



COURSE SYLLABUS
«Infrastructure of the product market»

Degree of higher education - Bachelor
Specialization 075 Marketing
Educational programme «Marketing»
Academic year 2, semester 3
Form of study full-time
Number of ECTS credits 4
Language of instruction English

Lecturer of the course
Contact information of the lecturer (e-mail)
Course page on eLearn

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COURSE DESCRIPTION

(up to 1000 printed characters)

The purpose of the discipline: to master the theory of commodity market infrastructure as an important part of a market economy, practical skills to manage its activities to promote, store and sell goods and services, meet consumer needs, ability to find and implement solutions to intensify and improve efficiency. Objectives of the discipline: to know the essence of commodity market infrastructure and its role in a market economy, types and conditions of effective activities of individual parts of commodity market infrastructure.

Competencies of the educational programme:

Integrative competency (IC): Ability to solve complex specialized tasks and practical problems in the field of marketing activity or in the learning process, which involves application relevant theories and methods and characterized complexity and uncertainty of conditions.

General competencies (GC):

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

GC 4. Ability to learn and master modern knowledge

GC 5. Determination and perseverance in relation to the tasks and assumed responsibilities.

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

GC 9. Skills of using information and communication technologies.

Professional (special) competencies (PC):

PC 2. Ability to critically analyze and generalize provisions of the subject area of modern marketing.

PC 6. The ability to conduct marketing research in various areas of marketing activity.

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

PC 9. Ability to use marketing tools in innovative activity.

PC 13. Ability to plan and implement effectively marketing activity of a market entity in cross-functional section.

PC 14. Ability to suggest improvements regarding functions of marketing activity.

Program learning outcomes (PLO) of the educational programme:

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

PLO 4. Collect and analyze the necessary information, calculate economic and marketing indicators, justify management decisions on the basis use of the necessary analytical and methodical tools.

PLO 5. Identify and analyze key characteristics marketing systems of different levels, as well as features behavior of their subjects.

PLO 9. Assess the risks of marketing activities, set the level of uncertainty marketing environment when adopting managerial ones solutions

PLO 10. Explain information, ideas, problems and alternative options for making managerial decisions specialists and non-specialists in the field of marketing, representatives various structural divisions of the market entity.

PLO 15. To act in a socially responsible and public manner deliberately based on the ethical principles of marketing, respect for cultural diversity and civic values society with respect for individual rights and freedoms.

PLO 28. Determine the target audience of Internet users, configure and interpret reports of the web analytics system, evaluate the effectiveness of advertising campaigns and analyze the actions of competitors in the network.

COURSE STRUCTURE

Topic	Hours (lectu- tu- re/laboratory, practical, seminar)	Learning outcomes	Tasks	Assess- ment
Module 1				
1. Commodity market infrastructure: essence, composition and problems of development	2/2	Know essence, goals, functions and elements infrastructure commodity market (IPM). Be able: marketing the concept of development of IPM subjects	Polls, solutions situational tasks	10
2. Wholesale trade	2/2	Know: essence, storage, characteristics of forms and methods of wholesale trade Be able to analyze the performance of wholesale enterprises	Poll, solution tasks, performance of independent work (including in elearn)	10
3. Trade and intermediary activity in the commodity market	2/2	Know: essence, types and functions of marketing intermediaries. Differences of different types of intermediary operations Be able to: select trade intermediaries, calculate the remuneration of intermediaries.	Survey, Problem solving, performance independent work (including in elearn)	10
4. Organized commodity markets. Auctions and tenders as forms of organized commodity markets	4/4	Know: goals, nature, features and functions of organized markets. Stages of preparation and conduct of bidding Be able: prepare a tender offer, determine the winner of the tender on the basis of the submitted methodology	Settlement solutions the task situational tasks	10

5. Commodity exchanges	2/2	Know: essence, role, types and functions of exchanges, types of exchange agreements, trends in the exchange market Be able: analyze and use exchange information in marketing activities	Poll,solution tasks implementation independentworks (c incl. in elearn)	10
6. Retail trade	4/4	Know: essence, role, functions of retail trade, formats and marketing decisions of retail trade. Be able: to analyze the complex of retail outlet marketing, to carry out marketing audit.	Settlement solutions the task situational tasks	10
7. Personal sales	2/2	Know: The essence, organizational forms and stages of personal sales, multilevel marketing companies Be able: prepare and carry out transactions for the purchase and sale of goods	Poll, solution tasks, independent performance works (c incl. in elearn)	10
Module control 1			Test	30
Total for module 1				100
Module 2				
8. Information activities in infrastructure complex	4/4	Understand the nature and types of information activities in ITR, organizational forms of advertising Master methods of evaluating alternatives to participation in exhibitions, tender organization advertising agencies	Solving computational problems and situational tasks	10
9. Organizational and commercial activity	2/2	Be able to develop methods to increase the efficiency of the subjects infrastructure Master evaluation methods alternatives to participation in exhibitions,	Project implementation tasks in small groups, presentation of results	30
10. Leasing	2/2	Know essence, goals and functions, legal and marketing aspects of leasing. Be able calculate the amount of lease payments under the contract	Surveys, solving computational problems and situational tasks	10
11. Controllingfunctions infrastructure. Consumer protection system.	2/2	Know content and meaningkcontrolling functionsinfrastructure. Understand feature application of consumer protection tools	Survey, problem solving, performance independent work (including in elearn)	10

12. System protection on competition and its legal framework.	2/2	Know: essence, tasks and functions with competition protection system. Be able to identify manifestations of unfair competition in the activities of the marketing system promotion	Survey, problem solving, performance independent work (including in elearn)	10
Modular control			Test	30
Total for semester				70
Exam				30
Total for course				100

ASSESSMENT POLICY

<i>Policy regarding deadlines and results:</i>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<i>Academic honesty policy:</i>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<i>Attendance policy:</i>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

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

RECOMMENDED SOURCES OF INFORMATION

1. Methodical instructions for studying the discipline "Infrastructure of the commodity market" for students of OS "Bachelor" specialty 075 "Marketing". - K. : "CP Comprint", 2022.- 120 p.
2. Savoshchenko A.S Infrastructure of the commodity market: Textbook. - K. : KHEY, 2005. - 340 p.
3. Bobrov V.Ya. Fundamentals of market economy and entrepreneurship. K., Higher School, 2003.
4. Solomatin A.N. Economics and organization activities shopping enterprises: Textbook. - M. : INFRA, 2000. - 294p.
5. Antimonopoly Committee of Ukraine: access regime - <http://amc.gov.ua/>
6. State customs service of Ukraine: regime access <http://www.customs.gov.ua>
7. Government portal: access mode - <http://www.kmu.gov.ua/>
8. The Verkhovna Rada of Ukraine: access regime - <http://www.rada.gov.ua>
9. State Statistics Service of Ukraine: access mode - www.ukrstat.gov.ua/