

**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF UKRAINE**

Marketing and International Trade Department



“APPROVED”

Dean of the Faculty of
Agrarian Management

Anatoliy Ostapchuk
_____ 2023 p.

“ENDORSED”

Head of Marketing and International
Trade Department

Olexander Lytsiy
Protokol # 13 from 22.05.2023
“01” 06 _____ 2023 p.

Guarantor of the educational program «Marketing»

Violeta Heraimovych
“01” 06 _____ 2023 p.

**Work program of the academic discipline
Marketing by types of activity: Agrarian marketing**

specialty: 075 «Marketing»

education program «Marketing»

Faculty of Agrarian Management

Developer: Ph.D of Economic Sciences, Associate Professor **Olena Nahorna**

1. Description of the course

«Marketing by types of activity: Agrarian marketing»

| Field of knowledge, direction of training, specialty, educational degree | | |
|--|---------------------|-------------------|
| Educational degree | Bachelor | |
| Specialty | 075 "Marketing" | |
| Educational program | Marketing | |
| Characteristics of the academic discipline | | |
| Kind | Compulsory | |
| Total hours | 120 | |
| Number of ECTS credits | 4 | |
| Number of content modules | 2 | |
| Course project (work) (if available) | Coursework | |
| Form of control | Exam | |
| Indicators of academic discipline for full-time forms of education | | |
| | full-time education | part-time form of |
| Year of training (course) | 2 | |
| Semester | 4 | |
| Lecture classes | 30 hours | |
| Practical, seminar classes | 30 hours | |
| Laboratory classes | 0 hours | |
| Independent work | 60 hours | |
| Individual tasks | | |
| Number of classrooms per week hours for full-time education | 4 hours | |

2. Purpose, tasks and competencies of the educational discipline

The purpose of the discipline "Agrarian Marketing" is acquisition by students of theoretical and practical knowledge regarding the functioning mechanism of agromarketing at enterprises of the agrarian sector, namely: mastering the latest tools and tools of agrarian marketing; determination of forms and principles of organization, agricultural marketing planning; development of agricultural marketing strategies; study of modern technologies and methods of effective management of agricultural marketing activities in the market environment.

Tasks of the discipline "Agrarian Marketing" consist in the acquisition by students of knowledge in the field of agricultural marketing; marketing research of agricultural products and food markets; forecasting the market situation; management of the range of products of agro-industrial complex enterprises and their quality; pricing; systems of distribution and sale of agricultural and food products; promotion of food products on domestic and foreign markets; as well as acquiring knowledge in the field of agricultural marketing planning, management and control of agricultural marketing activities.

As a result of studying the academic discipline, the student should know:

- tools, tasks, functions of agricultural marketing activity;
- peculiarities of functioning of agricultural sector markets;
- methods of researching the market situation and methods of analyzing the market situation;
- factors of the macro- and micromarketing environment and their influence on the activities of enterprises in the agrarian sector;
- elements of the agricultural marketing complex, their features;
- agricultural marketing strategies, ways and means of their implementation;
- agricultural marketing management technologies;
- methods of determining the effectiveness of agricultural marketing activities;

be able:

- use means, technologies and tools of agricultural marketing;
- to organize and carry out agricultural marketing activities at enterprises;
- to conduct marketing research in the markets of the agrarian sector;
- develop and apply agricultural marketing strategies;
- carry out diagnostics of the competitiveness of enterprises and their products;
- form the product, price, sales and communication policy of the enterprise;
- to carry out control, revision, audit of agro-marketing activities;
- to create agrarian marketing services at enterprises of the agrarian sector;
- develop agricultural marketing programs.

Competence acquisition:

Integral competence: The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

General competences (CG):

GC 1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC 2. The ability to preserve and multiply moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technologies, to use various types and forms of motor activity for active recreation and leading a healthy lifestyle.

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding of professional activity.

GC 8. Ability to conduct research at an appropriate level.

GC 9. Skills using informative and communication technologies.

GC 12. Ability to communicate with representatives of other professional groups of various levels (with experts from other fields of knowledge/types of economic activity).

Professional (special) competencies (PC):

PC 1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing, interpretation and forecasting of phenomena and processes in the marketing environment.

PC 4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

PC 5. Ability to correctly apply marketing methods, techniques and tools.

PC 8. Ability to develop marketing support for business development in conditions of uncertainty.

PC 9. The ability to use marketing tools in innovative activities.

PC 12. The ability to substantiate, present and implement the results of research in the field of marketing.

PC 13. The ability to plan and implement effective marketing activities of a market entity in a cross-functional section.

PC 14. Ability to propose improvements to marketing functions.

