

**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF UKRAINE
FACULTY OF AGRICULTURAL MANAGEMENT**

Marketing and International Trade Department


"APPROVED"
Dean of Economic Faculty
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"5" 05 2023 p.

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Protocol #13 from "22" 05 2023 p.

"APPROVED"
Guarantor of Educational Program
"Corporate Finance"
Yuliia BILIAK
"5" 06 2023 p.

Work program
of the academic discipline

"MARKETING"

for undergraduate students training

specialty 072 Finance, Banking and Insurance
educational program " Corporate Finance "
faculty of Economics
Developer: Associate Professor, Ph.D. Olena BARYLOVYCH

KYIV-2023

1. Description of the course

Field of knowledge, specialization, educational program, educational degree	
Educational degree	Bachelor
Specialization	072 Finance, Banking and Insurance
Educational program	Corporate Finance
Characteristics of the course	
Type	Compulsory
Total number of hours	120
Number of ECTS credits	4
Number of content modules	3
Course project (work) (if applicable)	-
Form of assessment	<i>Exam</i>
Indicators of the course for full-time form of study	
Course (year of study)	3
Semester	6
Lecture classes	15
Practical, seminar classes	30
Self-study	75
Individual assignments	-
Numbers of weekly in-class academic hours for full-time forms of study	3

2. Purpose, objectives, and competencies of the course

Goal: formation of knowledge about the basic categories of marketing, methodological aspects of the organization of marketing activity and its priorities in modern conditions

Objectives: 1. To study initials of the Marketing Process, looking at what marketing is & how it satisfies consumer needs. 2. To determine the importance & identify stages of the Marketing Research. 3. To describe how today's managers use marketing decisions to plan the strategy of an enterprise & make market & sales forecasts.

Acquisition of competencies:

Integral competence: the ability to solve complex specialized tasks and practical problems in the course of professional activity in the field of finance, banking and insurance or in the learning process, which involves the application of certain methods and provisions of financial science and is characterized by the uncertainty of conditions and the need to take into account the complex requirements of the implementation of professional and educational activities.

General competencies (GK):

GC1. 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 Ability to apply knowledge in practical situations,

GC 3. Ability to plan and manage time.

GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC 7 Ability to learn and master modern knowledge,

GC 8. Ability to search, process and analyze information from various sources,

GC 9. The ability to be critical and self-critical.

GC 10 Ability to work in a team,

GC 12. Ability to work autonomously.

GC13. Ability to work in an international context.

GC 14. 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.

Special competencies (SC):

SC01. The ability to investigate trends in economic development using the tools of macro- and microeconomic analysis, to evaluate modern economic phenomena.

SC06. Ability to use modern information and software for obtaining and processing data in the field of finance, banking and insurance.

SC08. Ability to perform control functions in the field of finance, banking and insurance.

SC09. Ability to communicate effectively.

SC10. Ability to determine, justify and take responsibility for professional decisions.

Program learning outcomes:

PLO01. Know and understand the economic categories, laws, causal and functional relationships that exist between processes and phenomena at different levels of economic systems

PLO11. To have methodical tools for implementation control functions in the field of finance, banking and insurance.

PLO12. Use professional argumentation to convey information, ideas, problems and ways to solve them to specialists and non-specialists in the financial sphere

PLO16. Apply acquired theoretical knowledge for solving practical problems and meaningfully interpreting the obtained results.

PLO17. Determine and plan personal opportunities for professional development.

PLO19. To demonstrate the skills of independent work, flexible thinking, openness to new knowledge.

PLO20. Perform functional duties in the group, offer justified financial solutions.

PLO22. Know your rights and responsibilities as a member of society, understand the values of a free democratic society, the supremacy of law, rights and freedoms of man and citizen in Ukraine.

PLO24. To know and be able to apply methods and tools for identifying and solving problems in the field of corporate finance.

