

Discipline: Marketing

Annotation

Labor intensity: 6 ECTS, 216 academic hours.

Final control form: exam

The course systematically reveals the basic concepts, problems and tools marketing approach to management, building marketing strategies of firms, implementation of the basic functions of marketing. Aims at the formation of knowledge of theory, principles, technologies and marketing tools in relation to modern conditions.

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 by building strong, long-term relationships with consumers, to satisfy them requests for your own benefit.

Knowledge of modern marketing problems makes it possible to correctly and timely manage prevailing market situations for the benefit of the entire organization.

Existing modern marketing management methodology with a combination of knowledge the historical evolution of marketing thought will enable the most effective do it.

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.