Program Learning Outcomes (PLO):

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 16. To meet the requirements of a modern marketer, to raise the level of personal professional training.

PLO 20. Demonstrate skills in developing the company's marketing policy.

PLO 22. Demonstrate the ability to form a project team, assigning executors to ensure the achievement of project goals.

PLO 23. To carry out a study of the international business environment, to analyze the situation on the world market of goods and services, to determine the peculiarities and marketing program of the enterprise's entry into foreign markets.

3. The program and structure of the academic discipline "Marketing by types of activity: agrarian marketing"

Content module 1. System and organization of modern agricultural marketing

Topic 1. The essence and content of agrarian marketing

Marketing in agribusiness. Fields of agribusiness: agriculture, resource field, service field, marketing field. The concept and structure of the agricultural industry of Ukraine. The role and features of the agricultural industry in the production process. Concept, essence, tasks, functions, subsystems of agricultural marketing. Features of agricultural marketing. The essence of food marketing. Elements and complex of agricultural marketing: product, price, packaging, promotion, place, people, personal selling, their characteristics. Evolution of agricultural marketing in Ukraine. Marketing concepts. Model of production, product, sales concept. Marketing concept model; model of the concept of social and ethical marketing; the concept of interaction. Development of agricultural marketing in Ukraine.

Topic 2. Information and system of marketing research in the agrarian sector

The essence of marketing research in agribusiness. The role of marketing research and its main tasks. Functional structure of marketing research. Types, types of marketing research. Basic principles and stages of marketing research. Operational model of the marketing research process in the agricultural industry. Drawing up a marketing report based on research results. Agricultural marketing information. Sources of collecting marketing information. Classification of sources and types of information and their characteristics. Marketing information system: internal reporting system; marketing research system; external current information system; information analysis system. Primary information. Secondary information. The main methods of collecting primary information, their advantages and disadvantages. Questionnaire and its development.

Topic 3. Mechanism of functioning of markets and enterprises in the agricultural sector

Market demand for agricultural products and food. Analysis of factors that determine the demand for agro-food products. Features of demand and supply for agricultural products and food. Analysis of influencing factors on the supply of agro-food products. Basic methods of analyzing the market situation. The task of assessing the market situation: collecting and processing information; integral and differentiated assessments of the state of the market, characteristics of the market volume; identification, analysis and forecasting of market development trends; analysis of regional market differences; assessment and analysis of business activity; characteristic of the intensity of competition. Composition and structure of the market of agricultural products. Food market. Signs of the presence and functioning of

agricultural and food markets. Features of the agricultural market. Consumer behavior research, suppliers, intermediaries in agro-food markets. Assessment of competitiveness. Competitiveness of domestic agricultural products and products of their processing and agribusiness enterprises. The image of Ukrainian agro-industrial complex enterprises. Competitive advantages of agri-food products of Ukraine on foreign markets.

Topic 4. Organization and management of agrarian marketing

The essence, purpose and tasks of agricultural marketing management. Agricultural marketing management functions. Organization of agricultural marketing service at agro-industrial complex enterprises. Integrated marketing structures. Non-integrated marketing structures. Organizational structures of the agricultural marketing service: functional; commodity; market; commodity and market. Their characteristics, features, advantages and disadvantages. Agricultural marketing planning. Types of marketing plans at enterprises of the agrarian sector. Marketing plan development procedure. The essence of strategy and classification of strategies. Basic enterprise strategies and development strategies: survival, stabilization and growth strategies. Growth strategies; intensive growth strategies; integrative growth strategies; diversification strategies. Directions and ways of implementing strategies. Control of marketing activities at enterprises of the agrarian sector. Stages of the marketing control process. Directions of agricultural marketing control. Analysis of marketing activities of agricultural sector enterprises.

Content module 2. Components of the agricultural marketing complex

Topic 5. Marketing product policy in the agricultural sector

Products of agro-industrial production. Final and gross products of agribusiness enterprises. Commodity products. Features of agricultural products and products of their processing. Components of agro-food products. The concept of health care. Stages of HCV. Types of agro-food commodity curves. Factors and their importance at different stages of the agricultural and food processing center. Product range. Width, depth, saturation and harmony of the product range. Schemes of the product nomenclature and the saturation of the product range of the agribusiness enterprises. Stages of creating a new product. Standardization. The system of standards for agricultural products and food products. Certification. Market attributes of agro-food products. Packaging of agro-food products. Packaging requirements. Bar coding.