PLO25. Identify reserves of efficiency improvement management of corporate finances of the enterprise

2. Program and structure of the course:

Content module 1.

The essence of marketing and marketing research

Topic 1. The essence of marketing and its modern concept

The essence of marketing. History of marketing. Marketing as a philosophy and methodology of modern business. The concept of marketing. The subject of marketing. The consumer as an object of marketing. Development of marketing concepts.

Topic 2. Classification and characteristics of marketing.

Types of marketing depending on the state of the market, the ratio of supply and demand, industry, business entities. Global marketing. Principles of marketing. Basic laws of marketing. Strategic tasks of marketing. Tactical tasks of marketing. Marketing functions.

Topic 3. Marketing system and marketing environment.

The structure of the marketing system. Controlled and uncontrolled elements of the enterprise's macro- and microenvironment.

Topic 4. Marketing research.

Obtaining and analyzing marketing information. Marketing information systems. Marketing research: product market analysis; competitors; studying the needs of existing and potential consumers, buyer behavior, motivation for purchasing goods. Modeling of consumer behavior. Assessment of market capacity. Assessment of market conditions.

Topic 5. Market segmentation and product positioning.

Concept of market segmentation. Positioning. Product differentiation. Five main principles of consumer retail market segmentation: geographic, psychographic, behavioral, demographic, social. Principles of consumer wholesale market segmentation. Stages of the market segmentation process. The main strategies of market coverage (undifferentiated, differentiated and concentrated marketing). Options for choosing market segments.

Topic 6. Marketing management. Organization and control of marketing activities.

Situational analysis. Analysis of the company's competitiveness. Strategic and operational marketing planning. Marketing budgets. Organizational construction of marketing services. Three types of marketing control: control of the implementation of annual plans, control of profitability and control of the implementation of strategic settings. The main tasks of monitoring the implementation of annual plans.

Content module 2.

Components of the marketing complex

Topic 7. Marketing product policy

Essence and types of goods. The company's decision regarding the product policy. Product nomenclature and product range. Competitiveness, quality and consumer properties of the product. Service as one of the elements of the product policy of the company. Brands. The concept of "brand" Life cycle of the product New product development program Standardization and certification of products.

Topic 8. Marketing price policy.

Price structure. Pricing policy in the enterprise's marketing activities. Peculiarities of pricing in the agro-industrial complex. The task of marketing pricing. Marketing pricing process. Interaction of demand, supply and market price.

Topic 9. Marketing policy of distribution.

The essence and functions of distribution channels. Mediation in distribution channels. Types of product distribution systems. Management of distribution channels. Basic concepts of marketing logistics.

Topic 10. Marketing communications.

Theoretical foundations of communication processes in the marketing system. Advertising. Public relations. Sales promotion. Personal selling. Direct marketing. Branding concept for image formation.

Topic 11. Enterprise marketing plan.

Types of marketing plans. The essence of the marketing plan. Improvement of marketing planning. Principles of developing an effective marketing plan.

Structure of the Course

Names of content modules and topics	Number of hours													
	Full-time							Part-time						
	weeks	total	including					total	including					
			l	p	lab	ind	sw		l	p	lab	ind	sw	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	
Content module 1. The essence of marketing and marketing research														
Topic 1. The essence of marketing and its modern concept	1-2	9	1	2			6							
Topic 2. Classification and characteristics of marketing	2-3	9	1	2			6							
Topic 3. Marketing system and marketing environment	4	10	1	2			7							
Topic 4. Marketing research	4-5	11	2	2			7							
Topic 5. Market segmentation and product positioning	6	11	2	2			7							
Topic 6. Marketing management. Organization and control of marketing activities	7	10	1	2			7							
Together according to content module 1	60		8	12			40							
Content module 2. Components of the marketing complex														
Topic 7. Marketing product policy	7-8	13	2	4			7							
Topic 8. Marketing price policy	9-10	13	2	4			7							
Topic 9. Marketing policy of distribution	11-12	12	1	4			7							
Topic 10. Marketing policy of communications	13-14	12	1	4			7							
Topic 11. Enterprise marketing plan	15	10	1	2			7							
Together according to content module 2	60		7	18			35							
Total hours	120		15	30			75							

