutionary pace. To react quickly to all these constant changes, it is necessary to have relevant knowledge in marketing, in particular about the problems in marketing in the modern world.

Marketing is a social and managerial process by which individual individuals and groups of people meet their needs and wants by creating goods and consumer values and their exchange with each other. However, marketing is it is much more than just a kind of economic activity, it is a philosophy that unites the entire organization. The aim of marketing is to having built strong, long-term relationship with consumers, to satisfy their needs profitably for yourself.

Knowledge of modern marketing problems makes it possible to correctly and timely manage the prevailing market situations with the benefit of all organizations. The existing modern marketing management methodology with a combination of knowledge of the historical evolution of marketing thought will make it possible most do it effectively.

*Communication with other disciplines.* Marketing combines a set of methods and models that allow on the basis of management, strategic management and some economic tools, which makes it possible to study the market situation, relations, their quantitative and qualitative characteristics.

*Requirements for the initial levels of knowledge and skills of students for passing discipline.* When studying the discipline, it is assumed that the student knows the basics marketing, management, strategic management and economic theory.