Topic 6. Marketing price policy in the agricultural sector

Concept and essence of price, price policy of agribusiness enterprises. Price functions. The main factors affecting the price level of agricultural products. Basic principles of pricing of agricultural products and products of their processing. The essence and process of pricing. Peculiarities of pricing in agriculture. The main factors under the influence of which the price of agricultural products is formed. The system of prices for agricultural products: fixed, regulated and free (contractual); purchase prices; indicative; wholesale prices; commission; retail prices; market prices;

estimated prices; prices at estimated cost. Basic pricing strategies. Basic methods of calculating prices for agro-food products. Stages of setting the price of food products.

Topic 7. Marketing policy of distribution in the agricultural sector

Harvesting of agricultural products. The structure of the procurement system. The system of interrelationships of procurement organization in conditions of market transformations. Features of procurement organization. Forms of combination of rural-urban production. raw materials and their processing. Features of the functioning of processing industries. Marketing system of agro-industrial production. Features of product sales and product distribution channels. Sales strategies. The main criteria for the selection of sales channels for agro-industrial products. Intermediation in commodity circulation. Classification of intermediary structures. Functions of intermediaries in the market of agro-food products. Types of resellers in the agro-food market. A system of indicators for determining the effectiveness of intermediary structures. Peculiarities of trade in agricultural products and products of their processing.

Topic 8. Marketing policy of communications in the agricultural sector

Marketing communications and marketing communication policy. Peculiarities of communicative activity of agro-industrial complex enterprises. The process of planning communications in the agri-food market. System of marketing communications. Elements of the complex of marketing communications in the agro-food market. Constituent parts of advertising appeals. The structure of advertising appeals. Style of advertising appeal. Factors affecting the choice of distribution channels for advertising appeals for agro-food products. The structure of the advertising budget. Indicators of evaluation of advertising measures in the agro-food market. Principles of measuring the effectiveness of advertising.

Features of sales promotion, public relations, personal selling, sponsoring, brand and other elements of the complex of marketing communications in the agri-food market.

4. The structure of the academic discipline "Marketing by types of activity: agrarian marketing"

| Names of content modules and topics | Number of hours | | | | | | | | | | | |
|---|--------------------|-----------|----|-----|-----|------|---------------------|-----------|---|-----|-----|------|
| | Full-time | | | | | | Correspondence form | | | | | |
| | Total hours a week | including | | | | | Total hours a week | including | | | | |
| | | l | p | lab | ind | s.r. | | l | p | lab | ind | s.r. |
| Content module 1. System and organization of modern agricultural marketing | | | | | | | | | | | | |
| Topic 1. The essence and content of agricultural marketing | 15 | 2 | 2 | | | 9 | | | | | | |
| Topic 2. Information and system of marketing research in the agricultural sector | 15 | 4 | 4 | | | 8 | | | | | | |
| Topic 3. Mechanism of functioning of markets and enterprises in the agricultural sector | 15 | 4 | 4 | | | 10 | | | | | | |
| Topic 4. Organization and management of agricultural marketing | 15 | 4 | 4 | | | 10 | | | | | | |
| Together according to content module 1 | 60 | 14 | 14 | | | 32 | | | | | | |
| Content module 2. Components of the agricultural marketing complex | | | | | | | | | | | | |
| Topic 5. Marketing commodity policy in the agricultural sector | 15 | 4 | 4 | | | 7 | | | | | | |
| Topic 6. Marketing price policy in the agricultural sector | 15 | 4 | 4 | | | 7 | | | | | | |
| Topic 7. Marketing policy of distribution in the agricultural sector | 15 | 4 | 4 | | | 7 | | | | | | |
| Topic 8. Marketing policy of communications in the agricultural sector | 15 | 4 | 4 | | | 7 | | | | | | |
| Together according to content module 2 | 60 | 16 | 16 | | | 28 | | | | | | |
| Total hours | 120 | 30 | 30 | | | 60 | | | | | | |

4. Topics of seminar classes

| N o. | Topic name | Numberh ours |
|---------|------------|-----------------|
| 1 | | |
| 2 | | |
| ... | | |

not provided for in the curriculum

5.Topics of practical classes

| No. z/p | Topic name | Number hours |
|------------|---|-----------------|
| 1 | Introduction to agricultural marketing | 2 |
| 2 | The system and technologies of marketing research in the agricultural sector | 4 |
| 3 | Content and methods of market situation analysis | 4 |
| 4 | Organization and management of agricultural marketing | 4 |
| 5 | Marketing commodity policy in the agricultural sector | 4 |
| 6 | Marketing price policy in the agricultural sector | 4 |
| 7 | Marketing policy of distribution and sales system of products of the agrarian sector | 4 |
| 8 | Marketing policy of communications in the agricultural | 4 |