3. Topics of practical classes

№	Topic	Hours
1.	The essence of marketing and its modern concept	2/
2.	Classification and characteristics of marketing	2/
3.	Marketing system and marketing environment	2/
4.	Marketing researches	2/
5.	Market segmentation and product positioning	2/
6.	Marketing management. Organization and control of marketing activities	2/
7.	Marketing product policy	4/
8.	Marketing price policy	4/
9.	Marketing distribution policy	4/
10.	Marketing policy of communications	4/
11.	Enterprise marketing plan	2/
...		30/

4. Topics of self-work

№	Topic	Hours
1	The essence of marketing and its role in enterprise activity	18/
2	Management of marketing activities of the enterprise	22/
3	The role of marketing product and price policy in the company's activities	17/
4	The role of marketing policy of distribution and marketing communications in the activity of the enterprise	18/

6. Samples of control questions, tests for assessing the level of knowledge acquisition by students

QUESTIONS FOR KNOWLLAGE CONTROL

1. Essence of Marketing
2. Consumer Needs and Consumer Wants
3. Controllable Marketing Mix Factors
4. Uncontrollable Factors of Marketing
5. Evolution of the Marketing Concept
6. Difference Between Consumer and Organizational Buyers Behavior
7. Stages of Consumer Purchase Decision Process
8. Characterize in detail Problem Recognition and Information Search stages of Consumer Purchase Decision Process
9. Characterize in detail Purchase Decision and Postpurchase Behavior Stages of Consumer Purchase Decision Process
10. Types of Buying Situations in Buying Center
11. Definition and Main Purpose of the Marketing Research
12. Organizational Forms for Implementation of the Marketing Research Function in a Company
13. Methods of Information Collection and Analysis

14. Types of Marketing Information
15. Secondary Information: its Sources, Advantages and Disadvantages
16. Primary Information: its Types, Advantages and Disadvantages
17. Methods and Forms of Primary Data Collection
18. Main Fields of the Marketing Research
19. Factors affecting the Choice of Research Methods and Structure of the Marketing Research Process
20. Difference between terms Market and Target Market
21. Definition of Target Market and Main Ways for Identifying Target Markets
22. Market Segmentation and its Strategies
23. Main Conditions of Effective Segmentation and Segmentation Variables
24. Essence of Positioning
25. Evaluation of Markets and Sales Forecast
26. Essence of a Marketing Strategy at an Enterprise
27. Determinants of an Enterprise's Marketing Strategy
28. Types of Marketing Strategies of an Enterprise
29. Differentiation Strategy
30. Low-cost Strategy
31. Narrow Specialization Strategy
32. Strategies with respect to the Market Share
33. Lines of Marketing Strategies according to the Components of the Marketing Mix
34. Basic Stages of Developing a Marketing Strategy at an Enterprise
35. Definition of a Product and Ways a Company Looks at its Products
36. Classification of Consumer Goods
37. Classification of Industrial Goods
38. Product Life Cycle
39. Introduction and Grows Stages of the Life Cycle
40. Maturity and Decline Stages of the Life Cycle

НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ			
ОС «Бакалавр» напряму підготовки/ спеціальність 072 «Finance, Banking and Insurance»	Кафедра маркетингу та міжнародної торгівлі 2023 -2024 навч. рік	ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 3 з дисципліни «Marketing»	Затверджую Зав. кафедри _____ (підпис) Луцій О.П. (ПІБ) _____ 20__ р.