6. Control questions, sets of tests to determine the level of assimilation knowledge by students.

1. The specificity and structure of the agricultural industry of Ukraine.
2. The essence, purpose and tasks of agricultural marketing.
3. Agricultural marketing subsystems. Their characteristics.
4. Peculiarities of agricultural marketing in the agro-industrial complex.
5. Characteristics of the most important principles of agricultural marketing.
6. Characteristics of the political and legal environment of agricultural marketing.
7. Activities of agricultural enterprises with marketing and production and sales activities. Their characteristics and differences.
8. Definition of agricultural marketing in the system of agrarian economy.
9. The place and importance of marketing in agribusiness. Problems of agricultural marketing.
10. The evolution of agricultural marketing in Ukraine and its formation at enterprises. The essence of the concept of "agrarian marketing complex". Characteristics of its elements.
11. Problems of the agrarian sector and tasks of agrarian policy regarding agrarian marketing.
12. The market, its categories and meaning. General classification of markets.
13. Food market and its functions.
14. Classification of markets in the agricultural sector of Ukraine, their features. Types of markets in the marketing sphere of agribusiness.
15. Food security of the country. Marketing measures to ensure food security of Ukraine.
16. The essence and tasks of agricultural marketing research. Types, types of agricultural marketing research.
17. Organization of the process of agricultural marketing research in the agricultural sector. Agricultural marketing information system. Its types and methods of collection. Sources of primary and secondary information. Their advantages and disadvantages.
18. Methods of collecting primary agricultural marketing information. Their advantages and disadvantages.
19. The most common types of open and closed questions used in questionnaires. Give examples.
20. Marketing environment of enterprises of agricultural industry of Ukraine. The main purpose of its study.
21. Factors of the macro environment of the functioning of an agricultural enterprise.
22. Micromarketing environment of the agricultural industry of Ukraine.
23. The essence of market conditions and food trade conditions.
24. Factors affecting the consumer in the agro-food market when buying

products.

25. Characteristics of conjuncture-forming factors in the agricultural market. Conditions for the formation of the conjuncture in the agro-industrial complex markets. Types of conjuncture.

26. Forms of manifestation of the conjuncture. Their characteristics.

27. Methods of researching the conjuncture of trade in agricultural products.

28. Marketing research of the crop and animal husbandry market. Factors that determine the demand for agricultural products and food. Their characteristics.

29. Factors affecting the supply and demand of agricultural products and their processing products. Their characteristics.

30. Predictive assessments of the development of the food trade conjuncture. To characterize the most common principles of segmentation of the agro-industrial market.

31. The essence of the concept of "market capacity", "enterprise share on the market", "product positioning on the market". Methods of their determination.

32. Classification of agricultural products. Life cycle of agro-food products.

33. The essence of the assortment policy of the agribusiness enterprise. Market attributes of agro-food products.

34. New food product. Stages of market introduction of new food products.

35. Management of competitiveness and quality of agro-food products on the domestic market.

36. Management of competitiveness and quality of agro-food products on the foreign market.

37. Standardization and certification of food products.

38. Formation of competitive advantages of domestic agro-food products.

39. Functions prices Price system and prices agro-food strategies products

40. Pricing factors in the agro-industrial complex system. Their characteristics.

41. Basic pricing methods for agricultural products and their processing products. Stages of the pricing process.

42. Development of a price strategy at agribusiness enterprises. Stages of setting the price of agricultural products.

43. State regulation of prices in the agro-industrial complex of Ukraine.

44. Peculiarities of organizations of procurement of agricultural products. Selection of procurement forms and methods in conditions of market transformations.

45. The system of procurement and storage of agricultural raw materials in Ukraine. Processing of agricultural products in modern conditions.

46. The essence, usefulness, purpose of the distribution policy.

47. Functions of the system of distribution of agricultural products.

48. Types of distribution channels in the agricultural sector. Economic feasibility of the distribution system.

49. Types of marketing intermediaries in the agro-food market and their role in the promotion and sale of agricultural products and food.

7. A set of tests for determining the level of knowledge acquisition by students

| NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE | | | |
|---|--|---|---|
| Specialty 075 "Marketing" | Department of marketing and international trade 2023-2024 academic year | EXAMINATION TICKET No. 1 from the discipline <i>"Marketing by types of</i> <i>activity: agrarian</i> <i>marketing"</i> | I approve Head of Department (signature) <u>V. M. Bondarenko</u> _____2023 |

1. Characteristics of the most important principles of agrarian marketing.
2. Basic pricing methods for agricultural products and their processing products.
Stages of the pricing process.

Test tasks:

1. Continuationthe life cycle of food products
contributes to the expansion of the volume of
product sales.

| | |
|----|----|
| So | No |
|----|----|

2. Which oneIs the structure of the organization of the
agricultural marketing service based on the division
of marketing functions between individual
employees, groups of employees in the agricultural
marketing service?

| |
|--------------------------------------|
| (write one word in the answer sheet) |
|--------------------------------------|

3. Establish compliancebetween types of demand and
their content:

| <i>Types of demand</i> | <i>Content</i> |
|------------------------|---|
| 1. Absent | A. The majority of consumers do not accept this productand even agrees to incur certain costs in order to evade its acquisition |
| 2. Irregular | B. Demand for one or more goods decreases due to certain reasons |
| 3. Hidden | A. The target audience may not know about the existence of this product or may not be interested in it |
| 4. Negative | G. Consumersare not satisfied or cannot satisfy their needs with products available on the market |

4. Set the sequencestages of the movement of food
products:

| | |
|---|--|
| 1 | A.Inventory management |
| 2 | B. Evaluation and control of the movement of food products |
| 3 | B. Goal formulationmovement of food products |
| 4 | G. Development of the systemorder processing |
| 5 | D. Warehousing and clearance of goods |
| 6 | E. Choice of transportation method |

5. Contact audiences of enterprises in the agrarian
sectoris:

| | |
|---|--|
| 1 | Suppliers |
| 2 | Clientage |
| 3 | Financial circles and state institutions |
| 4 | Consumers |

6. Food packaging requirements include:

| | |
|---|---|
| 1 | originality |
| 2 | functionality |
| 3 | Possibility of use for advertising purposes |
| 4 | Aesthetic impact on the consumer |
| 5 | There is no right answer |

7. Does it not belong to the main principles of agricultural marketing planning?

| | |
|---|---------------|
| 1 | Complexize |
| 2 | Definition |
| 3 | Short-termism |
| 4 | Continuity |

8. Which element of marketing communications is not included in the system of promotion of dairy products in the market?

| | |
|---|----------------------|
| 1 | Sales promotion |
| 2 | Consumer budget |
| 3 | Advertising |
| 4 | The public relations |

9. What word is missing in a sentence (definition).

| | |
|---|---------------------------------------|
| ... sales allows the sale of goods in all possible market sectors with the participation of a large number of sellers and sales facilities. | (in the answer sheet, enter one word) |
|---|---------------------------------------|

10. Establish compliance between strategies and ways of their implementation:

| <i>Strategy</i> | <i>Ways of implementation</i> |
|---------------------|---|
| 1. Price leadership | A. Economy of scale of production |
| 2. Differentiation | B. focusing on one segment |
| 3. Concentration | B. giving the product qualities that will distinguish it from competing goods |

8. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power Point program) on each topic, handouts, discussion of problematic issues. In practical classes, situational tasks and business cases are solved.

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastering the system of professional knowledge, abilities and skills, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

The following teaching methods are used during the educational process:

Depending on the source of knowledge: verbal (explanation, conversation, discussion, dialogue); visual (demonstration, illustration); practical (solving problems, business games).

According to the nature of cognitive activity: explanatory and visual problem statement; partly search and research methods.

By place in educational activity:

- methods of organization and implementation of educational activities, combining verbal, visual and practical methods; reproductive and problem-searching; methods of educational work under the guidance of a teacher and methods of independent work of students of higher education;

- methods of stimulating and motivating educational work, including cognitive games, educational discussions, role-playing situations;

- methods of control and self-control of educational activities: methods of oral and written control; individual and frontal, thematic and systematic control.

In the process of teaching an academic discipline, the following educational technologies are used to activate the educational and cognitive activity of students of higher education:

- working in small groups makes it possible to structure practical-seminar classes in terms of form and content, creates opportunities for the participation of each student of higher education in work on the topic of the class, ensures the formation of personal qualities and experience of social communication;

- seminars-discussions provide for the exchange of thoughts and views of the participants on a given topic, and also develop thinking, help form views and beliefs, the ability to formulate opinions and express them, teach to evaluate other people's proposals, to critically approach one's own views;

- brainstorming - a method of solving urgent tasks, the essence of which is to express as many ideas as possible in a limited period of time, discuss and carry out their selection;

- *case method*– the method of analyzing specific situations, which makes it possible to bring the learning process closer to the real practical activity of specialists and involves consideration of production, management and other situations, complex conflict cases, problem situations, incidents in the process of learning educational material;

- *presentations*– speeches in front of the audience, used to present certain achievements, results of the group's work, a report on the performance of individual tasks, instruction, demonstration;

- didactic games – a method of imitation (imitation, reflection) of making management decisions in various situations according to rules that have already been developed or formed by the participants themselves, is implemented through the independent solution of the given problem by students of higher education, provided that the necessary knowledge is insufficient, when there is a need to independently master new content or look for new connections in already learned material;

- *banks of visual support* contribute to the activation of creative perception of the content of the discipline with the help of visualization.