1. Essence of Marketing.
2. Product life Cycle

	1. Which of the following is not a marketing activity?
1	Promotion
2	Storage
3	Product development
4	Wholesaling
5.	Production

	2. Which of the following statements concerning marketing research and information systems is false?
1	They help implement the marketing concept by providing adequate information about consumers.
2	They increase the chances of success in performing marketing activities
3	They are used to plan and develop appropriate strategies
4	They provide important input into the development of the marketing mix.
5	They increase the cost of the product to the consumer.

	3. An organization's products
1	are not part of the marketing mix.
2	represent visible contacts with consumers
3	are not information sources.
4	are purchased for functional reasons only
5	include tangible products but not services

	4. Wholesalers
1	perform those marketing activities necessary to expedite exchanges
2	usually can be eliminated with no loss in efficiency.
3	are engaged primarily in selling products to ultimate consumers
4	create higher consumer prices by performing their functions.
5	appear in almost all channels.

	5. Communication can be best define as
1	A transmission of meaning
2	Information transmitted in a form of patter
3	The sending and receiving of information
4	The coding and decoding of information
5	A sharing of meaning

	6. Which of the following statements is false?
1	Price can be changed quickly to respond to changes in demand.

2	Price has a psychological impact on customers and can be used symbolically to emphasize a product's quality.
3	Price is important in determining profits.
4	Price is usually used as a tool to raise production costs
5	None of the above.

	7. Name true medium of transmission here?
1	Advertising.
2	Potential customer.
3	Advertising agency.
4	Souvenir production.
5	Product-placement.

	8. <i>What element belongs to the communication's noise?</i>
1	Communication channels' break down.
2	Large number of other advertisements.
3	Same advertising message across many different countries.
4	An interest or dislike towards the message.
5	Driving too quickly past a billboard

	9. Consumer product classifications are based primarily on
1	how consumers use the product.
2	the characteristics of buyers' purchasing behavior
3	where the product is purchased.
4	how consumers view the product.
5	the cost of the product

	10. Which of the following services does a wholesaler usually not offer
1	Management assistance and marketing research
2	Handling credit and financing
3	Selling activities
4	Physical distribution activities
5	Making sales to ultimate consumers

7. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power program Point) on each topic, supplementary material, 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* – a 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 managerial decisions in various situations according to rules that have already been developed or are formed by the participants themselves, is realized 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.

8. Forms of assessment

The main forms of organization of education during the study of the discipline "Marketing" are lectures, seminar (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 tests at the National University of Bioresources and Nature Management of Ukraine" approved by the Academic Council of the National University of Bioresources and Nature Management of Ukraine on April 2, 3, 2023, protocol No. 10, the types of knowledge control of students of higher education are current control, intermediate and final attestation.

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 certification 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 content 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 assimilation of the program material of the content module by the student of higher education is considered successful if the rating is not less than 60 points on a 100-point scale.

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. 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 the enrollment of knowledge acquired through non-formal education programs is made 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 carrying out intermediate certifications with two content modules and determination of their rating evaluations by the lecturer of the discipline, the rating is determined acquirer higher education with educational work R_{HP} (not more 70 points) by by the formula:

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

where $R^{(1)}_{3M}, \dots, R^{(n)}_{ZM}$ – rating evaluations from content modules by 100-pointscale;

n – number content modules;

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

$K_{DIS} = K^{(1)}_{ZM} + \dots + K^{(n)}_{3M}$ - the number of ECTS credits (or hours), provided by the working curriculum for the discipline in the current onesemester

The formula (1) you can simplify if to accept $K^{(1)}_{3M} = \dots = K^{(n)}_{3M}$. Then shewill be look like

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

Rating acquirer higher education with educational work rounded up to the whole numbers. 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 a 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 obliged to take exams and assessments in accordance with the requirements of the work 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.