9. Forms of control

The main forms of organization of education during the study of the discipline "Marketing by types of activity: Agrarian marketing" are lectures, practical classes, consultations, independent work of students of higher education.

In accordance with the above-mentioned forms of training organization, the forms of control of learning the program are: self-monitoring, writing modular control papers, an essay, performing individual practical tasks and an exam for the period of studying the discipline. Control measures carried out at the university determine the compliance of the level of knowledge, skills and abilities acquired by students with the requirements of normative documents on higher education and ensure timely adjustment of the educational process. According to the "Regulations on examinations and assessments at the National University of Life and Environmental Sciences of Ukraine" approved by the academic council of the National University of Life and Environmental Sciences of Ukraine on April 23, 2023, protocol No. 10, the types of knowledge control of higher education students are current control, intermediate and final certification.

Current control is carried out during practical, laboratory and seminar classes and is aimed at checking the level of preparedness of students of higher education to perform specific work.

Intermediate attestation is conducted after studying the program material of each content module. The teaching material of the disciplines, which are taught during one semester - fall or spring, is divided by lecturers into two or three meaningful modules. Intermediate attestation should determine the level of knowledge of the students of higher education from the program material of the content module (rating assessment from the content module), obtained during all types of classes and independent work. Forms and methods of conducting intermediate certification, assimilation of the program material of the content module are developed by the lecturer of the discipline and approved by the relevant department in the form of testing, written control work, colloquium, the result of an experiment that can be evaluated numerically, calculation or calculation-graphic work, etc.

The level of knowledge of students of higher education acquired through non-formal education programs (Article 8, Clause 3 of the Law of Ukraine "On Education") must be confirmed by relevant documents (for example, learning English - certificates of level B1 and above; training on BAS courses (Business Automation Software) – SAB certificate (association of business automatizers); training at the courses of the Cisco Network Academy - Cisco industry certificate; training at the training courses for appraisers on expert monetary valuation of land plots - qualification certificate, etc.). The presence of supporting documents is the basis for the enrollment of a separate laboratory work, the topic of a lecture or practical session, a content module or the entire educational material of the discipline, if the program of informal education corresponds to the work program of the discipline. The decision on enrollment of knowledge, acquired through non-formal education programs, is accepted by the lecturer of the discipline together with the head of the

department. Enrollment of all educational material of a discipline does not exempt a student of higher education from taking an exam in this discipline.

After conducting intermediate attestations from two content modules and determining their ratings, the lecturer of the discipline determines the rating of the student of higher education on the educational work of the National People's Republic of China (no more than 70 points) according to the formula:

$$R_{NR} = \frac{0.7 \cdot (R(1)_{ZM} \cdot K(1)_{ZM} + \dots + R(n)_{ZM} \cdot K(n)_{ZM})}{K_{DIS}}, \quad (1)$$

where $R(1)_{ZM}, \dots, R(n)_{ZM}$ - rating evaluations from the content modules on a 100-point scale;

n - number of content modules;

$K(1)_{ZM}, \dots, K(n)_{ZM}$ - the number of credits of the European Credit Transfer accumulative system (ECTS) (or hours) provided by the working curriculum for the relevant content module;

$K_{DIS} = K(1)_{ZM} + \dots + K(n)_{ZM}$ - number of ECTS credits (or hours), provided by the working curriculum for the discipline in the current semester.

Formula (1) can be simplified if we accept $K(1)_{ZM} = \dots = K(n)_{ZM}$. Then she will look like

determination of their rating evaluations by the lecturer of the discipline, the rating of the applicant of higher education is determined from the educational work R_{NR} (no more than 70 points) per by the formula:

$$R_{NR} = \frac{0.7 \cdot (R^{(1)}_{ZM} K^{(1)}_{ZM} + \dots + R^{(n)}_{ZM} K^{(n)}_{ZM})}{K_{DIS}}, \quad (1)$$

where $R(1)_{ZM}, \dots, R(n)_{ZM}$ - rating evaluations from the content modules on a 100-point scale;

n - number of content modules;

$K(1)_{ZM}, \dots, K(n)_{ZM}$ - the number of credits of the European Credit Transfer accumulative system (ECTS) (or hours) provided by the working curriculum for the relevant content module;

$K_{DIS} = K(1)_{ZM} + \dots + K(n)_{ZM}$ - number of ECTS credits (or hours), provided by the working curriculum for the discipline in the current semester.