9. Distribution of grades received by students. Evaluation of student knowledge is carried out on a 100-point scale and is converted to national grades according to Table 1 "Regulations and Examinations and Credits at NULES of Ukraine" (order on implementation dated 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

In order to determine the rating of a student (listener) in the discipline R_{dis} (up to 100 points), the rating from the exam R_{ex} (up to 30 points) is added to the rating of a student's academic work R_{aw} (up to 70 points): $R_{dis} = R_{aw} + R_{ex}$.

10. Methodical support

1. Бариллович О.М. Методичні вказівки до вивчення дисципліни «Маркетинг» призначені для студентів спеціальності 072 «Фінанси, банківська справа та страхування». К.: Компрінт, 2018. 85 с.

2. Barylovych O.M. Compendium of lectures on the discipline “Marketing” for the students of specialty 051 “Economics”, K: NULES, 2019. 164 p.

3. Page on Elearn: <https://elearn.nubip.edu.ua/course/view.php?id=2187>

11. Recommended sources of information

Basic:

1. W.M. Pride, O.C. Ferrel. Foundations of Marketing. Six Edition. – Stamford : Sengage Learning, 2015. 577 p.

Additional:

2. Bearden William O., Ingram Thomas N., LaForge Raymond W. Marketing: Principles and perspectives. 3. ed. Boston etc. : Irwin: McGraw-Hill, 2001. XXXVII, 596p.

3. Berkowitz Eric N., Kerin Roger A., Rudelius William. Marketing. 2. ed. Homewood, Ill., 1998. 756 p.

4. Bernhardt Kenneth L., Kinnear Thomas C. Cases in marketing management. 7. ed. Boston, Mass. etc. : Irwin: McGraw-Hill, 1997. 665p.

5. Bovee Courtland L., Thill John V Marketing. N.Y. etc.: McGraw-Hill, 1992. 761p.

6. Bovee Courtland L., Thill John V., Dovel George Marketing: Instructor's manual to accompany. N.Y. etc.: McGraw-Hill, 1992. 757 p.

7. Crawford C. Merle New products management. 5. ed. Boston, Mass. etc.: Irwin: McGraw-Hill, 1996. 508p.

8. Crawford I. M. Marketing Research and Information Systems. Rome: FAO, 1997. 121 p.

9. Etzel Michael J., Walker Bruce J., Stanton William J. Marketing. 12. ed. Boston etc. : McGraw-Hill: Irwin, 2001. XXII, 674p.

10. Furlong Carla B. Marketing for keeps: Building your business by retaining your customers. N.Y. etc.: Wiley, 1993. XII, 244 p.
11. Kinnear Thomas, Bernhardt Kenneth L. Principles of marketing. 3. ed. Glenview, Ill., 1990. 765p.
12. Kotler F., Armstrong G. Principles of marketing. 9. ed. Upper Sadle River (New Jersey) : Prentice-Hall, 2001.
13. McCarthy E. Jerome, Perreault William D. Applications in basic marketing: Clipping from the popular business press. 1994-1995 ed. Burr Ridge, Ill., 1994. 225 p.
14. Perreault William D., McCarthy E. Jerome Basic marketing: A global-managerial approach. Chi. etc.: Irwin, 1996. 829 p.
15. Pettitt Stephen, Brassington Frances. Essentials of Marketing. Longman, 2007.

12. Information resources:

1. National University of Life and Environmental Sciences of Ukraine: website. URL: <https://nubip.edu.ua/>
2. Ministry of Education and Science of Ukraine: website. URL: <https://mon.gov.ua/ua>
3. "Marketing in Ukraine" magazine: website. URL: <http://uam.in.ua/rus/projects/marketing-in-ua>
4. Journal "Marketing and Management of Innovations": website. URL: <https://mmi.fem.sumdu.edu.ua/>
5. "Companion" magazine: website. URL: <http://www.companion.ua/>
6. National Library of Ukraine named after Vernadsky: website. URL: www.nbuv.gov.ua
7. Ukrainian Marketing Association: website. URL: <http://uam.in.ua>