Formula (1) can be simplified if we accept $K(1)_{ZM} = \dots = K(n)_{ZM}$. Then she will look like

$$R_{NR} = \frac{0.7 \cdot (R(1)_{ZM} + \dots + R(n)_{ZM})}{n} \quad (2)$$

The rating of the student of higher education on academic work is rounded to

the nearest whole number. The rating for academic work can be affected by the rating from additional work and the penalty rating. The rating from the additional work is added to the rating from the study and cannot exceed 20 points. It is determined by the lecturer and is given to students of higher education by the decision of the department for the performance of works that are not provided for in the curriculum, but contribute to increasing the level of their knowledge of the discipline.

The maximum number of points (20) is awarded to a higher education applicant for:

- receiving the 1st degree diploma of the winner of the student scientific conference of the educational and scientific institute or faculty (college) in the relevant discipline;
- receiving a diploma of the winner (1st, 2nd or 3rd place) of the 2nd stage of the All-Ukrainian Student Olympiad in a discipline or specialty (field of training) in the current academic year;
- receiving a diploma (I, II or III degree) of the winner of the All-Ukrainian competition of student scientific works in the relevant discipline in the current academic year;
- authorship (co-authorship) in the submitted application for an invention or the obtained patent of Ukraine in the relevant discipline;
- authorship (co-authorship) in a published scientific article in the relevant discipline;
- production of a personal educational stand, layout, device, device; development of a computer program (provided that it is used in the educational process when teaching the relevant discipline).

The penalty rating does not exceed 5 points and is deducted from the academic work rating. It is determined by the lecturer and introduced by the decision of the department for students of higher education who did not learn the materials of the content modules in time, did not follow the work schedule, missed classes, etc. Final attestation includes semester and state attestation of students of higher education. Semester certification is conducted in the form of a semester exam or a semester credit for a specific academic discipline. The semester exam (hereinafter referred to as the exam) is a form of final attestation of the assimilation of theoretical and practical material from the academic discipline by the student of higher education during the semester.

Semester assessment (hereinafter referred to as assessment) is a form of final attestation, which consists in assessing the assimilation of theoretical and practical material by the student of higher education (certain types of work performed by him in practical, seminar or laboratory classes and during independent work) from the academic discipline for the semester.

Differentiated credit is a form of attestation that allows the student to evaluate the implementation and assimilation of the program of educational or industrial practice, preparation and defense of a course work (project) by a student of higher education. Applicants of higher education are required to take exams and assessments in accordance with the requirements of the working curriculum within the time limits

provided by the schedule of the educational process. The content of exams and tests is determined by the working training programs of the disciplines.

10. Distribution of points received by students

The student's knowledge is assessed on a 100-point scale and translated into national assessments according to the table. 1 "Regulations on examinations and credits at NULES of Ukraine" (approved by the Academic Council of NULES of Ukraine from April 26, 2023, protocol No. 10)

| Student rating, points | National grade based on exam results | |
|------------------------|--------------------------------------|-------------------|
| | Exams | Credits |
| 90-100 | Excellent | Passed |
| 74-89 | Good | |
| 60-73 | Satisfactory | |
| 0-59 | Unsatisfactory | Not passed |

To determine the student's (student's) rating for mastering the RDYS discipline (up to 100 points), the obtained rating from the certification (up to 30 points) is added to the student's (student's) rating for the RHP educational work (up to 70 points): $R_{\text{ДНС}} = R_{\text{HP}} + R_{\text{AT}}$.

11. Educational and methodological support

1. Electronic educational course in the discipline "Agrarian Marketing": <https://elearn.nubip.edu.ua/course/view.php?id=2194>
2. Geraimovich V.L. Educational and methodological complex in the discipline "Agrarian Marketing" for full-time and part-time students of the specialty 075 "Marketing" - K.: NUBiP of Ukraine, 2023.

12. Recommended sources of information

The main:

1. Agricultural marketing. Study guide by M. I. Lobanov, T. A. Markina, T. V. Arestenko, and others. Melitopol, 2012. 277 p.
2. Blyznyuk S.V., Blyznyuk A.S. Management of marketing activities of the enterprise: Scientific monograph. K.: Foreign trade. 2008. 240 p.
3. Blyznyuk S.V. Marketing in Ukraine: problems of formation and development. IVC "Polytechnic Publishing House", 2003. 384 p.
4. Harkavenko S.S. Marketing. Textbook. - Kyiv: Libra, 2002. - 712 p.
5. Kvasha S. M. Methodological basis of social decision-making in agrarian policy. Economy of agro-industrial complex. 2013. No. 8. P. 12-21.
6. Kvasha, S., Ivanko, A., & Dvornyk, I. (2021). Organizational aspects of improving personnel management of agricultural enterprises. Economic Discourse, (3), 63–70. <https://doi.org/10.36742/2410-0919-2020-3-7>
7. Formation of a free trade zone between Ukraine and EU member states

and possible consequences for the agricultural sector / S. M. Kvasha, V. I. Vlasov, N. V. Kryvenko, B. V. Dukhnytskyi, O. M. Hrybniuk; ed.: S. M. Kvasha; NSC "Institute of Agrarian Economics". Kyiv: NNC "IAE", 2014. - 56 c.

Additional literature

1. Belyavtsev M.I., Ivanenko L.M. Marketing. Tutorial. K.: Center of Educational Literature, 2005. 328 p.
2. Lipchuk V.V., Dudyak A.P., Bugil S.Ya. Marketing: theory and practice basics. Tutorial. Lviv: "New World - 2000"; Magnolia Plus. 2003. 288 p.
3. Lucii O.P., Vasyutkina N.V. Marketing research of the food market: the organizational and methodological aspect of business entities: Monograph. - K.: View of Europe. University, 2006. – 225 p.
4. .Marketing: Textbook, workshop and educational and methodological complex on marketing / S.I. Chebotar, J.S. Larina, O.P. Lucii, M.G. Shevchyk, R.I. Buryak, S.M. Bonyar, A.V. Ryabchyk, O.M. Prus, V.A. Rafalska - K.: "Nash Chas", 2007. - 504 p.
5. International agribusiness: Study guide. Edited by Doctor of Economics, Prof., Acad. Sivachenko I.Yu. - Kyiv: TsUL, 2003. - 208 p.
6. Basics of marketing: Study guide / S.I. Chebotar, M.G. Shevchyk, I.V. Ryabchyk. etc. - K.: Nash chas, 2004. - 240 p.
7. Starostina A.O., Zozulyov O.V. Marketing: Education book. 2nd ed., revision and additional - K.: Znannia-Press, 2003. - 326 p.
8. Richard L. Kohls, Joseph N. Uhl. Marketing of agricultural products. - New York: Macmillan publishing company, 1990.
9. The Global Competitiveness Report 2016–2017 [Electronic resource]. – Mode access: http://www3.weforum.org/docs/WEF_GlobalCompetitivenessReport_2016–17.pdf
10. Xavier Sala-i-Martin (2004). The making of the Competitiveness Index, (with Elsa V. Artadi), [Electronic resource]. - Access mode: http://www.salaimartin.com/wefcompetitiveness/80-competitiveness/585-the-making-of-competitiveness-index-2003–2004.html__

13. Information resources

1. Burova O.M. Formation and implementation of the offer of milk products in the system of agro-marketing enterprises [Electronic resource]/O.M. Burova.- Access mode: <http://www.economy.nayka.com.ua/?op=1&z=1138>
2. Pisarenko V.V. Marketing of vegetable products (methodical and practical aspects): Project of the regional agricultural marketing structure and justification of its functions [Electronic resource]/ V.V. Pisarenko.-Access mode: http://agromage.com/stat_id.php?id=445
3. Bondarenko Yu.G. The role of agricultural marketing in increasing the production efficiency of agricultural enterprises [Electronic resource]/Y.G. Bondarenko.- Access mode: <http://ir.kneu.edu.ua:8080/handle/2010/1142>
4. Moroz V.V., Mamalyga S.V. The use of agricultural marketing in

agribusiness enterprises [Electronic resource]/V.V. Moroz, S.V. Mamalyga.- Access mode: http://www.rusnauka.com/12_KPSN_2012/Economics/6_108720.doc.htm

5. Solovyov I.O. The main directions of development of the agricultural marketing system [Electronic resource]/ I.O. Solovyov.- Regimeaccess:<http://lit.govuadocs.com.ua/docs/469/index-171109.html>

10 Kovbas I.V. Formation of marketing activity of processing enterprises of the agro-industrial complex [Electronic resource]/I. V. Kovbas.- Access mode:<http://www.stelmaschuk.info/archive-internet-conference/62-conference-16-04-2013/702-702.html>

11 Kornijchuk, D. (2018), "Why Marketers Learn Agribusiness", [Online], available at: <https://www.epravda.com.ua/columns/2018/05/28/637160/> (Accessed 10 October 2019) .